



HOSPITAL BUILD MIDDLE EAST

Exhibition & Congress 2009

14 – 16 JUNE 2009

DUBAI INTERNATIONAL EXHIBITION CENTRE,
DUBAI, UNITED ARAB EMIRATES

Invest

Plan

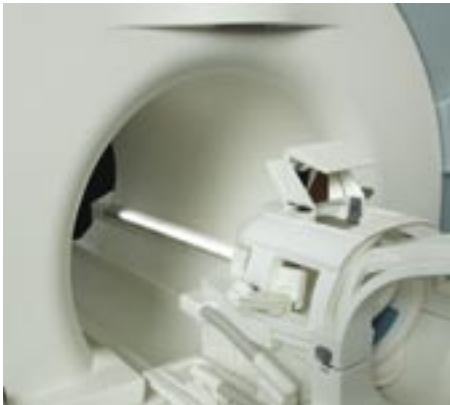
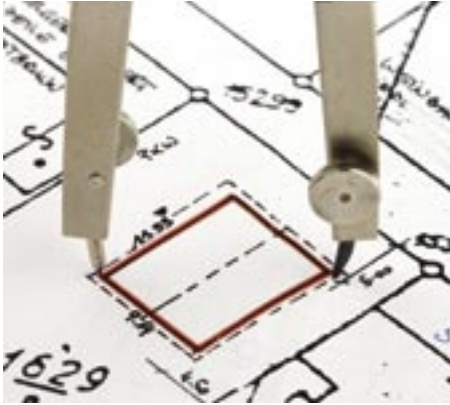
Design

Build

Operate

Manage

Refurbish



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HOSPITAL BUILD MIDDLE EAST

Exhibition & Congress 2009

INVESTORS • PLANNERS • BUILDERS • CONTRACTORS • ARCHITECTS
AND DESIGNERS MEET SENIOR MANAGERS AND COMMISSIONERS OF
HEALTHCARE FACILITIES AT HOSPITAL BUILD MIDDLE EAST.



What makes Hospital Build special?

Hospital Build is the only event in the Middle East dedicated to bringing the investors, commissioners, backers and managers of major healthcare building projects together with the suppliers of the best services in planning, design, building, operations, management and refurbishment.

Hospital Build is brought to you by IIR Middle East's Life Sciences division, organizers of Arab Health, the region's largest annual gathering of the healthcare profession.

The first edition of Hospital Build Middle East Exhibition and Congress 2009 will be held on 14th – 16th June 2009 at the Dubai International Conference and Exhibition Centre.

Why you should exhibit?

- ✓ With the world economy in recession, it is the Middle East that is continuing to invest significantly in its medical infrastructure.
- ✓ Commissioning and managing professionals are demanding access to the world's best suppliers of design, build, refurbishment and facilities management services.
- ✓ Over 100 hospitals are currently in the planning stage across the Middle East and North Africa region.
- ✓ There is a shortage of talent and suppliers in the Middle East to deliver these aggressive plans for the region. Your services are in demand.

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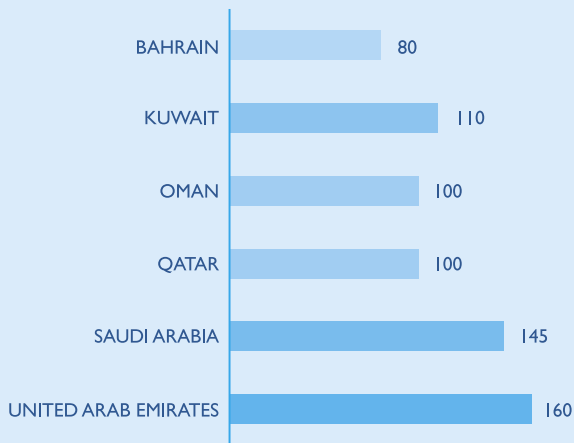
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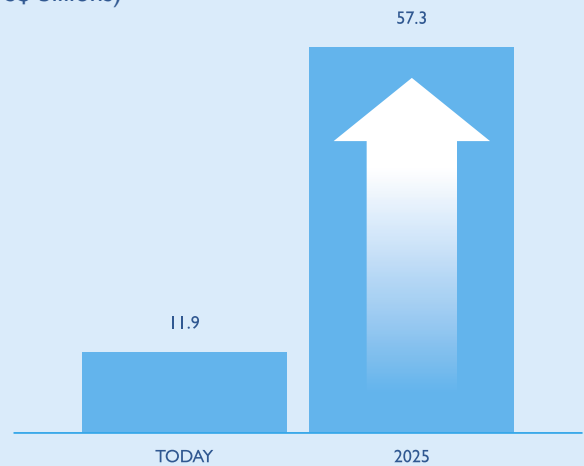


Growth in demand for hospital beds by country percent increased required from today to 2025



SOURCE MCKINSEY & COMPANY

Projected spending growth in the healthcare market in the Gulf Cooperation Council countries by 2025 (US\$ billions)



SOURCE MCKINSEY & COMPANY

Business Matchmaking Service

Exclusive networking opportunities are made possible before and at the event through innovative corporate matchmaking services that enable you to get in touch with your target audience.

