



**OMAN
HEALTH**
EXHIBITION & CONFERENCE

In Partnership with



وزارة الصحة
Ministry of Health



An International Event for Healthcare and Medical Sector in Oman

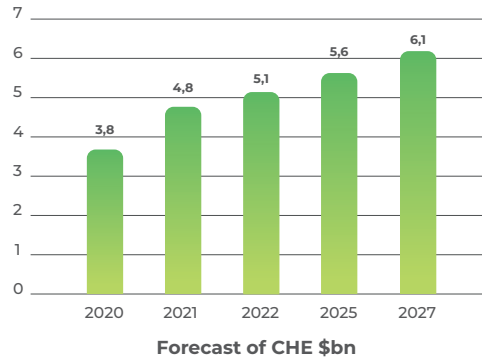
23 - 25 September 2024

Oman Convention and Exhibition Center Oman

www.omanhealthexpo.com



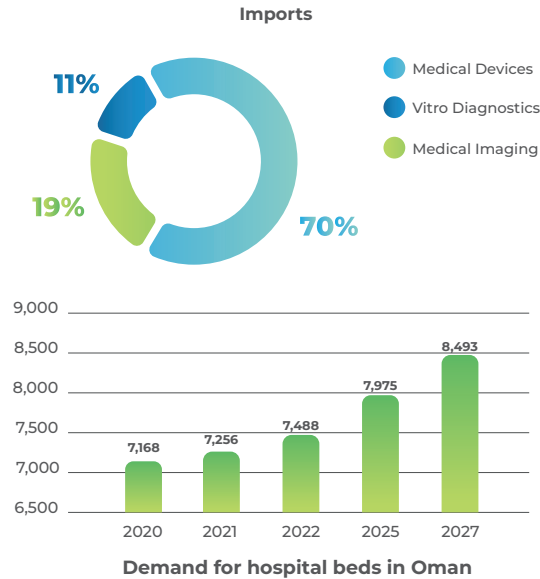
OMAN'S HEALTHCARE MARKET



Over the years, Oman's healthcare market has witnessed a steady growth and development. The Ministry of Health (MOH) in Oman has been investing in its healthcare infrastructure and services to provide quality healthcare to its citizens and residents. As per reports from Fitch Solutions, the Omani healthcare market is expected to grow at a compound annual growth rate (CAGR) of 5.9% to yield a market worth OMR 1.6 billion (USD 4.3 billion) by 2025 as investment continues to flow into both public and private healthcare services. The Ministry of Health in Oman has launched 19 investment projects, 11 investment opportunities and 14 empowerment projects in January 2023.

The private sector contribution as a percentage of total healthcare spending is forecast to increase over our forecast period, from 12.1% in 2020 to 12.3% by 2025 and 13.2% by 2030. This reflects the rollout of the country's mandatory private health insurance scheme in 2021 as well as the growing pipeline of PPPs, which will benefit Oman's healthcare sector. Therefore, PPPs expected to play an increasingly prominent role in alignment with the country's 2040 Vision. In turn, multinational healthcare and pharmaceutical companies will aim to capitalize on opportunities in Oman, a country supported by high incomes, rising levels of non-communicable diseases (NCDs), and rapid urbanization.

CHALLENGES AND OPPORTUNITIES



Demand for better healthcare services is expected to rise in Oman as the population growth to 5.4 million by 2027. To accommodate the growing number of patients, the bed requirement in Oman is anticipated to grow at a CAGR of 3.2% through 2027, the highest in the GCC. This translates into a demand for more than 1,237 new beds to reach the capacity of 8,493 beds.

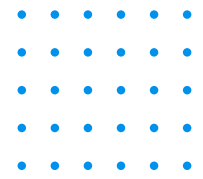
Oman's pharmaceutical market growth rates is expected to accelerate, driven by rise in non-communicable diseases. However, Oman has a high dependency on imports primarily on pharmaceuticals, capital equipment, implants, and medical devices. Some other challenges include shortage of medical professionals and institutes as well as limited specialized care facilities such as for cancer, neurological disorders, and cardiac surgeries. All accompanied with rising healthcare cost and inflation, investing in developing local capabilities remains key priority on government agenda.

