



Status as leading Mid East healthcare forum confirmed

Arab Health smashes exhibitor and visitor records and is set to expand further in 2004

Following its record breaking four-day run at the Dubai International Exhibition Centre (DIEC) in January, Arab Health – the Middle East's leading hospital, medical equipment and services exhibition and conference – is set to expand further, with organisers IIR Exhibitions booking eight DIEC halls for the 2004 showing.

"We have already seen a significant increase in demand for additional exhibitor space based on re-bookings and the high level of enquiries we have received," said John Hassett, Exhibitions Director, Health Division, IIR. "So we have booked an additional two halls for next year."

Exhibitors that have re-booked and contracted for additional space in 2004 include Dubai's Arabian Millenium Trading, Sharjah's City Pharmacy, Saudi Arabia's Al Harbi Telecom, and US-headquartered Hill-Rom, that have all doubled their stand size. Other exhibitors that will have substantially larger displays are Saudi Arabia's Yahmaa Medical Company, Switzerland's Schiller, Dubai's Modern Pharmaceutical Company and Sharjah's Al Hayat.

"Arab Health has always been the premier event in the Middle East healthcare diary but now it is regarded as one of the most important events on the world calendar," said Hassett.

The exhibition's continuing expansion mirrors that of the industry and the on-going regional growth and development of healthcare delivery



General Sheikh Mohammed bin Rashid Al Maktoum cuts the ribbon to open Arab Health 2003

and provision. New hospitals and medical centres are constantly being developed as the demand for high quality treatment expands.

"The announcement that the Dubai Government intends to build its own Healthcare City, that will include a medical university and research centre, as well as eight hospitals and array of specialised clinics, will also help to ensure the local market continues to boom," said Hassett.

Arab Health 2004, that will be held from January 18-21 next year at the Dubai International Exhibition Centre, will feature an expanded International Arab

Health Congress, the region's largest series of medical conferences that, for the first time, will be held in the Dubai International Convention Centre, under construction alongside DIEC.

Organised in conjunction with Saudi Arabia's King Faisal Specialist Hospital and Research Centre (KFSH&RC), the Congress will bring together many of the world's leading healthcare professionals to address critical medical issues. A full seminar programme will also take place over the four days of the event and Arab Health 2004 will again host the Middle East Imaging and Diagnostic Conference, organised in asso-

ciation with the UAE's Ministry of Health.

"The enlarged conference and seminar programme will ensure Arab Health continues to bring the latest medical thinking and research to the Middle East," said Hassett.

World renowned speakers, all of whom are at the forefront of developing and delivering healthcare solutions, will provide invaluable insights into the future of regional medicare.

Arab Health 2003 confirmed the show's status as the region's top medical business forum with both exhibitor and visitor numbers setting new records. Unaudited figures, released by IIR, show the event

was supported by 1003 exhibitors, a 58% increase on 2002, and visitor turnout grew by 17.9% to 19,185.

Inaugurated by His Highness General Sheikh Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and UAE Minister of Defence, Arab Health 2003 was 50% larger than in 2002 with national pavilions from 20 countries.

Germany fielded its largest ever exhibitor delegation with 203 companies participating, 103% increase on the previous year. Other countries with substantial delegations included the UK, with 100 exhibitors; Italy, 64; US, 60; China, 40 and France, 38. More than 100 UAE-based companies also took part, including Dubai Healthcare City.

"We had non-stop meetings with exhibitors wanting to know how they can participate in the project. Interest was very high from top tier US and European health service companies. We also had many enquiries from neighbouring GCC countries and Iran," said Suhail Al Ansari, Marketing Manager, Dubai Healthcare City.

As well as highlighting the latest advances in medical care, the exhibition featured a number of groundbreaking innovations, including International Health Services (IHS), a dedicated show for hospitals, clinics, and insurance companies involved in the expanding world wide market for overseas and distance healthcare facilities.

IHS, which occupied 1,000 square metres, attracted many of the world's leading hospitals and healthcare providers from the US, UK, Germany, Saudi Arabia and the UAE.

"It was our first time at Arab Health and we were delighted by the excellent response we had, especially from the GCC, as well as from Iran, Pakistan and neighbouring areas. The IHS arena was first class and we will be back next year," said Elizabeth Boulton, London, Specialist Hospitals, UK.

