

17 - 20 June 2012
Jeddah International Exhibition Centre



**The International Healthcare
Exhibition for Saudi Arabia**

In association with :



Significant investment in the healthcare sector within Saudi Arabia attracts US\$23.4 Billion by 2012.

Saudi Arabia represents one of the most lucrative destinations for healthcare professionals globally. Due to the high prevalence of lifestyle diseases including obesity, diabetes, and cardiovascular diseases the spending on pharmaceuticals, hospital services and medical devices will increase considerably in the future.

Ninth Five-Year Development Plan (2010 - 2014) adopted:

"The Ninth Five-Year Development Plan will establish 117 new hospitals, 750 primary health care centres and 400 emergency centres."

Minister Al-Gosaibi.

About MEDEXPO Saudi Arabia

MEDEXPO Saudi Arabia is set to offer a dedicated platform for decision makers to source the latest medical technology products and solutions.

MEDEXPO Saudi Arabia covers a wide range of industries from Health, Dentistry and Ophthalmology and predominantly will attract visitors from the GCC countries (Saudi Arabia, Qatar, UAE, Kuwait, Bahrain & Oman) and the wider Middle East region.



Who should exhibit at MEDEXPO Saudi Arabia?

HEALTH

- Analytical services
- Cardiology
- Consulting services in healthcare
- Diagnostics
- Facility management
- Healthcare building technology
- Hospital equipment & supplies
- Healthcare informatics
- Imaging and diagnostics
- Information technology
- Laboratory equipment
- Medical consumables
- Medical disposables
- Medical technology
- Physiotherapy equipment
- Radiology
- Surgical instruments & equipment

DENTISTRY

- Adhesives
- Alloys
- Amalgamators
- Autoclaves
- Burs
- Bone graft material
- Ceramics
- Composites
- Compressors
- Crown and bridge materials
- Curing lights
- Elastomers
- Hand instruments
- Implant systems
- Impression materials
- Lasers
- Obturator
- Oral care products
- Sterilizers
- Surgical instruments
- Ultrasonic scalers
- Unit chair & relative machinery
- X-ray equipment

OPHTHALMOLOGY

- Contact lens / optical lens
- Drugs and eye care products
- Diagnosis and treatment equipment for ophthalmology & optometry
- Eye testing devices
- Frames
- ICG and OCT products
- IOL artificial eyeballs and related testing facilities
- Ophthalmic microsurgical appliances and equipment
- Ophthalmic scanning laser examining system
- Ophthalmic laser treatment set
- Optical testing instrument
- Optician supplies
- Sunglasses and sport glasses

Market Opportunities

The Market Opportunity

- The healthcare spending of Saudi Arabia has increased significantly over the past few years and is expected to reach \$23.4 Billion by 2012. A high prevalence of lifestyle diseases including obesity, diabetes, and cardiovascular diseases will considerably increase the spending on pharmaceutical, hospital services and medical devices in the future.
- The life expectancy was estimated to be 73.87 years in 2010, up from 68.73 years in 2003.
- During 2010 the government spending on the healthcare industry reached \$16.5 Billion. Areas that still need to be addressed:
 - **Obesity** – 29% of adult males and 37% of adult females are obese.
 - **Cardiovascular disease** – Accounts for 25% of deaths in Saudi Arabia. Blood pressure is the most frequently found disease and stands for approximately 70% of the whole population suffering from cardiovascular diseases.
 - **Diabetes** – In 2009, 3.5 million people were suffering from diabetes. Diabetes is now considered a pandemic in Saudi Arabia.
 - **Cancer** – Cancer is spreading enormously in Saudi Arabia with 7,000 new cases being reported annually and the figure will reach 30,000 during the next 15 years.
- Saudi Arabia and the other GCC countries are to invest \$60 Billion per year by 2025 in healthcare infrastructure and services to match the demand.
- King Faisal Specialist Hospital and Research Centre is setting up a 300 bed centre for the treatment of cancer at the cost of \$245 Million for serving residents in the Kingdom.
- Infectious Diseases – are prevalent in the country.
- Health Insurance – Saudi Arabia's expenditure on drugs reached \$1.3 Billion, the highest in the Middle East. Health insurance gross written premiums stood at around \$1.2 Billion in 2009. It is expected to reach \$4.9 Billion by the end of 2012, growing at a compound annual growth rate (CAGR) of around 33% during 2010 – 2012.