MEDICAL TOURISM

While Oman's healthcare system has seen continuous improvements, Omanis travel abroad for medical support due to various factors such as the nature of the medical condition, specific healthcare needs, advanced medical expertise, and specialized facilities, shorter waiting times for non-urgent surgeries or treatments and quicker access to medical services. Additionally, obtaining second opinions from renowned medical experts or institutions abroad is a common practice helping patients confirm diagnoses and explore different treatment options, especially for serious ailments. Countries like India, Iran, Malaysia, Thailand, Germany are some of the preferred medical tourism destinations among patients from Oman.



ABOUT OMAN HEALTH EXHIBITION & CONFERENCE



Oman Health Exhibition & Conference (OHEC) is the Sultanate of Oman's leading international event dedicated to the healthcare and medical tourism industry, organised in strategic partnership with the Ministry of Health (MOH). The event serves as a platform for healthcare professionals, medical industry experts, and stakeholders to come together, share knowledge, and explore innovative solutions to enhance healthcare practices in Oman and the wider region. The event plays a crucial role in promoting technological advancements, fostering collaborations, and catalysing latest innovations within the sector.

Held alongside the exhibition, the Oman Health Conference features an array of insightful sessions and engaging panel discussions on topics spanning the future of healthcare, edu-

cation, investing in healthcare, and modern medicine. Renowned speakers and experts from various fields within healthcare present their research findings, insights, and experiences, thereby facilitating valuable discussions and debates, fostering a collaborative environment for learning, and exchanging ideas.

Through its exhibition, conferences, and public outreach initiatives, the Oman Health Exhibition and Conference play a vital role in shaping the future of healthcare in Oman and beyond.

OHEC 2024 IN NUMBERS

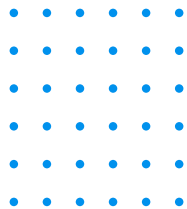


EXHIBITION PROFILE

Oman Health Exhibition & Conference showcases latest technologies, cutting-edge medical devices, pharmaceuticals, and healthcare services. The event also features renowned international hospitals, specialised clinics, healthcare services, and agencies that facilitate the travel of patients.

HOSPITALS, CLINICS, AND MEDICAL CENTERS:

- Aesthetic and cosmetics
- Cancer and trauma
- Cardiac
- Dentistry
- Dermatology
- Emergency and one day surgeries
- Fertility
- General services
- Geriatric Hospital
- Imaging and diagnostic
- Maternity
- Mental & psychiatric
- Neurology
- Oncology
- Ophthalmology
- Orthopedic
- Osteopathic
- Pediatric
- Rehabilitation
- University and teaching



HEALTHCARE GENERAL SERVICES

- Association / institutes / society
- Consultancy
- Medical tourism and travel
- Contract manufacturing
- Department management
- Education & training
- Facilities management
- Finance / investment
- HR / recruitment
- Healthcare authority
- Healthcare provider
- Insurance / compliance
- Logistics & supply chain management
- Marketing / advertising / communications
- Publications
- Quality management
- Research and development

DISPOSABLES

- Consumables
- Disposable instruments
- Drugs delivery / extraction disposables
- Garment & textiles
- Gloves
- Incontinence disposables
- Wound care disposables





HEALTH CARE INFRASTRUCTURE AND ASSETS

- Healthcare design / architecture services
- Hospital pneumatic tube systems
- Interiors and fittings
- Kitchen / catering
- Medical equipment & supplies
- Medical gas supply & equipment
- Specialty building materials
- Transport

IMAGING & DIAGNOSTICS EQUIPMENT

- CT
- Dark room equipment & supply
- Digital imaging
- ECG
- EEG
- EMG
- MRI
- Nuclear medicine
- PET
- Ultrasound
- X Ray

LABORATORY

- Diagnostic tests
- Disposables & consumables
- Laboratory devices
- Laboratory equipment and instruments
- Reagents & chemicals
- Sterilization

PHARMA & SUPPLEMENTS

- Alternative & herbal products
- Anti-ageing products
- Drugs
- Pharmaceutical equipment
- Vitamins & supplements

ORTHOPEDIC & PHYSIOTHERAPY / REHABILITATION

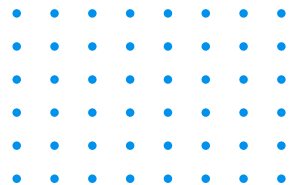
- Compression devices
- Implants & prosthetics
- Orthopedic devices & equipment
- Patient transfer / mobility
- Physiotherapy and rehabilitation
- Training equipment

