

ABU  
DHABI



MEDICAL  
CONGRESS

EXHIBITION & CONGRESS

# POST-SHOW REPORT 2010



Featuring:



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POST-SHOW REPORT 2010

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# Report Summary

## Organised by:

### IIR Middle East

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United Arab Emirates  
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## Dates & Venue:

17-19 October 2010  
Abu Dhabi National Exhibition Centre (ADNEC)  
United Arab Emirates

## Exhibitor Summary:

Net Floor Space Occupied: 4,000sqm  
Number of Exhibitors: 112  
Exhibiting Countries: 24

## Visitor / Delegate Summary:

Total Attendance: 4758  
Visitors: 3335  
Delegates: 1423  
Countries: 56

## Future Dates & Venue:

23 – 25 October 2011  
Abu Dhabi National Exhibition Centre (ADNEC)  
United Arab Emirates

## Inaugurated by:

**His Excellency Dr. Ahmed Mubarak Al Mazrouei**  
Chairman & CEO of the Health Authority-Abu Dhabi

## Supported by:



## ADMC Vertical Sections:

EMERGENCY	CONGRESS
PRIMARY	HEALTHCARE
PATIENT	SAFETY
MIDDLE EAST	REHAB

## Sponsors:

### Partner:



### Sponsored by:



## Exhibition Sponsors

### Corporate Sponsor:



### Platinum Sponsor:



### Gold Sponsors:



### Silver Sponsor:



### Exhibition Sponsor:



# Highlights of the Abu Dhabi Medical Congress 2010





# Market background



## **Business and investment opportunities in Abu Dhabi's healthcare sector are on the rise.**

Abu Dhabi is keenly encouraging investment across the health sector to boost capacity, drive up standards and enhance competitiveness. Health Authority Abu Dhabi (HAAD) estimates that the emirate's population will grow from 1.92m in 2009 to at least 2.43m and as much as 3.52m in 2019 depending on the number of expatriates.

According to HAAD projections, up to 5,000 additional doctors and 6,500 nurses will be needed by 2019, with this translating into a need for 1,600 doctors and 1,800 nurses to be taken on annually. While staff productivity and retention will be improved as system reforms are implemented, there still be a substantial need for recruitment.

Infrastructure capacity will also need to be expanded by up to 2,400 new inpatient beds in the next decade, and HAAD suggests that the number of hospitals with temporary licenses means that there will be considerable scope for new institutions to be established.

Demand for health services grew significantly in 2007 and 2008, particularly after the introduction of compulsory health insurance in 2007.

Emergency Medical Services continue to see rising usage, however HAAD forecasts significant increases in demand for outpatient services related to chronic diseases and aggressive growth in services related to cancer and diabetes.

The success of reforms has been striking and therefore many trends are set to continue - greater private involvement in health care provision, increased use of ICT, better public health awareness, and hospitals and clinics taking control of revenue cycles in a direct relationship with patients and insurers. Meanwhile, capacity will need to expand considerably to keep pace with the growth. All of these issues present challenges, but given the resources available and the long-term strategic planning in place, they are outweighed by the huge opportunities for the emirates and health investors alike.



# Exhibitor survey results

The main reasons for exhibiting were:

80%	To seek contacts for future business
65%	To seek immediate business
45%	To raise profile of company / organisation
45%	To test the Middle East market for the first time
25%	Meet existing clients or partners
15%	Support local existing agent

89% said that the number and quality of visitors had either met or surpassed their expectations

85% of surveyed exhibitors said that they positively rate long term return on investment for exhibiting at the show

All surveyed exhibitors said that they predict a positive growth for their business in the region:

- 85% expressed that the Abu Dhabi Medical Congress is a very important event for their marketing activity in the region
- 78% confirmed that exhibiting at the event has improved their business contacts in the region

*<<Each year we participate in IIR Life Sciences Middle East events such as the Abu Dhabi Medical Exhibition & Congress, because they are the leading forums for local, regional and international healthcare companies to demonstrate their accomplishments and capabilities to the business community>>*

**James S Ferrier**, Manager, Corporate Marketing, **Abu Dhabi Health Services Company PJSC (SEHA)**

*<<Abu Dhabi Medical Exhibition & Congress enabled us to both launch our latest product and also demonstrate it to our key customers. The traffic in the exhibition was perfect as our customers are specific and targeted. It was a good experience and we will be back next year.>>*