As part of its plans to

develop the show into a one stop shop for healthcare professionals, IIR added a recruitment facility to the 2003 event, to meet the growing demand for skilled health care professionals in both private and public sectors. Visitors were able to search through hundreds of hospital and health industry related career opportunities.

"We are a leading recruitment company specialising in supplying Polish, Czech and Romanian staff to the Middle East. The visitor quality at the show was high. I have been to many other shows around the world but I really liked Arab Health," said Nick Sijivic, IMS Recruitment, UK.

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The exhibition also included three specialist arenas - Pharmacy, the region's only event dedicated to pharmacists, general practitioners and hospital medical staff; Arab Dentistry and MedLab, for laboratory and biotechnology products.

And in line with IIR's commitment to continuously expand Arab Health's profile and services, the event featured seven dedicated conference streams, put together in conjunction with KFSH&RC. In addition, Arab Health 2003 hosted the Middle East Imaging and Diagnostic Conference, in association with the UAE's

Ministry of Health, and the Comprehensive Implant Management Conference, organised in association with Health Plus International.

As in previous years, Arab Health was an unparalleled showcase for the latest healthcare technology.

"With governments putting health service costs under the microscope, it is vital that everyone involved in providing patient care, from nurses to administrators, has access to the latest technology, in order to deliver the best patient care available," said Hassett.

"There is a continuous flow of new technologies available to practitioners. Arab Health provides key medical decision

previously concealed during routine two dimensional echo examinations. In the past heart surgeons have been reluctant to use echo imaging because of the time it took to construct a 3D image. By providing 3D images instantaneously surgeons can make more confident diagnoses," said Karen Lambie, Training and Applications Manager, Cardiology, Europe, Middle East, Africa, Philips Medical Systems.

Meanwhile, GE Medical Systems (GEMS) showcased the world's first 4D ultrasound system that allows doctors to observe anatomy in motion and patients to recognise what is being viewed in their body.

"Its unique technology has specific applications in obstetrics, as expectant mothers can view moving images of their unborn child with detailed precision," said Abdullah Taibah, Corporate Regional Executive, General Electric, Middle East

In addition, the equipment increases the degree of accuracy of ultra-sound-guided biopsies, facilitating the early detection of cancer and potentially saving the lives of many women worldwide each year.

"Our participation in this year's Arab Health, as with our previous involvement, was vital in reinforcing GE Medical Systems' position as a leader in medical technology across the Middle East. It gave us an ideal platform to introduce GE's revolutionary technology in healthcare to customers in the region," said Taibah.

A world first for Arab Health 2003 was the launch of a drug pre-screening system from Iritech of the US. The company claims the portable equipment is capable of detecting if an individual has taken drugs or drunk alcohol, up to three weeks prior to the test, by measuring the speed the eye's iris contracts, and by how much, after exposure to a flash of bright light.

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The Institute for International Research (IIR) has announced plans to internationalise and expand the Arab Health brand, launching three new medical shows over the next 12 months, including America Health, an international hospital medical equipment and services exhibition.

The initiative marks the start of a strategy to build on the success of the Middle East's leading healthcare exhibition and conference and develop the Arab Health concept worldwide.

"Arab Health is a globally marketed brand that is very strong and recognised by the world's medical industry and suppliers. We aim to leverage our relationship with the industry's top players to introduce the Arab Health concept to a wider audience," said John Hassett, Exhibitions Director, Healthcare Division, IIR, who will oversee the new shows.

"Most US healthcare shows focus on domestic needs and are very vertical events that do not suit international government groups and companies. America Health will be primarily a trade show, as our experience with Arab Health is that suppliers want to meet trade buyers not just medical practitioners.

"By holding it close to the medical centres in New York, Cleveland, Boston, Toronto and Montreal, it will enable international companies to access the key East Coast markets, in both the US and Canada," said Hassett.

This event will be of particular importance to new and emerging manufacturers of medical equipment, including the Middle East. It will provide a platform to break into the world's biggest healthcare market.

America Health will be held annually alongside the IIR-organised National Managed Healthcare Congress, that has been the USA's leading domestic event in the American healthcare market for 16 years. The first show will take place in Washington DC in 2004.

In addition to America

IIR announces new medical shows in strategic move to develop Arab Health globally



Health, IIR has also drawn up plans for two new specialist healthcare events, to be staged in Dubai later this year.

