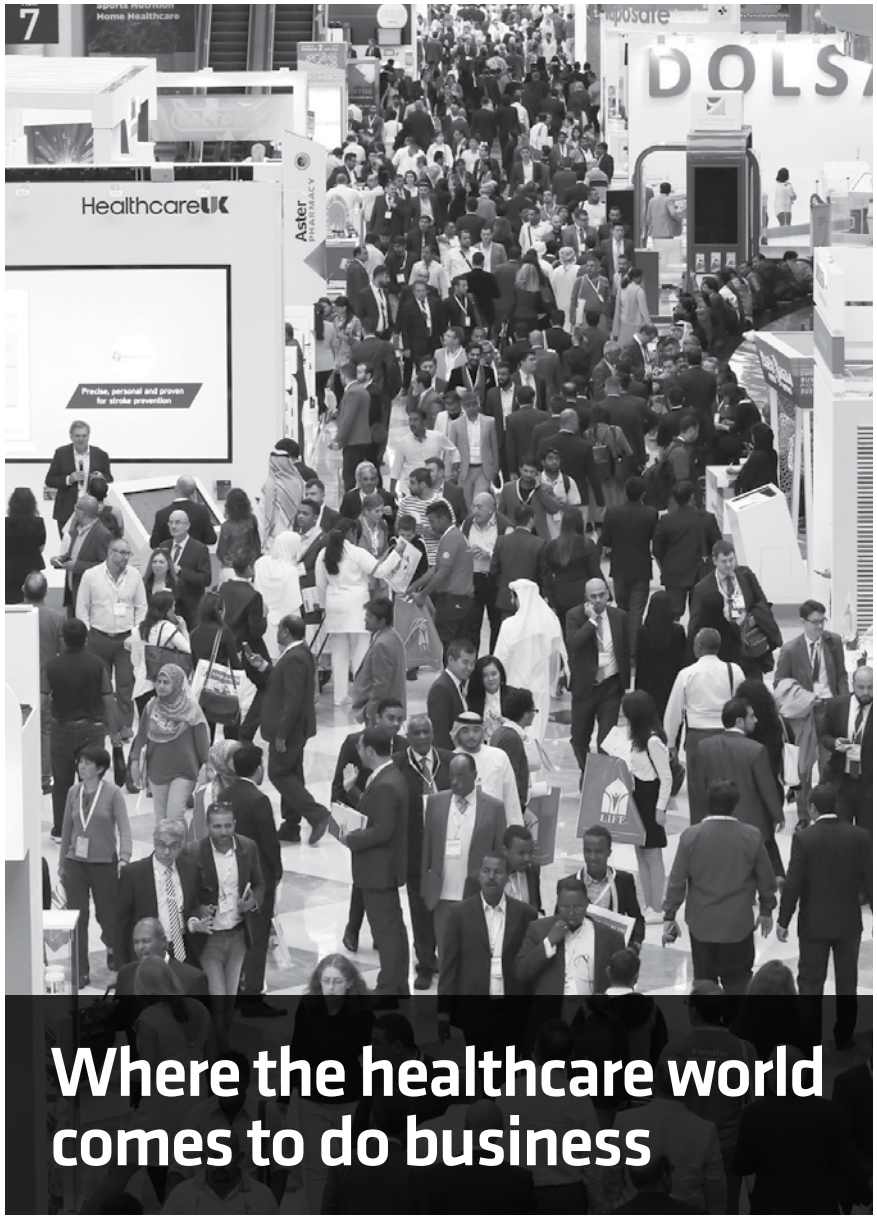
ARAB HEALTH

2018 POST SHOW RESULTS



In a strategy to improve the quality of the show for exhibitors and visitors, Arab Health 2018 saw the implementation of new targeted marketing tools and paid visitor registration. More investment into the visitor and exhibitor experience quality has resulted in one of the most satisfactory editions of the show to date.

OVERVIEW

64,469 SQM EXHIBITION FLOOR SPACE	**4,176** EXHIBITORS	**66** EXHIBITING COUNTRIES	**39** COUNTRY PAVILIONS
78,509 VISITORS	**5,984** DELEGATES	**84,493** TOTAL ATTENDEES	**163** COUNTRIES REPRESENTED