For more information or to book a stand, contact us today on: **+971 4 3365161** or email hospital.build@iirme.com.

Hospital Build Asia

A sister event of Hospital Build Middle East, the Asian show will take place from 1-3 April 2009 at Suntec International Exhibition & Convention Center in Singapore. To book space at this event or for tailor made sponsorship packages, please contact us today!

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EXHIBITOR PROFILE

- Building Management Systems
- Consulting Engineers
- Finance Companies
- Healthcare IT Infrastructure
- Healthcare Real Estate Developers
- Heating & Cooling, electrical, environmental, energy
- Hospital Catering Equipment & Services
- Hospital Design Architects
- Hospital Furniture & Interiors
- Hospital Management Groups
- Hospital radiology Equipment Suppliers
- Hospital Security Systems
- Infrastructure Providers – Plumbing
- Interior Design Companies
- Investment Groups
- Landscape Architects
- Major Construction Companies
- Network Technology & Infrastructure
- Patient Safety & Sterilization Systems Companies
- Patient Technologies, Entertainment
- Project Management
- Quality & Accreditation Services
- Specialized Hospital Building Materials
- Waste Management Products & Services
- Water Treatment

VISITOR PROFILE

- Architects
- CEO's, GM's and owners of clinics
- Contractors
- Director of HR
- Director of Nursing
- Director Support Services
- Estate Managers
- Facilities Directors & Managers
- Government Planners
- Heads of Department
- Heads of Engineering
- Heads of Planning
- Health & Safety Managers
- Health Facility Management
- Healthcare executives from public & private sector medical solutions
- Interior Designers
- Land & Building Maintenance Managers
- Manager Operations
- Medical Director
- Ministry Officials
- Purchasing & Supplies Managers
- Quality Managers
- Senior Government Healthcare Officials
- Specifiers

Hospital Build Congress - attracting the most influential people

Running alongside the exhibition is the Hospital Build Congress. This event aims to attract over 800 senior decision makers and influencers with conference streams on:

- Investment & Finance
- Quality Standards & Accreditation
- Design, Planning & Build
- IT infrastructure & Systems
- Management & Maintenance
- Surgery Management
- Imaging & Diagnostics Management

These sessions will be hosted by leading speakers and will attract the highest caliber audience.

Hospital Build Middle East will also host the first Hospital Build Awards.

For more information on Hospital Build Congress and Hospital Build Awards, contact us today on: **+971 4 3365161** or email hospital.build@iirme.com.

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Why you should exhibit in the Middle East

The projects planned in the Gulf States in the hospital build industry will continue to be developed and are forecasted to be delivered on time. Currently, there is an ongoing hospital build programme in the GCC countries worth \$14 billion. Healthcare projects are less affected by the economic slowdown as regional governments remain committed to the growth of the healthcare infrastructure.

Almost \$14 billion is being spent in Arabian Gulf countries on new hospital and healthcare facilities currently in various stages of construction in a series of major public, private and jointly financed initiatives.

