

enabling new business

+ SWITZERLAND
GLOBAL
ENTERPRISE

Join the SWISS Pavilion

ARAB HEALTH 2024

DUBAI, 29.01. – 01.02.2024

*Register
now!*



OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.





Live at Dubai World Trade Centre, 29 January – 1 February 2024
Online Conference, 3 January – 1 March 2024



The largest healthcare exhibition in the MENA region

- 2022: 2,828 exhibitors, 50,577 visitors



Main product categories:

- Medical equipment & devices, Disposables & consumer goods, Orthopedics & physiotherapy / rehabilitation, Imaging & diagnostics, Healthcare & general services, IT systems & solutions, Healthcare infrastructure & assets, Wellness & prevention



Visitors Profile (based on Arab Health 2020):

- 24% dealers & distributors, 16% hospitals, 14% government, 8% manufacturers, 5% technology, 5% Medical travel, 4% consultancy, 4% pharmacies, 4% education, 4% investment and finance, 3% laboratories
- 52% GCC, 18% Asia, 10% Africa, 9% Europe, 8% Middle East, 3% others



www.s-ge.com/arabhealth / www.arabhealthonline.com

SWISS PAVILION

FACTS AND FIGURES



Country Pavilion for Swiss and Liechtenstein companies



The size of the SWISS Pavilion depends on demand (approx. 306sqm)



The location of the SWISS Pavilion is not confirmed yet (we try to be located again in the sector “Medical equipment & devices” in Trade Centre Arena)



Own exhibition space for each company



Joint hospitality area for your meetings

BENEFITS



Concentrate on the development and care of your customer relations – we organize your participation



Clear identification by the Swiss design – the Swiss identity is widely recognized as a symbol of high-quality standard and innovation



Attractive stand design creating an inviting atmosphere



Ready to use stand

12sqm+ PACKAGE

Larger booth size required?
Please contact us!

12sqm booth		CHF 19,100.-
15sqm booth		CHF 23,500.-
Space rental & booth construction, illumination, 1 power socket, 1 company logo, S-GE service package		
<ul style="list-style-type: none"> • 12sqm: 1 table and 4 chairs • to choose: 1 lockable sideboard or showcase • 1 brochure rack 	<ul style="list-style-type: none"> • 15sqm: 2 tables and 8 chairs • to choose: 2 lockable sideboards or showcases • 1 brochure rack 	graphics or change of furniture → separate costs
Corner booth: depending on size, time of registration and number of participations (booth allocation will be announced at a later stage)		USD 550.-



9sqm PACKAGE

9sqm booth	CHF 14,500.-
Space rental & booth construction, illumination, 1 power socket, 1 company logo, S-GE service package	
1 table and 4 chairs to choose: 1 lockable sideboard or 1 showcase 1 brochure rack	graphics or change of furniture → separate costs



PACKAGE – BEING THERE IS EVERYTHING!

Limited number of packages available
→ First come, first serve

4sqm booth

CHF 6,700.-

Space rental & booth construction, illumination,
1 power socket, 1 company logo, S-GE service package

max. 2 people of your team onsite

2 sqm graphic (print from delivered data)
1 high table, 2 highchairs
to choose: 1 lockable sideboard or showcase
1 brochure rack

Additional graphics or change of furniture → separate costs



SWISS PAVILION – COST OVERVIEW

	4sqm	9sqm	12sqm	15sqm
Package	CHF 6,700.-	CHF 14,500.-	CHF 19,100.-	CHF 23,500.-
S-GE registration fee	S-GE gold member: CHF 650.-			
	S-GE silver member / member Swiss Medtech: CHF 800.-			
	Non-member: CHF 950.-			
Mandatory Online Package “Essential” (Lead Retrieval & Basic Profile by organizer)	USD 1,500.-			
Corner booth fee (*if chosen and available)	n/a	n/a	USD 550.-*	USD 550.-*

THIS IS WHAT WE DO FOR YOU

S-GE service package

Organization: Project management as well as organizational and administrative preparation and realization • contact person before, during and after the trade fair

Let the show begin: hospitality area • catering offer • storage (limited space) • booth cleaning and garbage removal • Swiss dinner reception (all depending on health and safety guidelines)

Communication: Company logo on your booth • entry in the Swiss Online Exhibitor Directory

Other services: Free initial consulting session, first port of call for export-related issues, GoGlobal Cockpit (free analysis platform), benefit from the worldwide network of our Swiss Business Hubs

Not included

- Transport and insurance of your exhibits
- Individual booth design and additional furnishings
- Technical connections and operating costs
- Travel and accommodation

→ For more information, please consult the S-GE general terms and conditions

REGISTRATION AND CONTACT DETAILS

Registration Deadline: Tuesday, 28 February 2023 (or first come, first served)

Project Team SWISS Pavilion:



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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland
Swiss Business Hub Middle East

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