DIGITAL AUDIENCE

50,300 FOLLOWERS AND 50,568 LIKES	**17,900** FOLLOWERS	**9,750** FOLLOWERS	**339,390** VIEWS IN 2018

EXHIBITOR OVERVIEW

BREAKDOWN BY REGION

FEEDBACK

US$ 778M+

total value of business generated*

96%
rated Arab Health as an important platform for their business

92%
rated the quality of visitors from good to excellent

82%
will be exhibiting again next year

20%
exhibited for the first time

TOP 5 REASONS FOR EXHIBITING

82%
To seek new contacts for future business

61%
To strengthen relationship with existing clients & partners

56%
To look for a local or regional dealer & distributor

36%
To discuss products & services with end-users

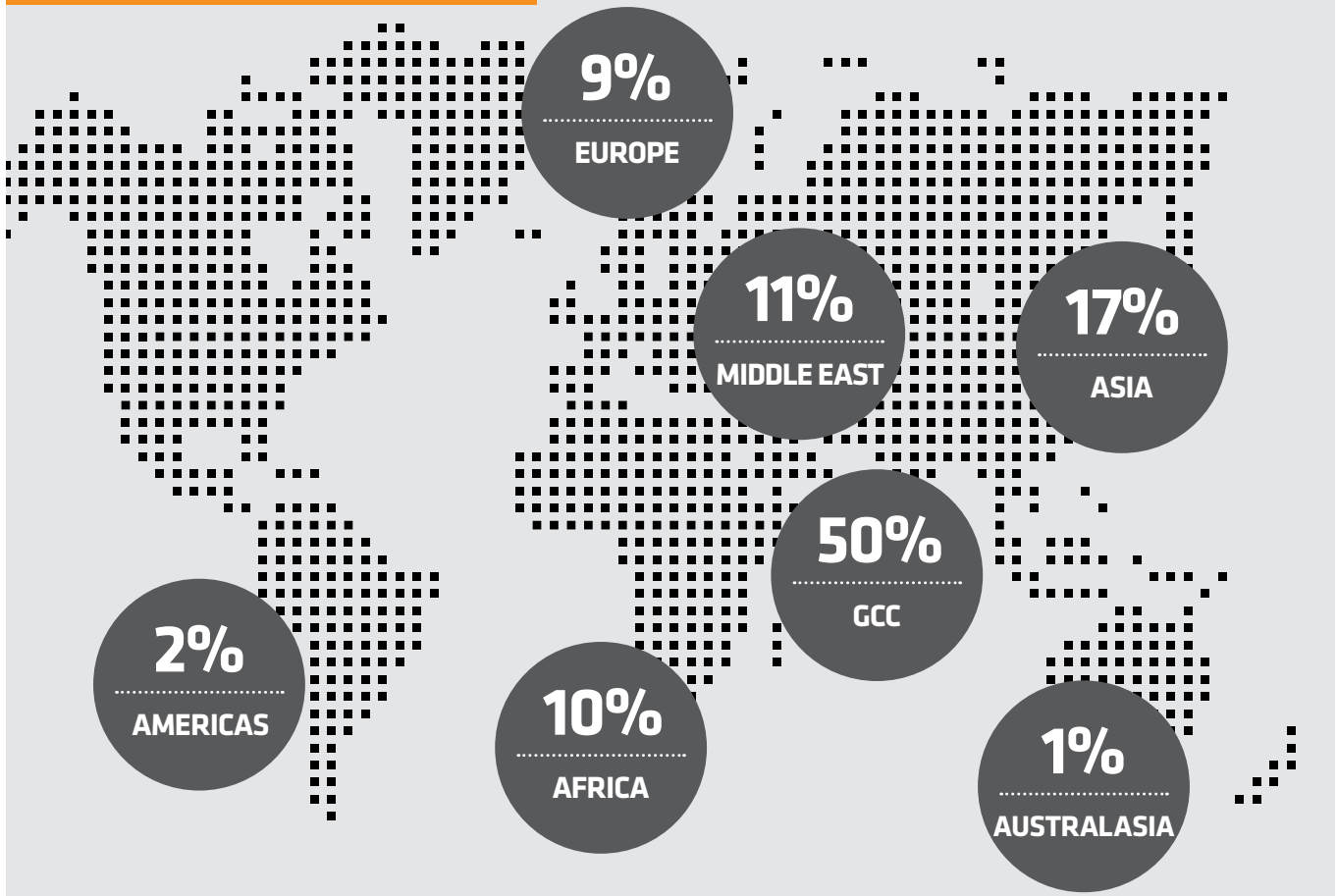
30%
To raise company profile

**AS OF 1 FEBRUARY 2018 FROM EXHIBITORS WILLING TO SHARE FIGURES*

SURVEY RESULTS ARE PROVIDED BY GRS EXPLORI

VISITOR OVERVIEW

BREAKDOWN BY REGION



AREA OF BUSINESS

37%	23%	18%	15%	7%
Dealer & Distributors	Hospitals	Government	Manufacturers	Other

FEEDBACK

97% rated Arab Health as an important platform to attend for their business

80% will attend Arab Health next year

91% rated their experience from good to excellent

80% are involved in their business' purchasing process

82% sourced new suppliers

70% expect their purchasing budget to grow in the next 12 months

80% attend 2+ days of the show

41% attend the show every year

SURVEY RESULTS ARE PROVIDED BY GRS EXPLORI

THANK YOU TO ALL OUR 2018 PARTNERS FOR THEIR CONTINUED SUPPORT

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