

Live in – person: 5 - 8 February 2024  
Dubai World Trade Center  
Online: 22 January - 22 February 2024

# Post show report 2023

[medlabme.com](https://medlabme.com)

Diamond partner:  **Abbott**



# Paving the way for technological advancements and sustainability in laboratory medicine

In 2023, Medlab Middle East hosted its 22nd edition, live in-person from 6-9 February 2023 and online from 16 January - 9 March 2023.

The event brought together 27,241 laboratory and healthcare professionals from 200 countries.

New innovations and sustainability took centre stage at Medlab Middle East 2023 showcasing a total of 974 products and services. In addition, the event hosted 12 live CME-accredited conferences and 1 online-only conference, Future of Lab that introduced a new era of digitalisation, automation and connectivity to laboratory and healthcare professionals.

Medlab Middle East returned as a standalone show independent of Arab Health.



# Overview



**27,241** professional visits  
**14,632** live visitors  
**6,986** online visitors  
**5,700** delegates  
**747** exhibitors  
**227** speakers



**195** countries represented  
**48** exhibiting countries  
**12** country pavilions



**\$523.9 Million**  
total value of business  
generated

\*\*Results provided by GRS Explori

## Digital audience

 **401,627** views

 **2,056** followers

 **2,513** followers

 **17,652** followers | **16,669** likes

 **6,177** followers

 **1.5 Million** page views



“This is actually the second time we are participating in Medlab Middle East after the pandemic and this year we realized the visitors and the clients are much better compared to the last two years. We are the leading company for healthcare solution providers. We expect that we are going to become more and more productive in the coming years. And, also we are expecting to join and plan to go for a bigger and better booth in 2024.”

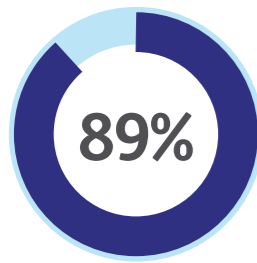
*Hugh Yuan, General Manager of International IVD, Mindray*



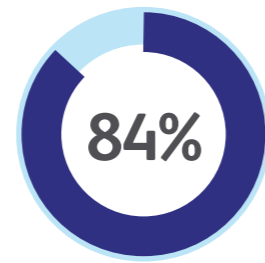
“I came here from Qatar, this is my sixth visit to Medlab Middle East. Things are amazing and every year when I visit I find new things that are informative. I get a chance to network with main suppliers and manufacturers and the efforts from the organisers are very good.”

*Arjun GS, Hearts Medical Solution*

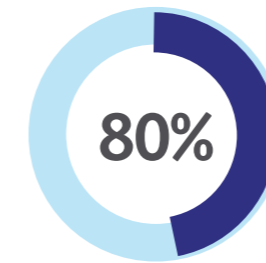
# Exhibitor overview



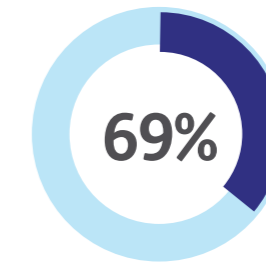
89% rated Medlab Middle East as very important for their business/ organisation



84% rated to seek new contacts for future business as their main reason to attend Medlab Middle East this year