IT SYSTEMS / SOLUTIONS

- Bar coding solutions
- Cloud security
- Data analytics
- Data warehousing
- Electronic patient records
- Hospital information systems
- IT hardware
- IT software
- Infrastructure & enterprise solutions
- Laboratory automation systems
- Laboratory data management & analysis
- Medical content and applications
- System integrators
- Telecommunications
- Telemedicine
- Video & recording systems

“Such a large-scale event that brings national and international members of the health sector is necessary as it is very important for Oman’s healthcare sector to share our experiences with the international healthcare sector.”

*Dr. Qamra Al Sariri,
Director General of Quality Assurance Center (DQQA)*



WHY EXHIBIT

Exhibiting at Oman Health Exhibition & Conference offers you with opportunities to interact with business customers and end consumers from healthcare, medical tourism, hospital, and medical infrastructure industry.

- **Join 100+ participating companies showcasing latest products, solutions, and services.**
- **Achieve remarkable brand exposure to a highly engaged target audience of healthcare and medical professionals.**
- **Network with existing and prospective customers face-to-face.**
- **Find new distributors, dealers, and agents in the market.**
- **Get valuable feedback on your services and solutions from experienced industry leaders and decision makers.**
- **Meet local patients seeking expert solutions for ailment.**

VISITOR PROFILE

Oman Health Exhibition & Conference attracts professionals from global healthcare institutions, practitioners, experts, and buyers looking for solutions to source healthcare products and medical equipment.



Medical & Healthcare Organisations



Medical & Healthcare Professionals

To get to know more about visitors profile, please follow the link:
<https://www.omanhealthexpo.com/visitor-profile>



OVERVIEW OF OHEC 2023

By bringing together experts, industry leaders, and the general public, Oman Health Exhibition & Conference fosters a spirit of cooperation and knowledge sharing. The event plays a vital role in shaping the future of healthcare in Oman and the wider region.

8,063

Pre-Registered
Visitors

7,247

Onsite Visits

76

Exhibitors

54

International
Exhibitors

4

Country Pavilions
(Iran, Malaysia,
Thailand
and India)

Exhibitors
from
9 countries
(Oman, Iran,
Malaysia, Thailand,
India, Pakistan,
Turkey, UK and
Lebanon)

