

## Press Release

### **Arab Health and Medlab Middle East generated over AED767 million of deals during the four-day live, in-person event**

- *22,800 visitors from 172 countries attended the healthcare and laboratory exhibitions*
  - *1,700 exhibitors from 61 countries represented*
- *The two-month online showcase attracted 19,699 attendees and facilitated 46,300 unique connections*
- *2022 co-located event will feature a live, in-person event from 24-27 January at the Dubai World Trade Centre and online format*

**Dubai, United Arab Emirates, 11 July 2021:** Arab Health and Medlab Middle East, the leading exhibitions for the healthcare and laboratory industries in the MENA region, generated AED767.7 million of new business deals during the live, in-person element of the show last month.

During the four-day showcase, inaugurated by H.H. Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Civil Aviation Authority and Chairman and Chief Executive of Emirates Airline and Group, the exhibitions welcomed 22,800 visitors from 172 countries who connected with 1,700 exhibitors. A total of 61 countries were represented by exhibitors, which included 30 international pavilions.

Wouter Molman, Executive Vice President for Informa Markets, said: “Arab Health and Medlab Middle East have been a resounding success this year and underscored the importance, and perhaps, more importantly, the demand, to host live and in-person events once again. Our overarching goal was to create a platform that was conducive to facilitating business deals by providing an opportunity to make connections, network and ultimately to support global healthcare recovery.”

Deals completed during the event included a collaboration between American Hospital Dubai and Etisalat Digital to enhance the patient experience by utilising multiple digital technologies. The Ministry of Health and Prevention, the EHSE, the DHA and DoH also signed a bulk purchase agreement for medicines and medical supplies.

Al Jalila Children’s Specialty Hospital (AJCSH) announced a high-profile agreement with Illumina Netherlands BV, the world’s leader in next-generation sequencing, to provide technical expertise, reagents and analysis tools and training to the group.

Elsewhere on the show floor, Gulf Medical University signed an MOU with GEOTAR-Med LLC, a leading company in Russia providing complex turnkey solutions for medical education, to develop, produce and advance exciting simulation equipment for education in healthcare professions.

At Medlab Middle East, a series of deals were completed, including G42 Healthcare who announced a partnership with Seegene, a global biotechnology company specialising in molecular diagnostics, to offer fully equipped mobile diagnostics and testing laboratories across the Mena region. Further announcements included Unilabs new diagnostic solutions deal with Roche Diagnostics.

Vincenzo Ventricelli, CEO, Philips Middle East, Turkey & Africa, said: "We've been very pleased with the positive feedback we've received during the show. Not only have customers been willing to come to the event, but they are also happy to engage, discuss, and make decisions in a face-to-face environment. This means business is being done faster and better."

As part of the online element of the show, 19,699 visitors attended from countries including Chile, Congo, Mauritius, Zambia, Bolivia, Costa Rica & Dominican Republic, totaling over 31 countries who were only represented online thanks to the virtual aspect of the exhibitions. A survey of online participants revealed that 47% of online attendees had never attended either show in the past.

"These results underscore the importance of our online event by providing an opportunity for an even greater audience to participate. While the physical events remain a strong and impactful platform, which resulted in millions of dirhams worth of business generated at the in-person shows, the online element has so far facilitated over 46,300 unique connections from around the world," added Molman.

The events, which took place under the theme of '*United by business, driving the industry forward*', was supported by the Ministry of Health and Prevention (MoHAP), Dubai Healthcare City Authority, Dubai Health Authority, and the Dubai Government.

As part of Informa Markets commitment to provide the highest hygiene levels at all events by ensuring attendees and staff safety, the event took place with protocols introduced via the company's [Informa AllSecure](#) health and safety mandate. The enhanced measures include 35 guidelines covering all aspects of cleaning and hygiene, social distancing measures, and the use of PPE, screening, and a track and trace in conjunction with local authorities.

The 2022 edition of the show, which returns as a co-located event for the healthcare and laboratory industries, will take place from 24 – 27 January at the Dubai World Trade Centre.

"As an organiser, the learnings from hosting a live, in-person event concurrently with the online edition have been invaluable. The results have exceeded our expectations. As with

our show theme this year, now is the time to drive the industry forward and prepare for 2022, where we look forward to replicating this years' successes," concluded Molman.

For more information, please visit [www.arabhealthonline.com](http://www.arabhealthonline.com) or [medlabme.com](http://medlabme.com)

**ENDS**

## **Notes to editors:**

### **About Arab Health**

As part of Informa Markets commitment to provide the highest hygiene levels at all events, the company has launched [Informa AllSecure](#) – a 35-point guide to ensuring attendee and staff safety.

Arab Health is the largest healthcare event in the Middle East and is organised by Informa Markets. Established 47 years ago, Arab Health provides a platform for the world's leading manufacturers, wholesalers and distributors to meet the medical and scientific community in the Middle East and subcontinent.

Arab Health Congress is reputed for delivering the highest quality Continuing Medical Education (CME) Conferences to medical professionals in the region.

Arab Health 2022 will take place from 24-27 June 2022 at the Dubai World Trade Centre, Dubai, United Arab Emirates

Website: [www.arabhealthonline.com](http://www.arabhealthonline.com)  
Facebook: <https://www.facebook.com/ArabHealth/>  
Twitter: [@Arab\\_Health](#) #ArabHealth  
Linkedin: [Arab Health Forum](#)  
Instagram: [@arabhealthonline](#)

### **About Medlab Middle East**

As the MENA region's largest medical laboratory exhibition and congress, Medlab Middle East, which takes place alongside Arab Health, plays a crucial role in developing the value of laboratory medicine in transforming tomorrow's diagnostics by providing a platform for laboratory industry leaders, including manufacturers, dealers and distributors, to share best practice, showcase new innovations, collaborate and network.

Medlab Middle East stems from 15 years of growth alongside the MENA region's largest healthcare event, Arab Health. Moving into its 21<sup>st</sup> year, this annual medical laboratory meeting brings together exhibitors and attendees from over 140+ countries.

Medlab Middle East will take place from 24-27 June 2022 at the Dubai World Trade Centre, Dubai, UAE.

Website: [medlabme.com](http://medlabme.com)  
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Twitter: [@MedlabSeries](#) #myMedlab  
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