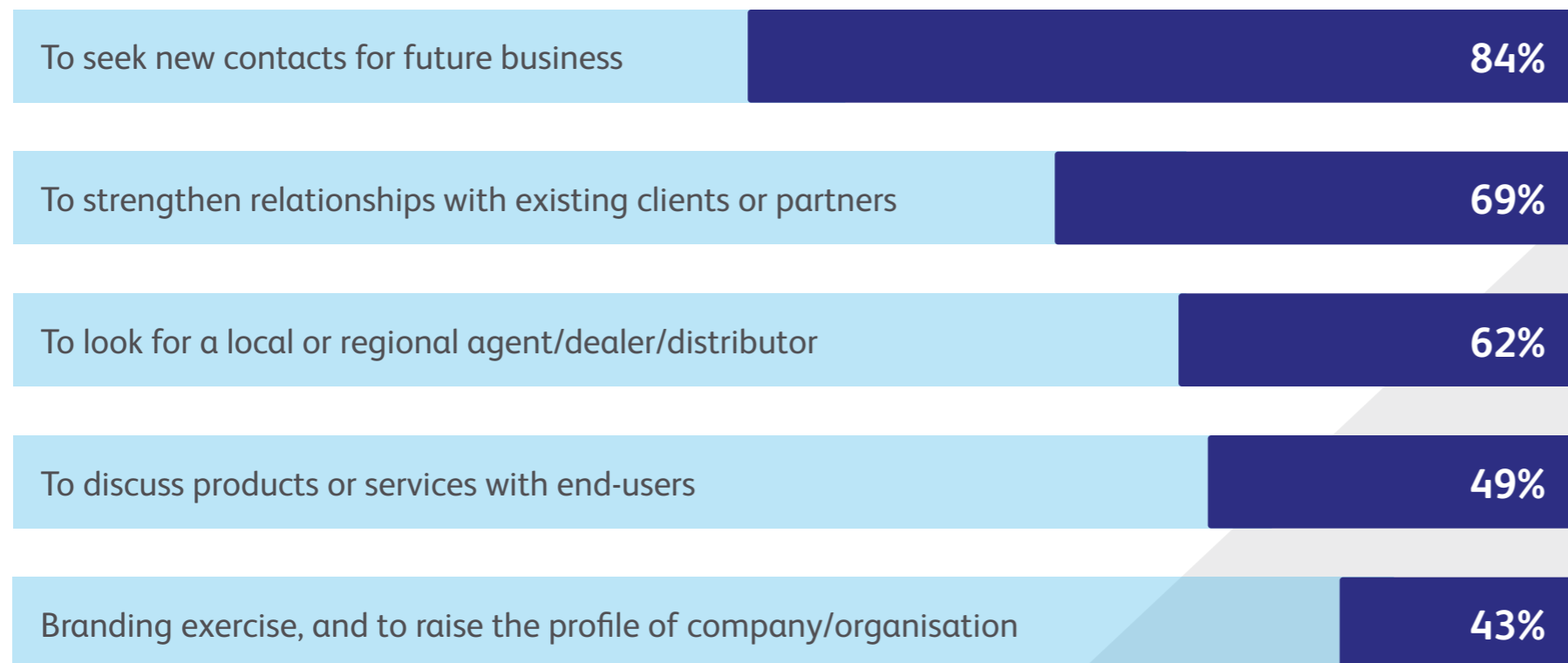


80% definitely will exhibit at Medlab Middle East 2024



69% rated to strengthen relationships with existing clients or partners

## Top 5 reasons for exhibiting



“We got the opportunity to meet our current and new customers and follow up on some current business contacts with Middle East companies.”

*Ping Gao, Epitope Diagnostics, Inc.*



“In 12 years of trade show experience, this is the best we ever had and we broke all kinds of records.”

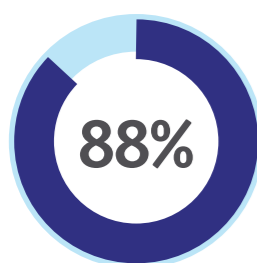
*Ramesh Babu, InteGen LLC*



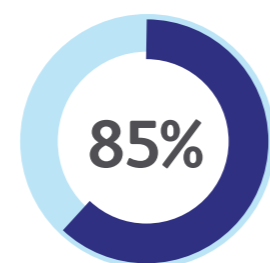
“We’ve met lots of distributors from middle east. I’ve been attending several shows, but medlab has the most qualified distributors among them.”