2,500
SQM

Gross Space

60+

Conference
Speakers

50+

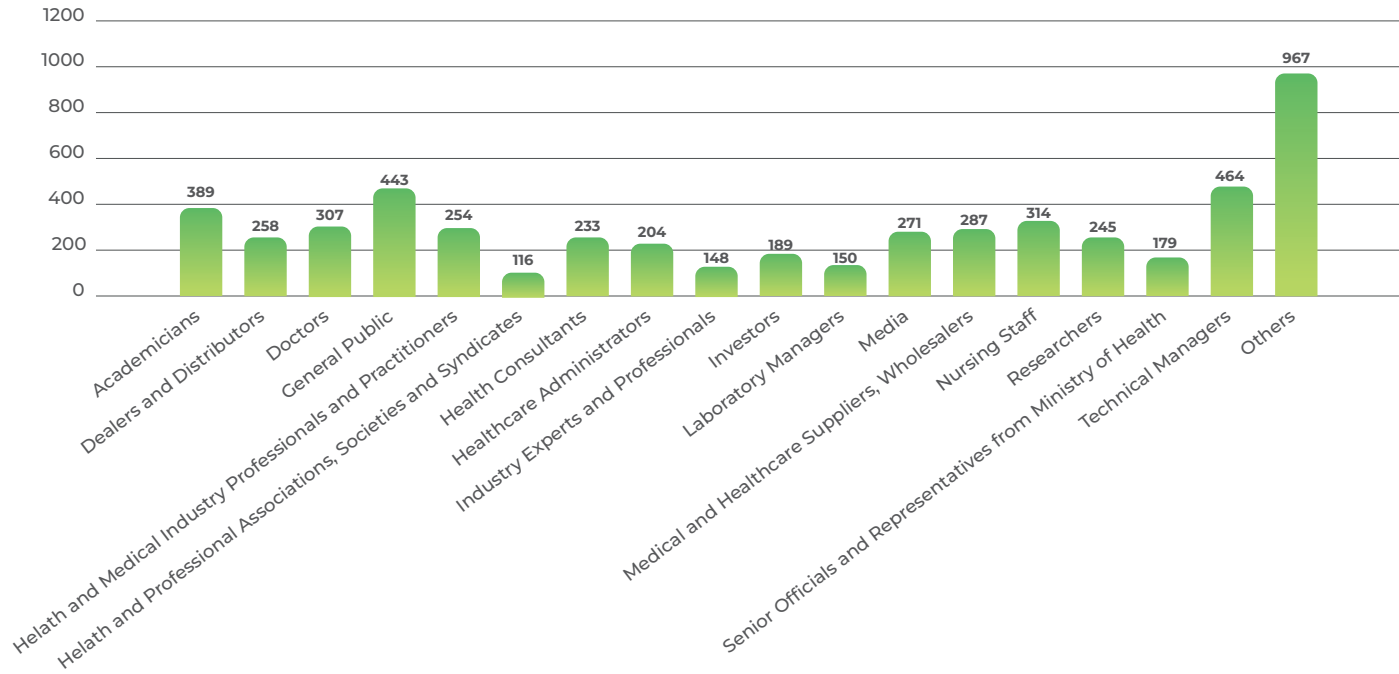
Conference
Sessions

“We are pleased to introduce our products for the first time internationally in Oman Health Exhibition. The event is good. There were many visitors and we found this very effective for introducing our products.”

Dr. A. Gholipour Kanani
CEO – KNS Health

VISITORS' JOB PROFILE

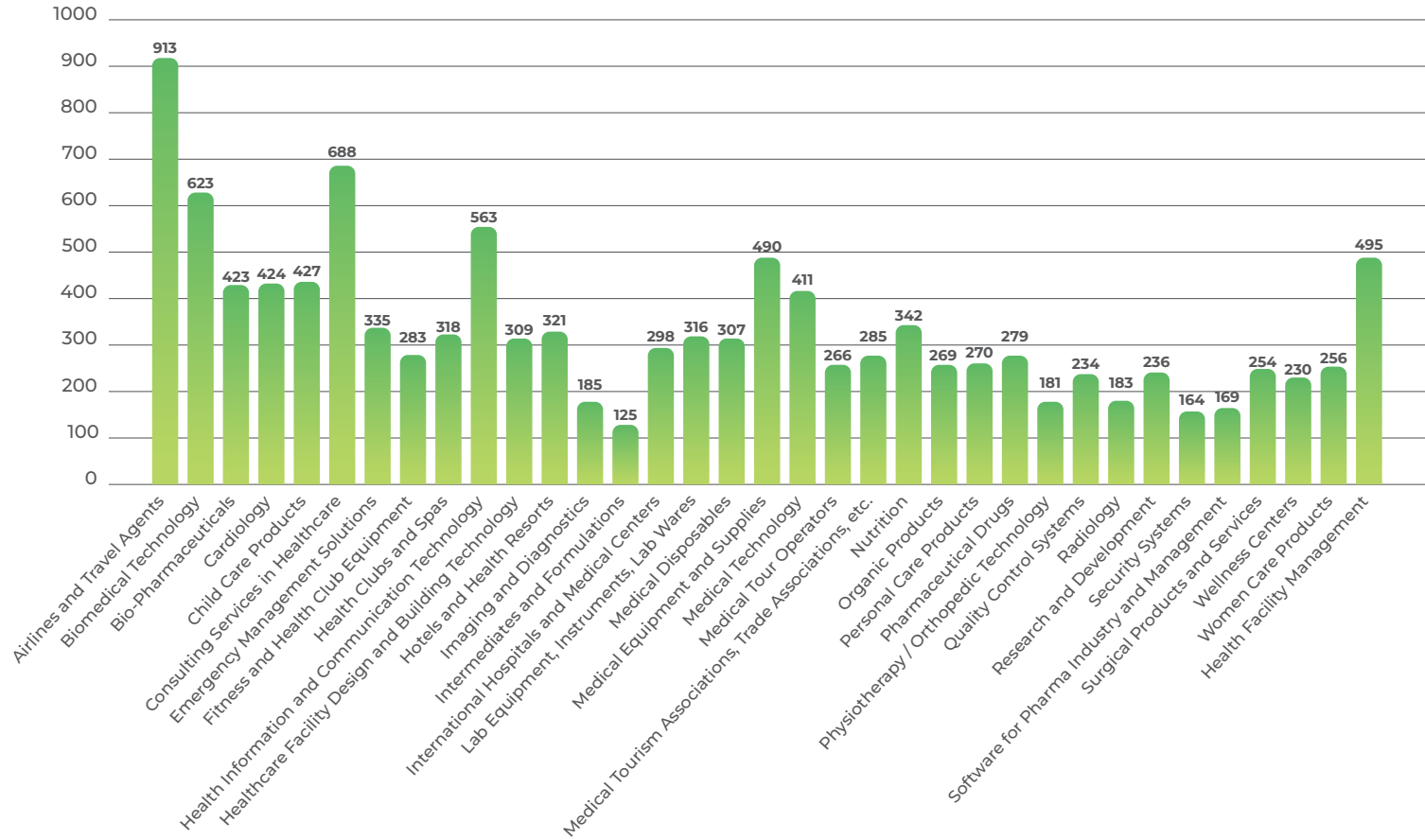
Oman Health Exhibition & Conference provides attendees with a unique opportunity to witness firsthand the advancements that are shaping the future of healthcare.



