Post-Event Report



Improving Lives through Interdisciplinary Rehabilitation Approach

Supported by



UNITED ARAB EMIRATES MINISTRY OF HEALTH & PREVENTION





Diamond Sponsor:

Titanium Sponsor:

Platinum Sponsor:







Gold Sponsors:

Bronze Sponsors:













Exhibitors:











Supporting Associations:















Media Partners:

An Initiative by:





























2016 Summary

Globally, Physical therapy accounts for an estimated \$26.6 billion, or approximately 90%, of all outpatient rehabilitation spending. Consequently over recent years, the GCC region has seen expansion in rehabilitation centers and is viewed as an area of much needed further expansion in the region. The increased need for enhanced technology, advanced facilities and expertise has placed the region as not only at the forefront of growth but also as an urgent need to prosper in the arena of physical rehabilitation.

The 3-day physical rehabilitation congress was the main platform in the Middle East covering latest trends and developments in the field of rehabilitation. The congress covered various fields related to physical medicine including musculo-skeletal medicine, neuro muscular medicine, paediatric rehabilitation, chronic pain rehabilitation and more, through dissemination of latest knowledge by leading local and global experts in the field. The congress is concluded to foster innovation and knowledge in the field of physical rehabilitation.



94%

Rated the speakers as good to excellent 88%

Said they would attend the congress again

92%

Rated the overall quality of the 2016 congress as good to excellent

MENA PMR in Numbers





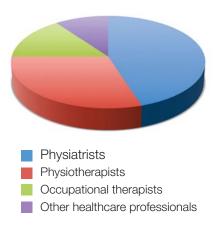
12 countries represented



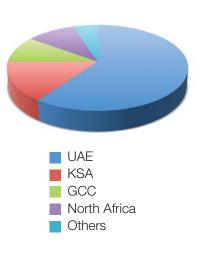
500+ Delegates

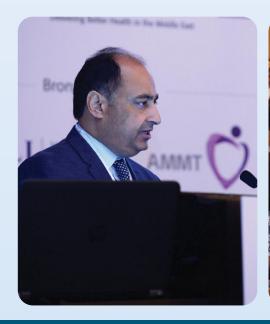
Where did our attendees come from:

By Job Function:



By Country:









Comprehensive year-round marketing campaign designed to generate awareness, not only for the event but also for our sponsors and supporters. The activities include:

Content email campaigns | Third party campaigns through our media partners | Social Media Marketing (Twitter, Facebook and LinkedIn group) | Editorial | Adverts (print and online) | Direct Marketing | PR | Event listings in more than 100 conference and event websites in the region.

We are constantly growing the audience we engage with in order to ensure that each year, the congress attracts new entrants to the market and attendees continue to be of the highest quality.



Media Coverage Highlights

Various news coverage about the congress were released by major media channels in the region. Few of them have been highlighted below.



I was born and raised in Rome, Italy and I just joined C.S.H. 5 months ago as a specialist orthopaedic surgeon. A few days ago, I took the responsibility as head of department of rehabilitation at C.S.H. Therefore, my interest in this event is to make people in the field to get in touch with our facility and services. For the same reasons, I think this meeting should be a great opportunity for professionals in rehabilitation to meet each other in a pleasant, informal environment as well as share their invaluable experiences. Advertising in main events is part of the core marketing effort - this meeting in particular is of utmost importance in sharing rehabilitation knowledge and meeting company suppliers for further updating our facility services.

Dr. Paolo Cellocco Specialist Orthopaedic Surgeon Canadian Specialist Hospital, UAE

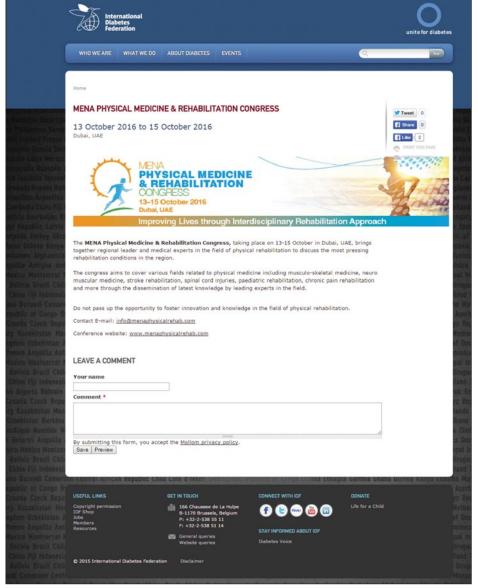


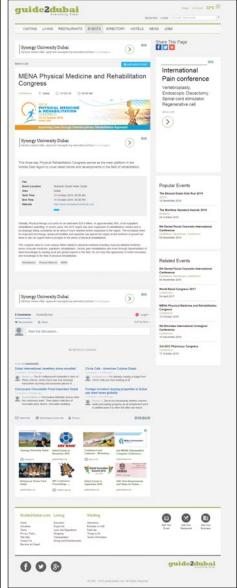
Simply stated, the marketing efforts of 1 month were made effective in 2 days, through focused exposure and relationship building. We look forward to cooperating with Maarefah for mutual potential growth and the