*Anitta Seo, Noul Co., Ltd.*

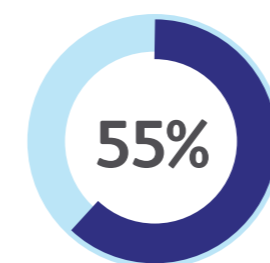
# Visitor overview



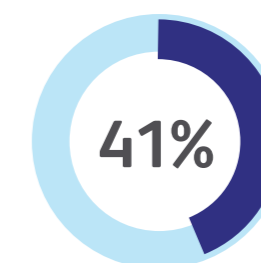
were able to source new suppliers



rated Medlab Middle East as very important for their business/organisation

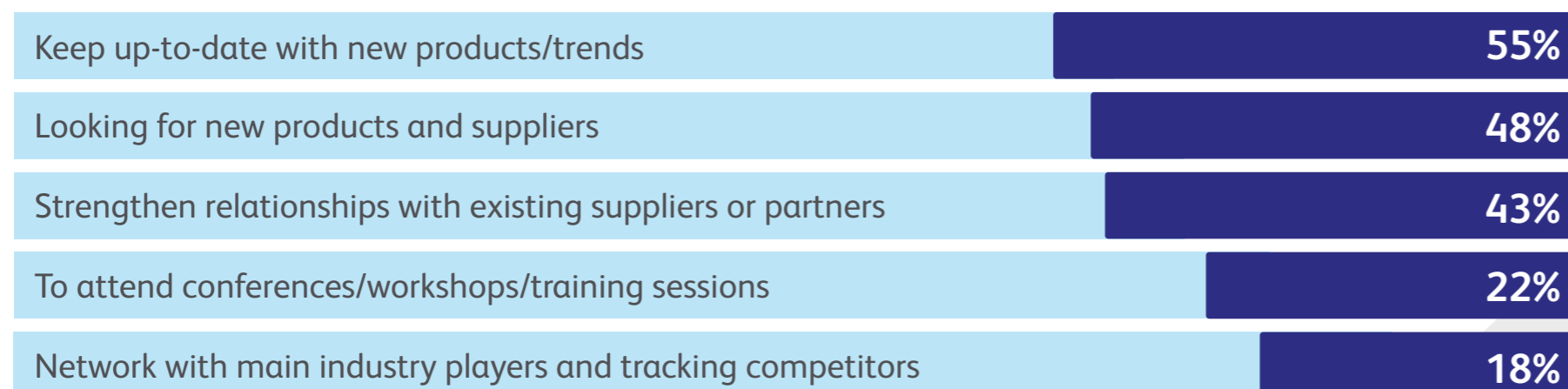


rated keeping up to date with new products/trends as their main goal to visit Medlab Middle East this year