The 1st Middle East Patient Safety Congress will take place from September 27-30, while the International Emergency Medical Services Congress will be held from October 12-14. Both events will have associated exhibitions.

"We have launched these two important congresses to meet the growing regional need for dedicated forums to discuss critical healthcare issues including improved patient safety systems, devices and protocols and the key lessons to be learned from emergency incidents," said Hassett.

"The Patient Safety Congress is already receiving great interest from Middle East ministries, as well as private and public sector hospitals. We anticipate this event will rapidly establish itself as one of the most important healthcare gatherings in the region."

Issues to be addressed by the Congress include the use of technology to enhance

safety; the role of governments in improving patient safety; infection control and injuries and accidents in hospitals, including medication errors and surgical safety.

Meanwhile, the International Emergency Medical Services Congress will examine emergency medical response strategies, including dealing with chemical, biological, and nuclear threats; preparedness and response planning for local and federal government organisations; crisis communications; disaster recovery and post incident medical and trauma management.

"At times of crisis, the safety of people and assets depends on the effectiveness of emergency plans and the ability of the public and private sector to meet an emergency, or potential disaster, with fast and decisive action," said Hassett.

"The International Emergency Medical Services Congress will provide an excellent platform for everyone involved in emergency service planning and provision to access the most up-to-date thinking, techniques and training methods

from international and regional experts."

And in a further move aimed at consolidating the Arab Health brand, IIR has agreed a partnership with the China National Medical Equipment Industry Corporation to market the organisation's October 2003 show internationally. The 50th China Medical Equipment Fair (CMEF) will be held in Nanjing from October 27-31. It was previously restricted to Chinese companies or international companies with registered offices in China.

"The Chinese market is one of the fastest growing in the world. It offers huge opportunities for international medical equipment and services suppliers. The Arab Health team will be responsible for all international stand sales," said Hassett.

Launched in 1979, CMEF is the largest and most successful medical exhibition in China, covering an area of 52,000 square metres, with over 2,000 exhibitors. The 2002 show contained over 40 provincial trade pavilions from across China and received a staggering 120,000 visitors.

WHO says East Mediterranean faces huge HIV threat as confirmed cases triple in three years

The Eastern Mediterranean Region (EMR), that includes the Middle East, faces a "huge and real" HIV threat, with the number of confirmed cases tripling from 1999-2001, according to the World Health Organisation (WHO).

Speaking at the International Arab Health Congress, held alongside Arab Health 2003 at the Dubai International Exhibition Centre (DIEC) in January, Dr Jihane Tawilah - WHO's Regional Advisor on HIV/AIDS and Sexually Transmitted Diseases (STD) said more than 700,000 people are now living with HIV in the EMR.

"The global spread of HIV is faster and larger than scientists believed possible more than two decades ago and is taking an increasingly destructive course," Tawilah said.

"Recent projections have shattered the belief that infections have peaked and the disease is being brought under control. In fact the threat is still at an early stage. In the EMR there were 80,000 new HIV infections in 2001."

According to Tawilah growing drug abuse among the region's burgeoning young population will fuel the next wave of HIV infections in the EMR, that contains 23 countries and 7.5% of the world's population.

Several EMR countries, including Iran and Libya, have reported significant percentages of injected drug use (IDU) among HIV cases. WHO believes IDU will determine the future spread of HIV in the region, while sexual transmission and STDs will be the bridge, from these groups, to the general population; Tawilah said.

"Morocco has declared 600,000 sexually transmitted infections annually and Egypt and Sudan have found important rates of curable STD infections among pregnant women and some groups known to have high risk sexual behaviours."

Tawilah told the Congress that WHO is working with member states to 'break the chain of denial and stigma' to prevent and avert new infections. "The costs of HIV preven-

tion continue AIDS research, Prof Montagnier said: "In the face of the alarming spread of the disease in every country, and especially in Africa, Latin America, the Caribbean, India and Eastern Europe, it is essential to find new therapeutic approaches, which can be made available to all patients at reasonable cost.

"The industrialised countries of Europe, North America and Asia must not close their eyes to the virulence of the scourge

of the treatment. They also seek to determine the role of the viral co-factors in the transmission of HIV and the evolution of the disease."

Although some years of research will still be needed before a vaccine can be found, Prof Montagnier believes that period will be much shorter if the spirit of innovation is encouraged and scientists are given full means to put it into practice.