“Oman Health Exhibition & Conference is a dynamic platform that fosters collaboration among diverse healthcare stakeholders. Over the years, OHEC has consistently provided us with opportunities to forge new customer relationships and strengthen existing ones.”

Saju George
Managing Director - AlFarsi.me

VISITORS' MAIN AREAS OF INTEREST



A FOCUSED MARKETING CAMPAIGN TO DELIVER QUALITY VISITORS AND GUARANTEE ROI



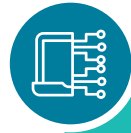
EMAILER

24
Emails

48,000+
Email Recipients

21%
Average Open Rate

3,700+
Clicks



DIGITAL

3
Press Releases

1,300,000
SMS Sent

10
Influencer Posts



SOCIAL MEDIA

7,591,812
Impressions

682,623
Reach

149,935
Clicks

KEY EXHIBITORS OF OHEC 2023





OMAN HEALTH CONFERENCE

The Oman Health Conference, hosted by the Ministry of Health, provides a distinctive platform for healthcare and medical professionals in the Sultanate to connect with those from the private and non-profit sectors. The Conference features keynote presentations, panel discussions, workshops, and networking opportunities, fostering an environment where healthcare professionals can exchange knowledge, address challenges, and explore collaborative opportunities.

WHO ATTENDS

- Business Entrepreneurs
- Healthcare Administrators
- Healthcare Associations & Societies
- Healthcare Industries
- Healthcare Professionals
- Healthcare Researchers
- Healthcare Students
- Laboratories
- Manufacturing Medical Devices Companies
- Nurse Practitioners
- Pharmaceuticals
- Physicians
- Physiotherapists
- Training Institutes

THEMES OF OMAN HEALTH CONFERENCE 2023

The Oman Health Conference 2023 stimulated enlightening discussions on a spectrum of pertinent topics.

- **Oman healthcare landscape: Building a foundation for a healthy future**
- **World Patient Safety Day**
- **The role of public private sector partnership in evolving Oman's healthcare sector.**

An essential forum for experts spanning government institutions, healthcare universities, clinical research associations, and various healthcare ventures, the Oman Health Conference facilitates the sharing of technical insights and impactful discussions aimed at advancing the healthcare ecosystem. Encompassing a diverse array of topics, such as medical advancements, healthcare policy, technology in healthcare, and public health initiatives, the Conference serves as a comprehensive forum addressing critical subjects in the healthcare landscape.



SPONSORS AND SUPPORTERS



MEDIA PARTNERS



CONTACT US

Tarek Chehab Ali
Event Director

+968 24660124
+968 94060921
tarek.ali@connectthroughus.com

Idrees Al Zadjali
Sales Manager

+968 24660124
+968 98831520
idrees.alzadjali@connectthroughus.com

in oman-health-exhibition-conference
@ omanhealthexpo
X omanhealthexpo
f OmanHealthExpo

www.omanhealthexpo.com