**Dr. Mohammed Khalesi**, General Manager, **Modern Pharmaceutical**

*<<Medi-Expresse, together with IPT and DocZero, had a very successful exhibition; as we do year on year! The innovative and growing healthcare market in the Gulf States allows us to create interesting business opportunities whilst showcasing our products within a very targeted industry platform.>>*

**Lucas van Rossem**, Senior Content Advisor, **Medi-Expresse International**

*<<The Abu Dhabi Medical Exhibition & Congress is fast becoming a prominent destination to all key players from the healthcare industry in the UAE, entire GCC and MENA regions. The diversity of audience has served SRL very well and allowed interaction with a cross section of an interested and diverse participating group. We are sure to return next year.>>*

**Dr. Sanjeev Chaudry**, CEO, **Super Religare Laboratories**

## Exhibitors by Country:

Australia	1
Austria	1
Benin	1
China	2
Denmark	1
Egypt	1
Finland	1
Germany	5
India	2
Indonesia	1
Iran	7
Italy	1
Lebanon	1
Malaysia	1
Netherlands	3
Poland	1
Saudi Arabia	2
South Korea	1
Switzerland	1
Taiwan	2
Thailand	1
Ukraine	1
UAE	61
United Kingdom	6
United States	5
USA	2
<b>Total</b>	<b>112</b>

## Exhibitors by Vertical:

Emergency Congress	30
Primary Healthcare	42
Patient Safety	31
Rehabilitation	9
<b>Grand Total</b>	<b>112</b>

*<<We have received good potential leads after ADMC this year. We are looking forward to continued success at this exhibition and a strong working partnership>>*

**Robin Matari**, Managing Director, **AMT**



# Visitor Survey Results

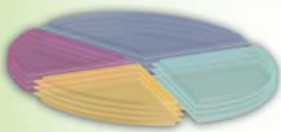
## International Breakdown of Visitors

Visitors to ADMC 2010 came from more than 56 countries from around the globe.



- 85% GCC (out of which 80% - UAE)
- 6% MENA
- 4% Asia
- 4% Europe
- 1% Rest of the world

## Visitor attendance by exhibition areas\*

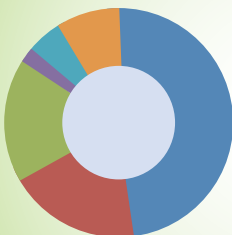


- 55.2% Patient Safety
- 44.5% Primary Healthcare
- 43.4% Emergency
- 23.1% Rehabilitation

\*The figures show that some visitors visited more than one exhibition area at the Abu Dhabi Medical Congress

## Visitors by Job category

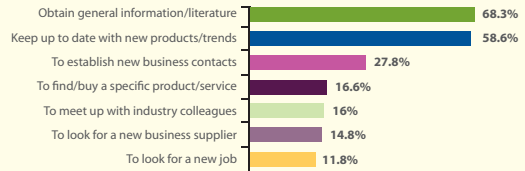
### Visitors by Job Category



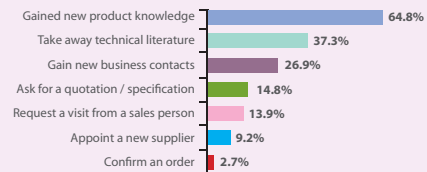
- Healthcare staff
- Healthcare management/admin
- Management/private companies
- Government officials
- Dealers/Distributors
- Marketing/Sales

Source: 2010 Visitor pre-registration data

## Reasons Visitors Attended ADMC



## Actions taken by visitors



60% of visitors surveyed had attended two or more days of the exhibition

Over 34% of visitors have arranged to do business with one or more existing suppliers during the event

Over 31% of visitors have arranged to do business with one or more NEW suppliers during the event

82% of visitors said that quality of exhibitors and range of products showcased at ADMC 2010 influenced them to attend the event

80% of visitors surveyed said that next year they would like to see more international exhibitors as there is great demand for international suppliers for the healthcare sector in Abu Dhabi

96% of visitors surveyed said they plan to visit ADMC 2011

*It was a very good exhibition to visit as a wide variety of companies have showcased their products and services.*

**Eman AlAtrash, Pharmaceuticals Specialist, SEHA**



# 2010 Conferences

The 2010 scientific programme of the Abu Dhabi Medical Congress was split across four congress areas: Emergency Congress, Patient Safety Congress, Primary Healthcare Congress the Physical Medicine and Rehabilitation Congress.