Pharmaceutical Market

- The Saudi Arabian pharmaceutical market is the largest in the Middle East. The market has been constantly showing affirmative growth trends since 2005. The pharmaceutical market yielded revenues of \$2.5 Billion in 2008 and grew 9% to \$2.7 Billion in 2009.
- The market is anticipated to grow at a CAGR of nearly 9.7% during 2010 – 2012 to the value of \$3.5 Billion by 2012.
- There are over 5,700 registered drugs in Saudi Arabia. Currently, it is the largest consumer of drugs in the Middle East region accounting for more than 65% share of the total market.
- German manufacturers are the leading exporters, accounting for 16.2% of the total pharmaceutical imports to Saudi Arabia.

Medical Device Market

- The medical device market has observed vigorous growth on the back of strong investment in the healthcare infrastructure made by the government. In 2008, the market stood at an anticipated value of \$710 Million, increasing nearly 5% from 2007. It reached nearly \$790 Million in 2009. Strong growth is anticipated in the medical devices segment for the future, which is mainly driven by the following factors:
 - Strong investment by both the private and public sectors in setting up hospitals and clinics, which will create a strong demand for medical equipment and supplies.
 - Increasing rate of chronic diseases, which will create a substantial demand for diagnostic and monitoring devices, particularly diabetes and cardiovascular medical devices.
 - Increasing rate of health insurance, which will boost spending on medical devices.
 - Increasing population, particularly in the age group of 65 years and above.



Who will you meet at MEDEXPO Saudi Arabia?

Minister	Chief Executive Officer	Operations Director
Deputy Minister	Chief Operating Officer	Head of Purchasing
Undersecretary	Chief Technology Officer	Head of Procurement
Chairman	Chief Medical Officer	Project Director
Deputy Chairman	General Manager	Planning Director
President	Dean of Medicine	Physician
Vice President	Department Head	Registered Nurse Practitioner
Anesthesiologist	Physical Therapist	Radiologist
Dentist	Hygienist	Optometrist



Where will the potential visitors come from?

Saudi Arabia, with an area of about 865,000 square miles, occupies the bulk of the Arabian Peninsula. It is roughly one-fourth the size of the continental United States. It is bounded by Jordan, Iraq, Kuwait, UAE, Qatar and Oman.

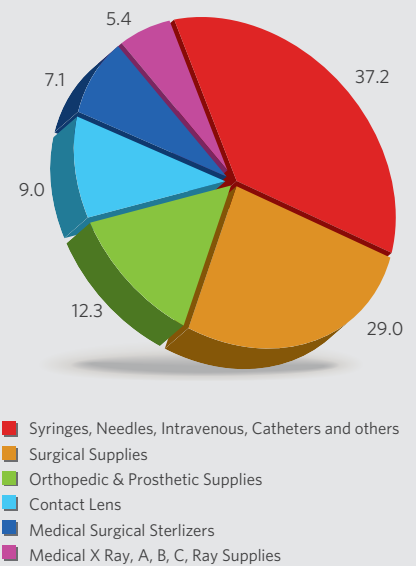
How large is the potential visitor base?

In Saudi Arabia, the medical profession lists the workers into 121 specific categories.