"I would have liked to tell an AIDS story in the past tense, as a tale with a happy ending. This is not yet possible, but there is no doubt that one day it will be," said Prof Montagnier.

Organised in association with Saudi Arabia's King Faisal Specialist Hospital and Research Centre (KFSH&RC) and WHO, the International Arab Health Congress was the largest programme of medical conferences ever held in the Middle East. It was addressed by over 40 world-renowned healthcare professionals from the US, Europe, Middle East, Africa and Australasia.

Critical issues covered by the Congress included the impact of the Internet and computer networks on healthcare; the use of robotics in surgery; the growing regional threat of obesity, diabetes and TB; infection control techniques; the increasing cost of providing quality healthcare; privatisation of regional healthcare providers and public-private partnerships in healthcare deliveries and the challenges of mass health insurance.

Dr Fahad Al Orifi, Director eHealth Centre, Health Outreach and Business Affairs, KFSH&RC said the Congress topics had been selected after (continued on p.12)

Recent projections have shattered the belief that infections have peaked and the disease is being brought under control. In fact the threat is still at an early stage. In the EMR there were 80,000 new HIV infections in 2001.

tion interventions are low and cost effective. However, the problem remains the low access to prevention information and services for those people who need it most, the poor and vulnerable," she added.

The threat posed by AIDS was also underlined by veteran AIDS campaigner and the co-discoverer of the HIV/AIDS virus, Professor Luc Montagnier.

Addressing delegates attending the Diseases of New World Economies forum, Prof Montagnier said the impact of AIDS today is as destructive as a state of war.

Issuing a rallying cry to industrialised countries to

and should be ready, now more than ever, to take advantage of an apparent lull in order to pursue their research."

Prof Montagnier, who is President of the World Foundation for AIDS Research and Prevention, warned that despite some undeniably good results in treatment, AIDS is still progressing, endangering the economy and the political stability of many developing countries.

"The foundation's projects focus on the search for a vaccine to reduce the length of the therapy course and, consequently, the overall cost

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Other innovations that made their Middle East debut at Arab Health 2003 included Mastascanelite, a multi-functional laboratory microbiological analyser which drastically reduces the time taken to screen urine samples; the BacT/ALERT 3D automated microbial detection system that allows TB samples to be tested simultaneously alongside other blood samples and DaVinci, a high volume analyser for detecting HIV.

In addition the exhibition saw the Middle East launch of the Piccolo portable blood chemistry analyser, developed by Germany's Abaxis from technology used to test blood in space; Sonosite's iLook, the world's smallest ultrasound digital imaging device and the MedicCleanAir Pro mobile air cleaner that can save lives and money by reducing airborne contamination risks in hospitals by over 90%.

Arab Health 2003 also saw the signing of a ground breaking e-Health agreement by KFSH&RC and the United States' Cleveland Clinic, part of the WorldCare Consortium that brought together four of the US's top hospitals - Duke University Health System, Johns Hopkins Medicine and Partners Health Care System, in addition to the Cleveland Clinic.

The agreement will give KFSH&RC access to the US hospital's E-Cleveland Clinic, a web-based facility that provides specialist consultations and second opinions, via the Internet, for patients with life-threatening and life-altering diagnoses.

"The Middle East is a very important market for the WorldCare Consortium. There was tremendous interest in our services, particularly in the fields of e-health and referrals. Arab Health is an excellent forum for the exchange of information on health care and infrastructure," said Anita Cosgrove, Senior Vice President and Director, Corporate Communication, WorldCare International.

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in-depth studies and discussions with leading regional medical experts.

"It was an outstanding opportunity for the healthcare industry to discuss, review and exchange information on the latest trends in patient treatment," Dr Al Orifi said.

"The impact of the Congress, that was attended by the Middle East's top health professionals, will be

to dramatically enhance the clinical practice of physicians in their management of diseases and injuries."

In addition to the International Arab Health Congress, Arab Health also hosted the Middle East Imaging and Diagnostic Conference, organised in conjunction with the UAE's Ministry of Health.

Hamad Kazim, the Ministry's Director of Federal Radiology said the forum,

sponsored by Philips Medical Systems, fulfilled a long felt need for an annual radiology conference that can act as a regional primer.

"It enabled leading radiology staff, as well as clinicians and surgeons who are directly involved in imaging diagnostics, to access the latest advances in both technology and thinking."