Ahmed M. ArafaBusiness Development Manager Kemya Medical Store, UAE

Media Coverage Highlights Continued



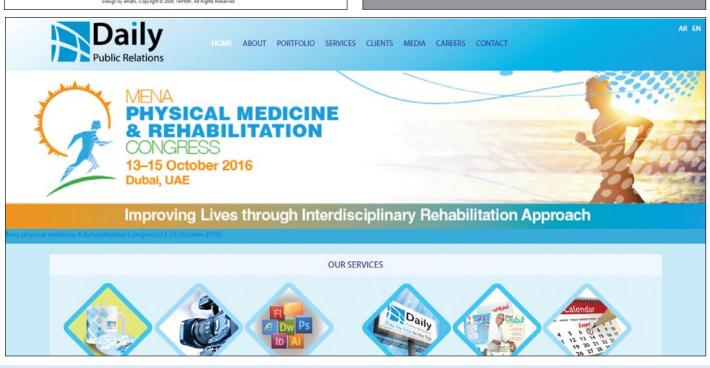




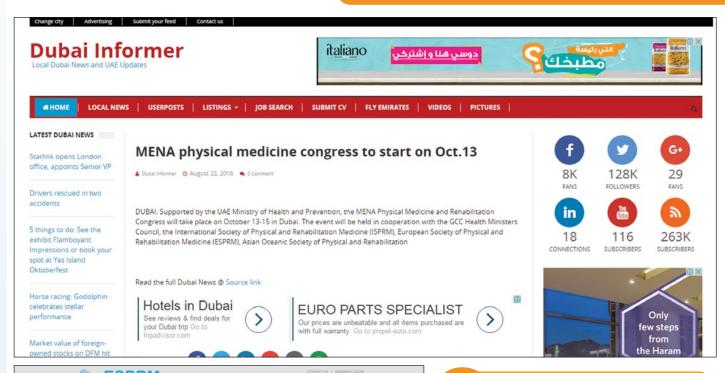
Media Coverage Highlights Continued







Media Coverage Highlights Continued





The conference topics are good because it includes speaking about the current rehabilitation updates in UAE and what are the difficulties that the doctors are facing and what the ideal rehabilitation in developed countries is and how to fill the gap. There are a lot of topics which give the clinical and rehabilitation charts for their patients and these are the most common topics in UAE which the doctors face. The organisation and scientific program is carefully fit.

Dr. Magdi Iskander Consultant, Physical Medicine & Rehabilitation

We were the 'scooter company at the MENA PMR Congress and would like to thank everyone who showed interest in what our company has to offer and seeing the potential in adding value to the community whilst being in alignment with the vision that the UAE is moving towards, emphasizing on mobility and providing appropriate accessibility to a growing user base of personal mobility devices that empowers individual's independence. Throughout the event, we were able to gain insights and have a better understanding of the various types of individuals who would immensely benefit from our offering due to the accessibility of the product as well as being a budget friendly substitute for individuals who would otherwise not need to spend a premium.

> **Ibrahim Barbour** Sales Engineer

1 It was a well-orgnaised, informative seminar. We hope to attend more of your seminars. Thank you for the invitation.

Romalyn Hernandez Physiotherapist Ibn Nafees Medical Center, Abu Dhabi, UAE

What our peers say about the congress



The conference topics are good because it includes speaking about the current rehabilitation updates in UAE and what are the difficulties that the doctors are facing and what the ideal rehabilitation in developed countries is and how to fill the gap. There are a lot of topics which give the clinical and rehabilitation charts for their patients and these are the most common topics in UAE which the doctors face. The organisation and scientific program is carefully fit.

Dr. Magdi Iskander Consultant, Physical Medicine & Rehabilitation Dr. Magdi Iskander **Physiotherapy Clinic, UAE**

We would like to commend the professionalism and devotion of Maarefah Management's team prior and during the congress.

As a speciality product supplier, we made use of the focused target groups attending the scientific lectures. Simply stated, the marketing efforts of 1 month were made effective in 2 days, through focused exposure and relationship building. We look forward to cooperating with Maarefah for mutual potential growth and the ultimate benefit of the region's healthcare sector.

> Ahmed M. Arafa Kemya Medical Store, UAE

J I strongly recommend that all allied health professionals should get involved in developing and promoting utmost care for the patient. In this PMR Congress, I learned so much. Thank you MENA for this awesome congress.

> **Diana Rose Bautista** Physiotherapist Specialized Medical Care Hospital Al Ain, UAE

We were the 'scooter company' at the MENA PMR Congress and would like to thank everyone who showed interest in what our company has to offer and seeing the potential in adding value to the community whilst being in alignment with the vision that the UAE is moving towards, emphasizing on mobility and providing appropriate accessibility to a growing user base of personal mobility devices that empowers individual's independence. Throughout the event, we were able to gain insights and have a better understanding of the various types of individuals who would immensely benefit from our offering due to the accessibility of the product as well as being a budget friendly substitute for individuals who would otherwise not need to spend a premium.