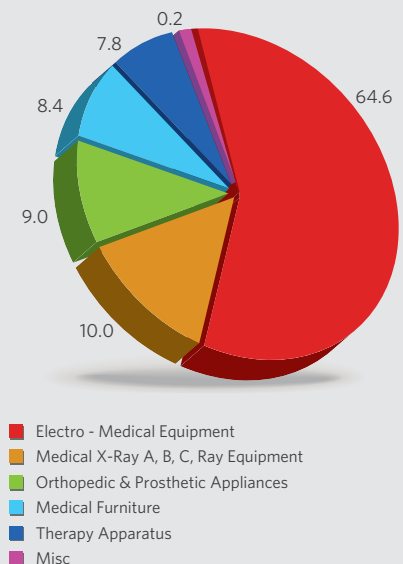
Saudi Arabia has more than 400 hospitals, 2,037 primary healthcare centres, 80,000 physicians and 130,000 nurses.

- The Ministry of Health (MoH) is in the process of reforming health care provisions. One initiative is to increase the number of primary health centres (PHCs) and establish them as the single point of access for all patients. This will create efficiency in the system by decreasing delays in public hospitals. After a patient has been screened at the initial level, his/her case will be systematically referred to hospitals as necessary. Over the past nine years, PHCs grew by approximately 14%, amounting to 2,037 centres.
- With the total number of doctors in the PHCs reaching 6,853, the national average of doctors per PHC in 2009 was 3.36 physicians. When analysed with total patient visits to PHCs across the Kingdom, each doctor conducts 7,964 visits in a year, resulting in 28 patient visits per doctor on a daily basis. If each patient's visit lasts 15 minutes on average, then within an eight hour working day, a doctor can only meet with a maximum of 26 patients, and therefore does not have the capacity to meet with the additional 2 patients per day. Consequently, this pressure needs to be relieved through an addition in the number of PHCs or in the number of physicians.
- Capacity is measured by operational hospitals and the respective number of beds. According to the MoH, at the end of 2009, there were 244 MoH hospitals, 39 other public sector hospitals and 125 private hospitals for a total of 408 hospitals.
- Total doctors per 10,000 population is 21.6
- Total nurses per 10,000 population stands at 43.7

% of Medical Supply Imports by Major Categories.



% of Medical Equipment Importers by Major Categories.



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Dedicated Visitor Promotion Campaign

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Telemarketing



Newspaper Advertising



TV



Fax Marketing



Social Media Marketing



Website

MEDEXPO Saudi Arabia Medical Health Congress Program



MEDEXPO Saudi Arabia will feature a series of market leading conferences and seminars addressing the most extensive scientific and educational issues for healthcare professionals in the Kingdom of Saudi Arabia. In 2012, the MEDEXPO Congress will feature multiple conferences with internationally acclaimed speakers with high-level CME accreditation approved as American Medical Association Physician's Recognition Award (AMAPRA) Category One Credit.



To become a speaker or a delegate in our conference / seminar program, please contact our dedicated conferences & training team at medexpo@dmgevents.com

Why Jeddah?

- Saudi Arabia is one of the top ten fastest growing countries in the world!
- It has the largest economy in the Middle East, accounting for 70% of the Gulf Cooperation Council's GDP.
- Jeddah is the commercial centre of Saudi Arabia. Jeddah has the greatest number of hospitals, clinics, doctors and nurses.
- Jeddah is the principal gateway for the religious pilgrimage of Hajj and Umrah which delivers millions of people through Jeddah yearly.
- It is the largest city in Makkah Province, the largest sea port on the Red Sea, and the second largest city in Saudi Arabia.
- Jeddah is the most cosmopolitan and tolerant of all Saudi Arabian cities



About the Jeddah International Exhibition Centre

Established, developed and owned by the Jeddah Chamber of Commerce and Industry, the purpose-built Jeddah International Exhibition Centre offers services to the highest international standards.

Jeddah International Exhibition Centre is a modern exhibition complex conveniently located just minutes from Jeddah's main business centre, banks, government offices, shopping malls and major hotels.



Organisers:

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MEDEXPO Saudi Arabia is a joint venture between dmg :: events and M.I.C.E. Companies based in the KSA should contact M.I.C.E. Arabia Exhibitions & Conferences.

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