Medi-flights could become two-way

Patients in need of specialist treatment in future are just as likely to be flown into the Middle East as out of the region.

The growing quality of health care in the Gulf particularly coupled with changing patterns of health care provision in areas like Europe could see the flow of patients reversed, according to a senior Lufthansa executive.

Speaking in Dubai at Arab Health, Doris Ehring, Lufthansa manager, patient transport compartment, said: "Traditionally, products such as the Lufthansa Patient Transport Compartment (PTC) would be used to fly patients from the Middle East to Europe or the United States. But now we see this region starting to build very sophisticated clinics, so we may start to see the patterns change and patients from Europe coming to this part of the world."

The airline was showing off its airliner-based intensive care unit (ICU). The ICU can be fitted into a Boeing 747-400 and later this year the Airbus A340 will also be equipped with the unit.

"Last year we had over



'Things are set to change': Lufthansa manager Doris Ehring

40 transports and the demand is growing, particularly in the Arab world," said Ehring. "Lufthansa, as a network carrier, has become an appreciated alternative to special ambulance charter aircraft that are usually more expensive."

She said that benefits of using the flying ICU, which is installed in an hour when needed, include no refuelling stops (unlike air

ambulances on long haul flights), reducing travel time for the patient.

The ICU is equipped with an intensive care station, ventilator, EKG monitor, blood gas analyser, defibrillator, perfusers and infusers together with necessary drugs. There is space for an accompanying medical crew.

The airline arranges medical escorts at each end of the flight.

German hospital management specialists to open Abu Dhabi office

Good management and medical services is the target of successful hospitals. Fresenius Proserve, a consulting company, which specialises in healthcare services and facilities management, will open an office in Abu Dhabi, to target growing Middle East demand for professional hospital management.

Announced at Arab Health

2003, the region's largest international hospital, medical equipment and services exhibition and conference, the German headquartered company said its project-hospitalia activHealth- is in the final stages of finalising management contracts with some Middle East hospitals.

Thomas Schutz, Abu Dhabi's office manager, said: "Middle East national health systems

face the challenge of having to advance health infrastructure, improve patient access to care and refine administrative and financial processes, they also must find cost control solutions that do not affect quality of care." Fresenius Proserve was one of 195 German-based companies exhibiting at Arab Health 2003.

"Healthcare providers are

realising that today's increasing complexity of functions and budget restraints demand a highly focused, multi-market management approach to operating health facilities, which must excel in professionalism, if both care quality and performance goals are to be met." added Schutz, who has five years of regional experience in the medical sector.

System draws interest

Japanese company Terumo, supplier of cardiovascular equipment, said that great interest had been shown in its new product the Advanced Perfusion System 1.

The equipment is used during open-heart surgery to pump patients' blood when their hearts are stopped.

Sales and Marketing manager Kanji Hayashi said: "This product has been

attracting the most interest and has been doing well. We have had some positive enquiries regarding it."

Terumo's System 1 redefines the notion of customisation with quick, simple configurability to easily adapt for new protocols or individual patient needs. And System 1's software-based design allows selection of advanced functions without specialised hardware.



London calling at Arab Health

London Specialist Hospitals (LSH) used Arab Health 2003 to launch its new organisation.

General Manager of LSH Mike Quinn said: "The organisation is the coming together of ten NHS London Hospitals. Our aim is to offer the most advanced medical treatments within state-of-the-art facilities."

Complex surgeries on offer include bone marrow and liver transplants. Mr Quinn said the organisation was aimed at the Middle East market and many patients were referred through the embassy and funded by the government or sponsored through a company. He added that Emirates Airlines had expressed an interest in working directly with LSH.

He said they had been extremely busy at the exhibition and had been very surprised by the response. He said: "We want to reinforce the message that the expertise for these type of operations is available. There is a wealth of expertise in the NHS."

One of the hospitals, which makes up LSH is King's College Hospital. Mr Quinn

said pioneering surgery currently taking place at the hospital was the Hepatocyte transplant, which involved transplanting healthy liver cells to patients, thus avoiding the need to give an organ. He added two brothers from the UAE were currently being treated in this new way and so far things were going well.

MR Quinn added: "Although the LSH is a new brand we want to emphasise that we have 150 years' of history. The National Health Service has an international reputation for excellence and attracts leading physicians and support staff."