> **Ibrahim Barbour** Sales Engineer Cruiser Scooter TRDG, UAE

All the topics discussed, were very informative and up-to-date. I was very impressed on how such a conference was organised that well and how the exhibits were very exciting. Overall, this conference is highly recommendable for everyone in the healthcare field.

> **John Mark Celis** Staff Nurse Cambridge Medical and Rehabilitation Center



We learned a lot of good topics, hope to attend next year.

Sonia I. Santiago Physiotherapist Specialised Medical Care Hospital, Al Ain, UAE



The scientific program was updated. All physiotherapists, instruments were adjusted according to the functional and physical challenges of the patients. Overall, it was informative.

> Masoumeh Kazemi **School Director** Iranian Hospital, UAE



It was a well-orgnaised, informative seminar. We hope to attend more of your seminars. Thank you for the invitation.

Romalyn Hernandez Physiotherapist Ibn Nafees Medical Center, Abu Dhabi, UAE

What our peers say about the congress



Firstly, thank you for the congress. Secondly, this congress gives us the opportunity to promote and show our service to private and government sector stakeholders. At the same time, it is a chance to give give idea about our services to people who are coming from outside. I have met a lot of people today from outside the country. It was also a good chance to meet them and share information about our activities and services and theirs as well. It's important for any company and institute to sponsor such congresses.

> Dr. Paolo Cellocco Specialist Orthopaedic Surgeon Canadian Specialist Hospital, UAE

I was born and raised in Rome, Italy andl just joined C.S.H. 5 months ago as a specialist orthopaedic surgeon. A few days ago, I took the responsibility as head of department of rehabilitation at C.S.H. Therefore, my interest in this event is to make people in the field to get in touch with our facility and services. For the same reasons, I think this meeting should be a great opportunity for professionals in rehabilitation to meet each other in a pleasant, informal environment as well as share their part of the core marketing effort - this meeting in rehabilitation knowledge and meeting company suppliers for further updating our facility services.

Dr. Paolo Cellocco Specialist Orthopaedic Surgeon Canadian Specialist Hospital, UAE



The MENA congress is a regional conference bringing all multidisciplinary teams from doctors and other allied professional from other areas and countries in the same region. This will increase the awareness of physical medicine and rehabilitation in addition to the recent advances, work and concepts in this field.

> Dr. Mohamed Rami Al-Ahmar Physiatrist, Spinal Injury Senior Specialist King Hussein Medical City, Jordan



Being a titanium sponsor, give us the opportunity to network and industry. It also gives us the opportunity to meet with stakeholders of the private and potential clients and prospects. It gives us interaction and sharing with top notch speakers where we can share our expertise and challenges. In addition to that we can share and expose our

> Dr. Jamil Itani **Medical Director** Provita, UAE



Physical rehabilitation is a speciality where we are dealing with musculoskeletal problems and all the staff who are working in this kind of setting are geared towards improving the patients' functions and quality of life and I think pain is a very important factor in their way which is inhibiting their efforts and if a pain specialist comes in and provides appropriate advice or consultation for these patients it will facilitate their treatment. This platform is very important for introducing this concept to PMR people.

Dr. Hassan Jabbar Shaikh Consultant Pain Medicine **Dubai Mediclinic City Hospital,** UAE



It was my first congress here in Dubai and was a pleasure to attend these two days. All the topics were very interesting and could give me a view on how physical medicine and rehabilitation is in the Middle East. I hope next year we can have some insurance compnies join us to discuss how to work together. Thanks for this new experience.

> **Tatiana Dias Da Cruz** Physiotherapist **Medicentres Polyclinic**

This specific congressis generally looking at the rehabilitation services in countries within the MENA region. The services are not well-advanced in this region and it's a good chance for participants to look at ways of improvement of the service across the region. At the end, the message is the same which is to get the patient back to the community as soon as possible to live a meaningful and successful life.

Dr. Aheed Osman Consultant Surgeon in Spinal Injuries **RJ & AH Orthopaedic Hospital, United Kingdom**







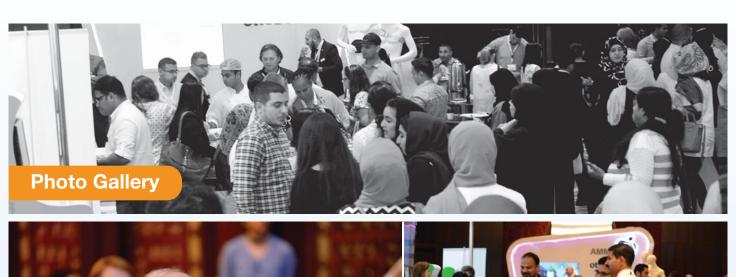








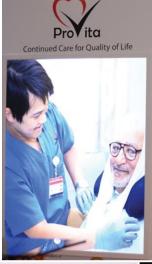
























Be part of the

2nd Annual MENA Physical Medicine & Rehabilitation

12-14 October 2017 Dubai, UAE

For more details call us on +971 4 361 9616 email info@menaphysicalrehab.com or visit www.menaphysicalrehab.com