definitely will attend Medlab Middle East 2024

## Top 5 reasons for attending



“Big volume of quality visitors and well-established exhibition hall, and excellent on site management, plan to attend Medlab Middle East 2024 as an exhibitor.”

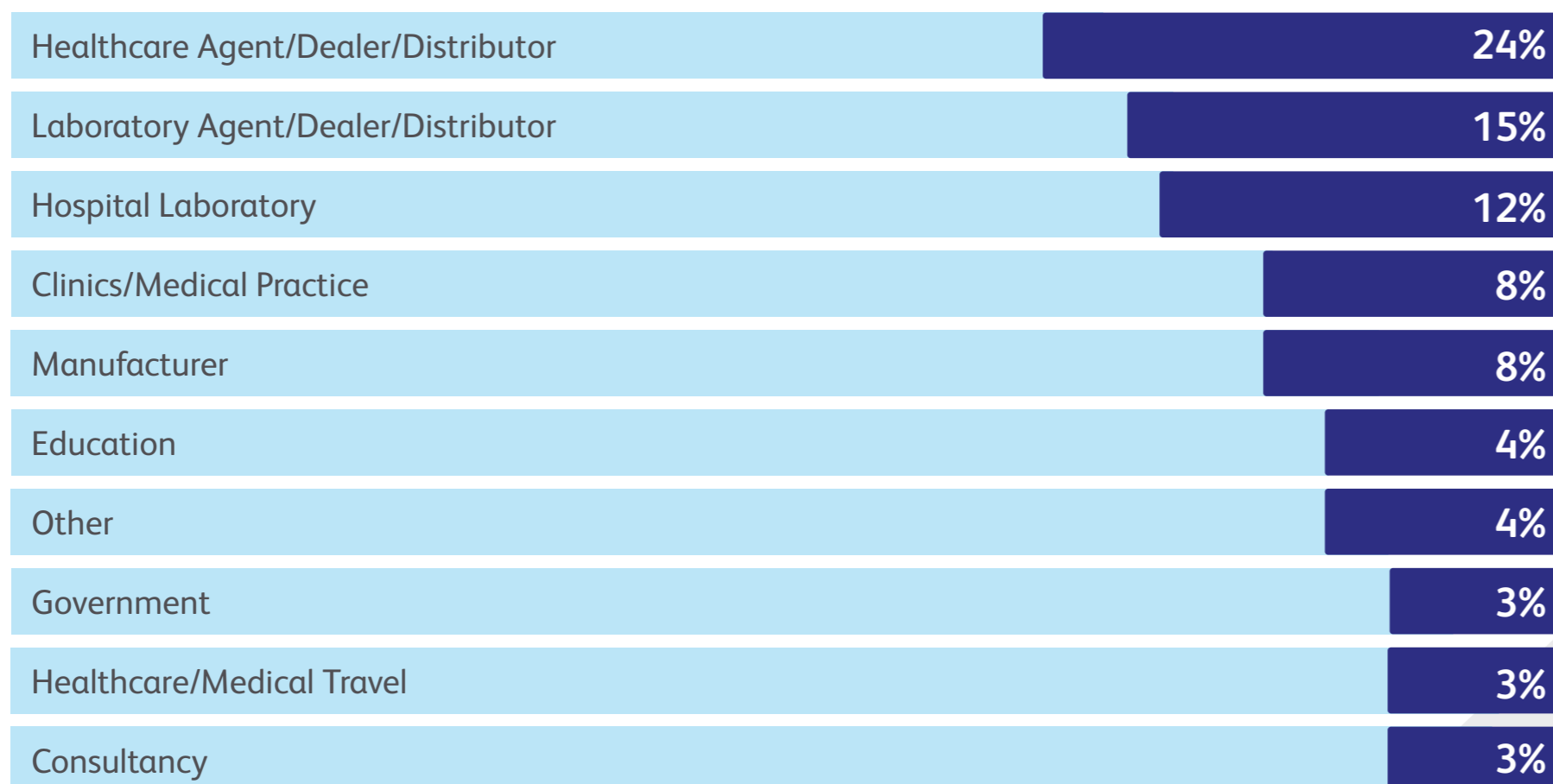
*Jolina Ji, Lumigenex (Suzhou) Com., Ltd*