Hospitals taking part in the LSH are Great Ormond Street Hospital, Hammersmith Hospitals, Kings College Hospital, Moorfields Eye Hospital, Northwick Park and St Mark's Hospitals, Royal Brompton and Harefield Hospitals, Royal Free Hampstead, St Mary's Hospital, The Royal Marsden and University College London Hospitals.

● For more information visit www.londonspecial-isthospitals.nhs.uk



ECRI strives to set new standards

Non-profit health services research agency, ECRI, attended Arab Health 2003 to raise awareness of its services among the Middle East's healthcare professionals. Categorized by the World Health Organisation as a Collaborating Centre, ECRI aims to improve the safety, quality and cost-effectiveness of healthcare around the world, and has been increasingly active in this region over the past decade.

Originally established in the 1960s in the United States, the Emergency Care Research Institute focused on the development and evaluation of new emergency medical technologies. In the late 1960s, a study of manually operated resuscitators identified a number of ineffective models that were subsequently withdrawn from the market. As a result of this study ECRI moved closer to its current role as an independent evaluator and provider of information and guidance in healthcare technology assessment, technology planning, procurement, and management; healthcare risk and quality management; and healthcare environmental management. Due to the broad scope of its work, the organisation is now known only as ECRI.

In the Middle East, the organisation has a membership of over 80 hospitals and health authorities. Members have access to 35 different



Malek El Hussein, Middle East Area Manager and Dr Joel J Nobel, Founder and President Emeritus

information services from ECRI, each of which offers evaluation of devices, drugs, procedures, facilities and related standards, guidelines, practices and operations. ECRI's services alert members to technology related hazards; provide the results of medical product and technology assessments; offer advice on technology acquisitions and management; and supply comprehensive information on risk control and healthcare facilities and clinical practice guidelines and standards. One of the organisation's most popular offerings is its Healthcare Product Comparison System (HPCS) - a searchable online database that provides all of the information required to evaluate, compare, and purchase medical equipment.

From its Middle East regional office in Dubai, ECRI

is currently looking at the effects of impending changes in healthcare legislation throughout the GCC. The organisation believes that the region will see dramatic growth in the number of small private hospitals, and that this will require greater standardisation of healthcare provision in order to satisfy patient requirements and maintain healthcare quality. Unless governmental guidelines are imposed, ECRI fears that standards will become increasingly incoherent, and that quality of healthcare provision will suffer as a result.

In addition to inconsistent standards in the region's healthcare provision, ECRI is also concerned by the design-related problems that face new hospitals and healthcare centres. According to ECRI, information relating to capacity and level of activity

is difficult to predict, particularly in a region that has experienced such rapid population growth. "A hospital is a dynamic structure," explains Malek El Hussein, ECRI Middle East Area Manager, "and as such, it is likely to experience changes in activity and volume. A strategic approach will take this into account, and will accommodate an increase in capacity without disrupting the hospital's activities. Healthcare centres that do not draw on expertise will find it very difficult to balance the model with available finance. ECRI has helped over 3500 hospitals worldwide with planning assessment, and is able to provide an accurate evaluation of financial plans."

Originally established in order to evaluate medical technologies, ECRI now plays a major role in healthcare policy and research and clinical guideline development. ECRI maintains close working relationships with the European Union, the Pan American Health Organization, the World Health Organisation, and ministries of health, medical device regulatory agencies and healthcare organisations from around the world. The organisation's integrity is maintained through adherence to its strict conflict-of-interest policy.

For more information about ECRI and its information services, visit www.ecri.org or contact ecri@emirates.net.ae

Herman Miller exhibits for first time

The company has a wide-range of clinical moveable, modular, flexible products, which maximise the use of vertical storage space while using a minimum of floor space.

Regional manager for the Middle East Hans Snoei said:

"We have a good installation in Saudi Arabia but it is the first time we have presented on such a broad scale in the Middle East.

"We have had an incredible response from the show and we have been extremely busy, people are

looking for flexible solutions as their requirements change."

Herman Miller products include a Healthcare Emergency Cart, a free standing process table and a Healthcare C-Locker. Additionally, two new tech-

nology carts, the Video Procedure Cart and the Endoscopy Procedure Cart, have been introduced. The carts are designed for easy access and secure transport of medical imaging equipment.

For more information visit www.hermanmiller.com/healthcare

full page advert

University of Chicago



GE launches world first

GE Medical Systems (GEMS) launched the world's first 4D ultrasound and a large-format digital flat panel X-ray at this year's fair.