A new addition to the 2010 scientific programme was the 1st Middle East Nursing Conference. Nursing experts from Sheikh Khalifa Medical City (SKMC) presented a case study during the Nursing Conference. Titled "Chest Trauma, Treatment and Care from Injury to Emergency Department, then in the Intensive Care Unit", case studies such as these are a vital part of the learning experience for nurses.



Another new feature to the Abu Dhabi Medical Congress is the one-day workshop on practical applications for the 2010 American Heart Association's Resuscitation Guidelines; which took place as part of the 8th Middle East Emergency Medical Services Conference.

The Practical Application of the 2010 International Liaison Committee on Resuscitation (ILCOR) Guidelines workshop allowed participants the chance to practice the new guidelines under the facilitation of the UAE national EMT-Paramedic graduates employed by COAS, faculty and students of the Higher Colleges of Technology Advanced level EMT-Paramedic Programme.

The new 2010 AHA Guidelines were published during the Abu Dhabi Medical Congress 2010 providing healthcare professionals with the very first opportunity in the Middle East to study the updated guidelines in an interactive hands-on setting.

## A total of 10 scientific conferences were held at the event.

- 1st Middle East Nursing Conference - **NEW to ADMC 2010**

**EMERGENCY CONGRESS**

- 8th Emergency Medical Services Conference
- 6th Middle East Trauma Conference

**PRIMARY HEALTHCARE**

- 4th Metabolic Syndrome & Associated Diseases Conference
- 3rd Middle East Review Course in Primary Healthcare Conference
- 3rd Middle East Healthcare Management in Primary Healthcare Conference

**PATIENT SAFETY**

- 3rd Middle East Patient Safety Conference
- 6th Middle East Infection Control Conference
- 5th Middle East CSSD Decontamination & Sterilisation Conference

**MIDDLE EAST REHAB**

- 3rd Middle East Physical Medicine and Rehabilitation Congress

## CME Accreditation

The organisers of the Abu Dhabi Medical Congress are committed to ensuring that all of the scientific conferences presented as part of the event comprise valuable and up-to-date topics that are relevant to the medical disciplines being addressed. As Abu Dhabi Medical Congress attracts delegates from the region, the organisers recognise that in many of its delegates' resident countries, medical professionals are required to undertake educational activities to achieve a recognisable level of continuing medical education in order to maintain or renew their professional licence. Continuing Medical Education (CME) Accreditation forms an integral part of fulfilling this commitment.

Sponsored by the Cleveland Clinic, 8 conferences of the Abu Dhabi Medical Congress have been approved for AMA PRA Category 1 Credits™. The 5th Middle East CSSD Decontamination and the 1st Middle East Nursing Conference have been approved for regional CME credits.

# ► Show marketing

The Abu Dhabi Medical Congress benefits from an ongoing, structured programme of marketing and promotional activity throughout the year; with a more intensive and targeted marketing campaign being conducted during the five months preceding the show. The 2010 campaign incorporated elements from across the whole spectrum of the promotional marketing mix

## ► Website:

The show website, [www.abudhabimed.com](http://www.abudhabimed.com) played a major role in promoting the event to both visitors and delegates throughout the year, providing invaluable information and updates regarding the show, new promotions, incentives and a complete list of exhibitors. Receiving more than 57,000 visitors this year, the ADMC website serves as an ideal promotional tool for both exhibitors and show sponsors.



## ► Direct Marketing:

The extensive direct marketing campaign was segmented into visitor promotion and delegate promotion.

The visitor promotion campaign included the mailing of over **45,000 postcards** to a variety of target audiences. All pre-registered visitors received regular visitor updates informing them about exhibitors, events features and promotions.

The delegate promotion campaign incorporated the mailing of a wider variety of printed material to the targeted audience throughout the campaign period, including individual vertical conference brochures, a variety of conference

specific postcards. Over **20,000 direct mailing pieces** have been sent throughout the show promotional period.

## ► Email Campaign:

An intensive campaign of regular email broadcasts was conducted during the five months prior to the 2010 show. This campaign was again segmented into separate visitor and delegate promotional activity, aimed at targeted audiences within each vertical sector of the show on a global scale.