# Visitor overview

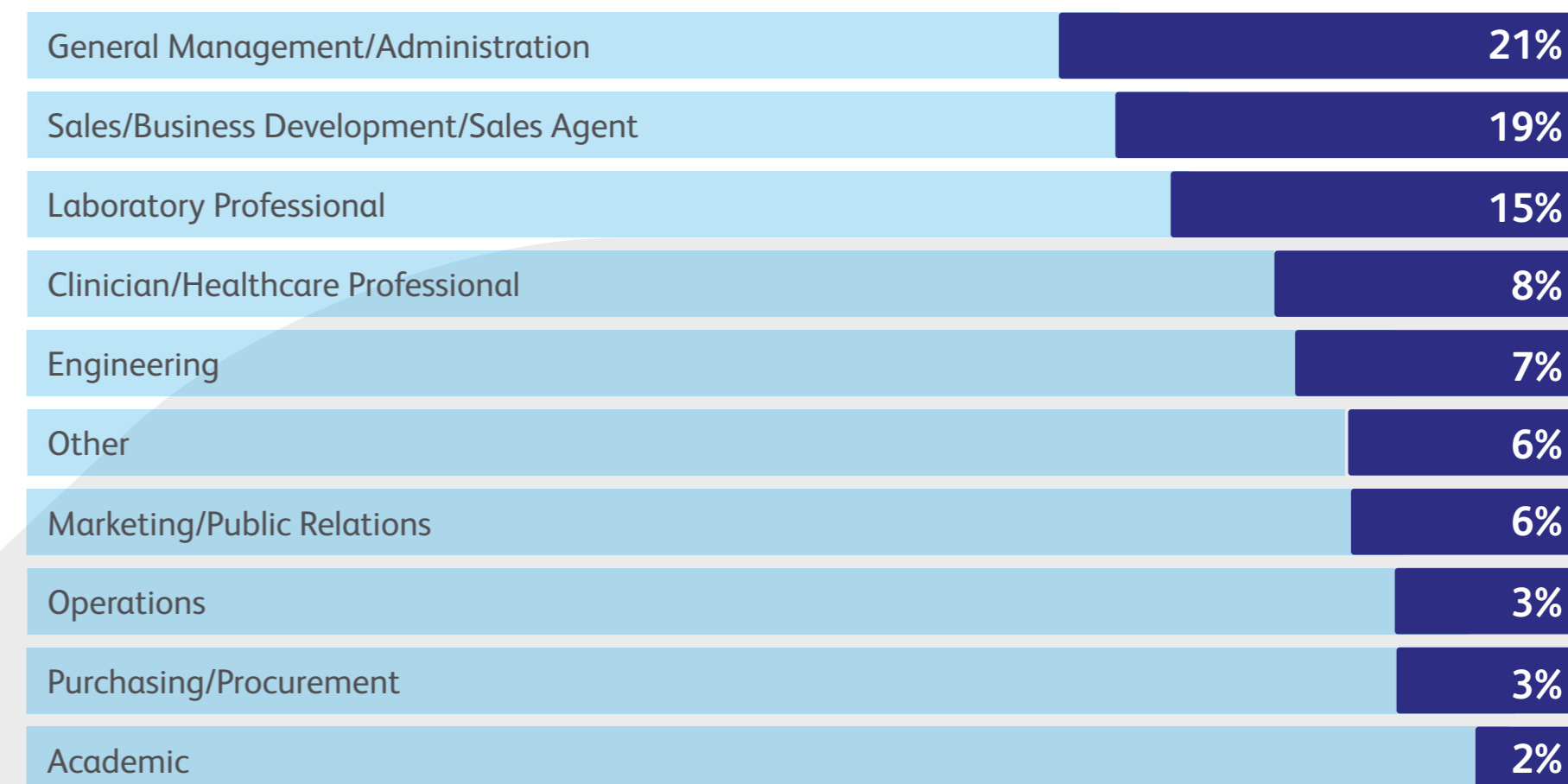
## Nature of business



“It is always amazing. I really love to be engaged every year in this event, it widens my knowledge, experience and relationships at all levels. Thank you for making it special every year.”

*Saad Alshehri, Thuriah Medical Center*

## Seniority



“It was a very well organized and great show. Even meeting up with people who did not have booths was convenient thanks to the village being made available this year.”

*Sandeep Krishnan Menon, Ark Diagnostics Bangalore Pvt. Ltd.*

# 2023 Conferences at a glance

Medlab Middle East brought together speakers and delegates from a variety of disciplines by hosting 12 live CME-accredited conferences from 6-9 February 2023 and 1 online-only conference from 13-14 February 2023.

## Live in-person conferences:

Location	6-Feb	7-Feb	8-Feb	9-Feb
Dubai Room (In-person*)	Laboratory Management	Immunology	Clinical Chemistry	Molecular & Genomic Diagnostics
Bangkok Room (In-person*)	Haematology	Histopathology	Clinical Microbiology	Blood Transfusion Medicine
Location	New			
Riyadh Room (In-person*)	Sustainability in the Clinical Laboratory	POCT Tech Advances & Clinical Impact	New Trends in Laboratory Medicine	Quality Management for Modern Labs

## Online only, Future of Lab conference

Location	13-14 Feb
(Online / Internet live only)	Future of Lab



13 conferences

227 speakers

502 online delegates

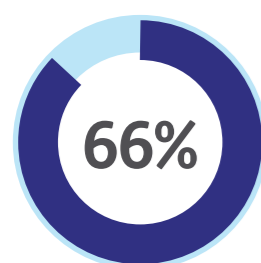
98 sessions (online and live, in-person)

4,025 live delegates

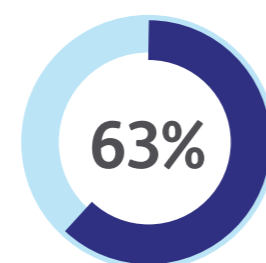
CME provided by:



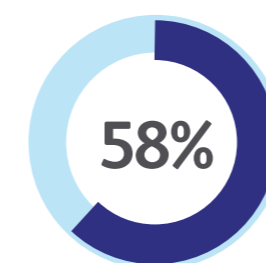
# Delegate overview



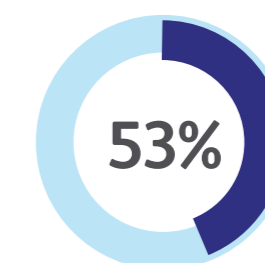
66% definitely will attend Medlab Middle East Congress next year



