

ARAB HEALTH SHOW, DUBAI JAN 2010

Event Overview

Arab Health is the region's premier event for the Middle East bringing healthcare manufacturers, wholesalers, dealers and distributors together with some of the most important and influential decision-makers in the Arab world.

With a long history spanning more than three decades, this year's Arab Health 2010 was the largest event of its kind ever seen in the Middle East (and the second largest in the world) attracting over 70,000 visitors and 2,700 exhibiting companies from more than 79 countries and featured 29 national pavilions.

Despite the world financial crisis, oil prices have once again sky-rocketed and oil producing countries in the Middle East are continuing to spend upgrading hospital and medical services. The Middle East's healthcare sector is currently worth US\$80 billion and despite the world economic downturn is expected to grow at an annual rate of 16%.

Promotion Overview

7 licensees participated in the Arab Health show for healthcare manufacturers with support from AMAG.

The Australian pavilion was distinctly branded with the AMAG logo through its sponsorship for the show.



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.