The digital X-ray system, the Innova 4100 is designed to facilitate high precision radiological procedures with less images, reduced X-ray dose, shorter imaging times and fewer injections of contrast dye. It has a large digital flat panel detector

capable of covering a larger field of view - making it ideally suited for every vascular and interventional imaging application, including neurological, thoracic, cardiac, abdominal and peripheral vascular examinations.

It is supported by an advanced generation of software designed for filmless imaging, allowing images to be transmitted and archived.

It is expected to help physicians treat a variety of medical disorders including peripheral vascular, cardiovascular and neurological diseases, and uterine fibroids and other conditions without major surgery.

The Voluson 730, a breakthrough in ultrasound technology, allows doctors and patients to observe anatomy in motion. Its unique technology has specific applica-

tions in obstetrics, as expectant mothers will have the opportunity to see moving images of their unborn child with detailed precision.

Regional Sales Manager for GE in the Middle East and Africa Jean-Marc Andral said the latest advances in diagnostic imaging products will assist physicians and sonographers in carrying out diagnosis with a higher degree of accuracy.

EasyStand enters the Middle East market

Produced by US company Altimate Medical, EasyStand is a standing product designed to improve the quality of life of wheelchair users. Standing programmes are recommended by occupational and physical therapists, and are known to improve range of motion, decrease joint and muscle contractures, reduce the risk of pressure-related conditions, improve circulation and respiration, aid digestive and bowel as well as kidney and bladder functions, and assist skeletal development.

Marketing director Mark Schmitt represented Altimate Medical at Arab Health 2003, and told *Middle East Health* that visitor response had been overwhelming. "As the only manufacturer of EasyStand, we believed that we would be

introducing the Middle East to our product range for the first time. It was a great surprise to have visitors telling me that they regularly use our products. It seems that customers in the Middle East have been buying EasyStand products through our mail-order distributors in the US." He added: "This has given us tremendous incentive to market our entire range of products in this region."

Manual hydraulic actuators mean that the EasyStand range uses a supportive 'sit-to-stand' standing technology, designed to meet the needs of a variety of individuals requiring positioning in standing.

● **Contact:**
www.easysand.com or email
 Mark Schmitt mschmitt@easysand.com

Iranian success at Arab Health

Arab Health 2003 proved to be an extremely busy event for the 15 companies participating as part of the Iranian pavilion. Dr Abdollah Yonesi Mojarad, president of Al Reshad Equipment Trading said: "Arab Health is undoubtedly one of the most important industry events in the Middle East. It was good for us, as an Iranian company to attend, because we were able to expose both our company and our products to visitors from all over the world in a relatively short space of time."

It is clear that Arab Health's visitor profile is very appealing to Iranian companies. Managing director of RAMs ASA, Amir Abbas Farjad explained: "Arab Health is an excellent opportunity for us to meet

with potential customers from all over the region, but what has surprised us is the level of interest we've received from Iranian customers. It seems that exhibiting at Iran Med - which may even be bigger than Arab Health - does not provide the same kinds of opportunities." He added: "Iranian customers want to see that you operate on the same levels as international firms, and Arab Health provides an excellent platform for us to demonstrate our ability to compete in the global marketplace."

Several of this year's exhibitors have already reserved larger stands for next year, and many new companies have expressed an interest in joining the Iranian pavilion at Arab Health 2004.

Bacteria-free water now available on tap

Aqua Free, one of 195 German companies exhibiting at this year's Arab Health, used the exhibition to introduce an innovative water filtering system to the Middle East market. Launched across Europe in April 2002, the Aqua Free filter is an end line filter that is fitted directly to the tap.

Developed from dialysis technology, the Aqua Free filter contains 4000 microporous hollow fibre membranes with a pore size of 0.2µm. It filters parasites, solids and even the smallest bacteria (0.3µm) from drinking water, and is therefore suitable for food and drink preparation for

babies and children, and for those suffering from immunodeficiency. As the filter is self-cleaning, and does not require replacement membrane filters, it is also recommended for travellers who may experience sensitivity to drinking water in other countries.

The company's target

markets include end users (through pharmacies), medical usage and industry. Representatives from Aqua Free met with prospective distributors at Arab Health, and hope to begin retailing the filter across this region in the near future.

● **Contact:**
www.Aqua-free.com