63% rated in-person physical conferences as their means to attain CMEs

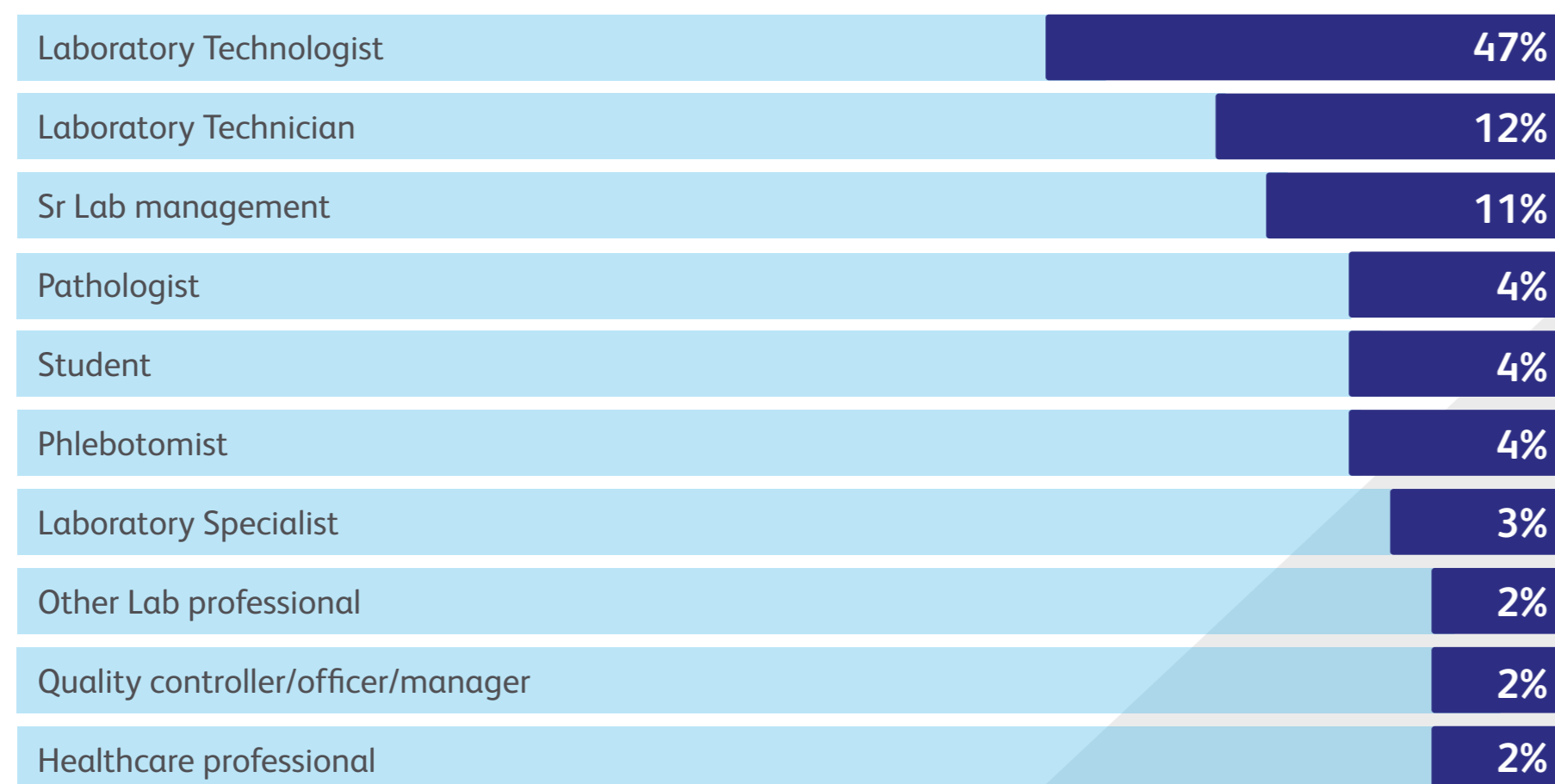


58% rated that Medlab Middle East Congress adequately addressed Sustainability focused content



53% rated their experience as excellent

## Breakdown by Job title



“World class opportunity to see the technological advances in Medical Lab Sciences and updates in lab diagnostic practices.”

*Shakir Hussain, Sheikh Shakhbout Medical City*



“It was my 1st time being a part of a such a huge meeting and the experience was surreal. From the reception, security, general organization, exhibitions, conferences and most importantly The Village.”

*Mmabatho Prisca, Bummhi Hospital*



“I have been attending Medlab regularly for 8 years. It is a very well organised event, covering all aspects of lab. Provides excellent opportunity for social networking.”

*Akansha Gandhi, Aster Hospital Dubai*



# Thank you to our partners

## Diamond partner



## Platinum partners



## Gold partners



## Knowledge partner

## Hydration partners



## Silver partners



## Supporting bodies



## Official hand hygiene partners



## Official hospitality partner



## Official airline partner



## Media partners



# Save the date!

## Block your calendar

Live, in-person: 5-8 February 2024

Online: 22 January - 22 February 2024

## Feel the pulse of the medical laboratory industry

See you again next year!



# Let's get talking

For exhibiting enquiries contact:



**Tom Coleman**  
Exhibition Director  
Tom.Coleman@informa.com



**Susan Verbeken**  
Exhibition Manager  
Susan.Verbeken@informa.com



**Burcin Tas**  
Sales Manager  
Burcin.Tas@informa.com



**Jenny Kurien**  
Account Manager  
Jenny.Kurien@informa.com

For sponsorship enquiries contact:



**Lorena Diaz Palle**  
Head of Sponsorship  
Lorena.DiazPalle@informa.com

For country pavilion enquiries contact:



**Shane Fleming**  
Sales Partner Director  
Shane.Fleming@informa.com