## ► Advertising:

Advertisements ran in selected trade magazines across the region throughout the course of the campaign; including Arab Health magazine – the highest circulated medical publication in the Middle East with a regular readership of over 150,000 medical professionals.



## ► Poster campaign:

A series of posters promoting the Abu Dhabi Medical Congress were placed in the UAE hospitals and clinics to further increase awareness of the event and to encourage greater visitor and delegate numbers.

## ► SMS Text Reminding:

Nearly 25,000 individuals from across the UAE received updates and reminders on their cell phones immediately prior to the event to encourage maximum attendance.

## ► Press Releases, Media Packs and Online Press Information:

The Abu Dhabi Medical Exhibition and Congress 2010 benefited from a comprehensive PR and Media Campaign, worth of 335,000USD. 125 articles in English and Arabic were published in the local and regional media. Two radio stations and five TV channels broadcast interviews with exhibitors and speakers from the Abu Dhabi Exhibition and Congress.

# Show marketing

## Visitor and Delegate Promotions and Incentives

A number of promotions and incentives were incorporated into the overall marketing mix for both visitor and delegate promotions. All of the below promotions, incentives and competitions proved extremely popular with the target audiences and generated an increased level of commitment to attend by pre-registered visitors and delegates.

## Promotions included:

### Scratch and Win Promotion

All attendees including exhibitors participated in this promotion. Over 2,000 were given away through this promotion.

### Formula 1 Promotion

The Formula 1 Promotion was designed to encourage visitor traffic. Visitors received a card which needed to be stamped by selected exhibitors across the show.

### World Cup promotion

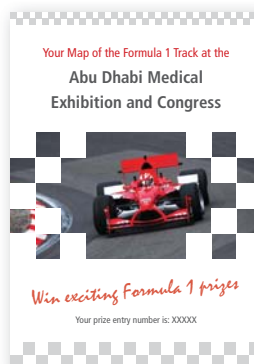
Taking place in July 2010, the World Cup promotion was designed to raise pre-registrations for the show. The winner had to predict the two teams who would be playing in the World Cup Final; the winning prize was an Apple iPad!

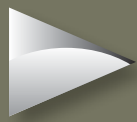
**Exclusive prize draw for delegates to win a hotel stay for the duration of the Abu Dhabi Medical Congress.** This promotion was open exclusively to those who booked a delegate place before 16 September by using a fax back form.

### 50% discounts on selected Abu Dhabi hotels:

The organisers of ADMC offered visitors and delegates the services of its Hospitality department by securing some fantastic room

rates and discounts during the show.





# What's planned for 2011

The fifth edition of the Abu Dhabi Medical Exhibition and Congress will occupy 8,000 sqm and attract over 250 healthcare companies. The event will feature a new section – PHARMA, dedicated to the pharmaceutical sector, which will be integrated into the Primary Healthcare Exhibition and Congress. This new section has evolved from the PHARMA and PABME Exhibition and Congress, held in Dubai for the past two years.

The Rehabilitation Exhibition and Congress Section of the event will also be expanding with the addition of companies from various other disciplines of the rehabilitation healthcare sector such as sports medicine, orthopaedics, physiotherapy and fitness.

The Abu Dhabi Medical Congress 2011 will feature 11 CME conferences including five new conferences such as:

- Anaesthesia, Pain Management and ICU Conference which will be held within the Emergency Healthcare Congress
- Primary Healthcare Congress will present three new conferences related to PHARMA:
  - Clinical Trials Conference
  - Current Trends in Pharmaceuticals
  - Clinical Excellence
- The Rehabilitation Congress will feature Sports Medicine Conference



## About the Organiser:

**IIR Middle East's Life Science Division** produces more than 50 conference and forums which enable medical professionals to understand better the latest trends in the Middle East healthcare sector, as well as of course producing major healthcare exhibitions such as Arab Health and the Abu Dhabi Medical Congress.

## The Venue:

The Abu Dhabi National Exhibition Centre (ADNEC) is the most modern exhibition centre in the world and was opened by HH Sheikh Khalifa Bin Zayed Al Nahyan on 18th February 2007. The venue plays host to an extensive programme of major exhibitions, from large scale public shows to international trade exhibitions and over one million people visit the centre each year.



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**Be part of the  
Abu Dhabi Medical Congress in 2011!**

Abu Dhabi National Exhibition Centre, UAE