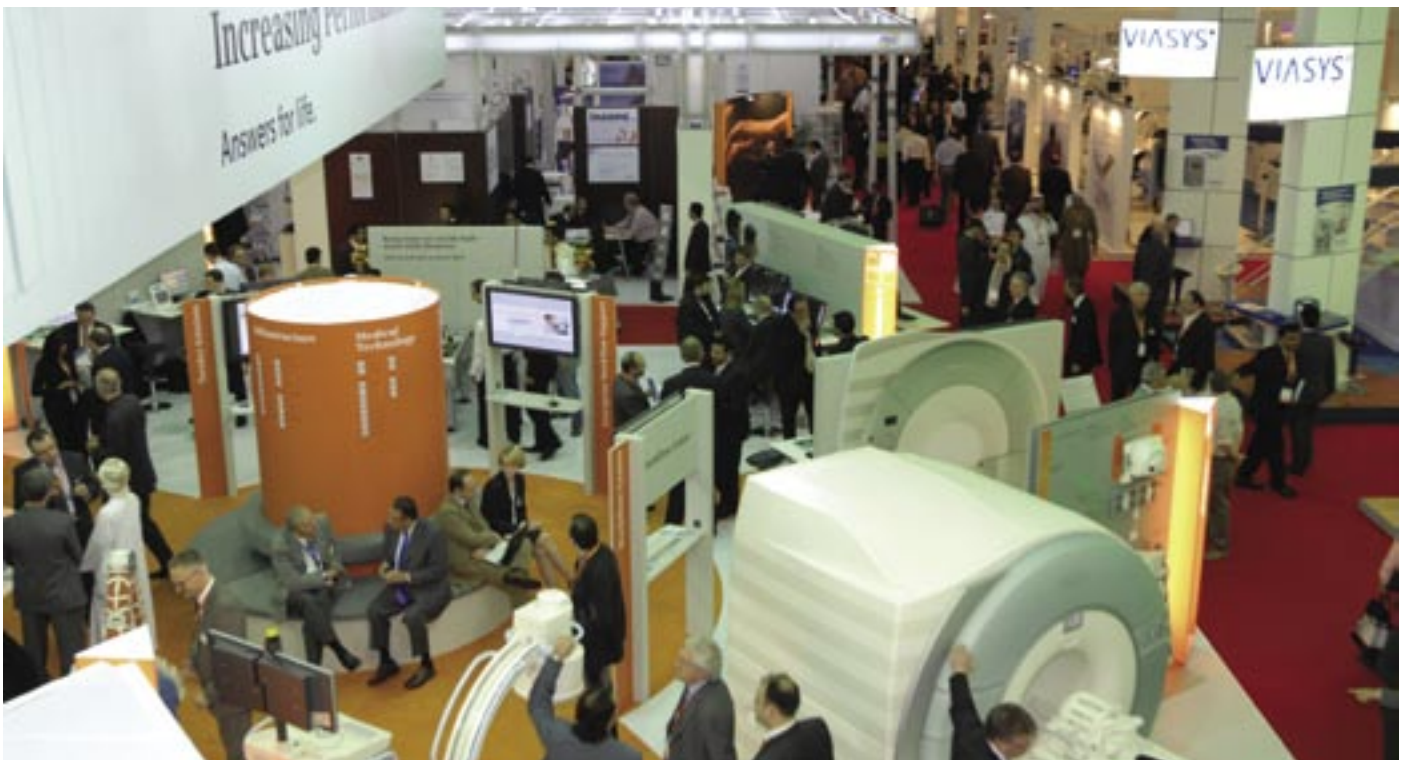
The Proleads database of healthcare projects shows that **Saudi Arabia** is in the midst of a major construction programme with a total of **83 projects** ranging from the **\$400 million King Saud University Medical City** in Riyadh to the **\$5 million Qatif Central Hospital** expansion in the Eastern Province.

Qatar only has two projects currently underway but one alone is the region's biggest and most ambitious – the **Sidra Medical and Research Centre** which forms part of Doha's Education City development and budgeted at **\$2.3 billion**.

In the United Arab Emirates, the biggest project currently underway is the **\$1.9 billion** first phase of the **Cleveland Clinic Al Suwwa Island** development in Abu Dhabi. Second biggest is the **Mohammed bin Rashid al Maktoum Academic Medical Centre** in Dubai Healthcare City budgeted at **\$572 million**.

Kuwait has a major hospital project currently under construction - the **\$1.2 billion Jaber Al Ahmed Al Sabah Hospital**. **Bahrain**, meanwhile, is spending **\$130 million** on the **King Hamad General Hospital**.

Book your stand today, call **+971 4 3365161**.



As an exhibitor, what will you get from Hospital Build?

As an exhibitor at this event, you'll have the opportunity to meet with CEOs, GMs, CFOs, estate managers, Government planners, heads of planning, Ministry officials, senior Government healthcare officials, operations managers, facilities managers, medical directors and all the key decision makers and influencers involved in major healthcare facilities throughout the Middle East.

Because Hospital Build is a targeted event aimed only at those directly involved in the investment, planning, design, build, operations and management of healthcare facilities you'll have access to a highly relevant sector of the market with decision-making authority.

IIR Life Sciences, organizers of Arab Health – the world's second largest healthcare event, has unrivalled access to decision makers in the healthcare industry, including its database of over 100,000 senior healthcare professionals.

I am interested in (please tick)

- Exhibiting at Hospital Build Middle East 2009
- Exhibiting at Hospital Build Asia 2009
- Attending Hospital Build Middle East 2009 conference
- Speaking at Hospital Build Middle East 2009 conference
- Sponsoring Hospital Build Middle East 2009

Title: Mr / Mrs / Ms / Dr / Prof _____

First Name: _____

Last Name: _____

Job Title: _____

Department: _____

Company: _____

Address: _____

City: _____ Post Code: _____

P.O. Box: _____

Country: _____

Tel: Country Code _____ City Code _____ Number _____

Mobile: _____

Fax: Country Code _____ City Code _____ Number _____

Email: _____

Website: _____

Yes, I would like to receive updates via email

Please leave the name of key contacts in your organisation:

Head of Human Resources

Title: _____

First Name: _____

Last Name: _____

Email: _____

Telephone: _____

Head of Business Development

Title: _____

First Name: _____

Last Name: _____

Email: _____

Telephone: _____

Head of Marketing

Title: _____

First Name: _____

Last Name: _____

Email: _____

Telephone: _____

Head of Business Finance

Title: _____

First Name: _____

Last Name: _____

Email: _____

Telephone: _____

Please fax this form back on: +971 4 3364021 or email us on hospitalbuild@iirme.com

Hospital Build 2009 is organised by



an **informa** business

www.iirme.com



www.arabhealthonline.com



1-3 April 2009

Suntec International Exhibition & Convention Center, Singapore