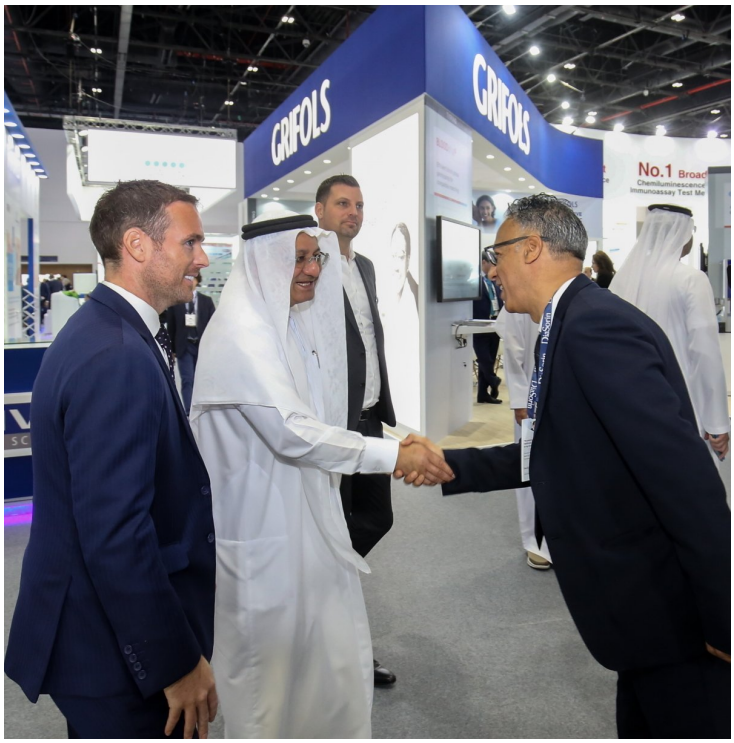
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ASIA EDITION

Director General DHA opens Medlab Middle East

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Director General of the Dubai Health Authority, Director General of the Dubai Health Authority opens 19th edition of Medlab Middle East His Excellency Humaid Al Qatami, Director General of the Dubai Health Authority inaugurates the MENA regionÃ¢â?¬â?¢s largest medical laboratory exhibition and congress in Dubai



Taking place at the Dubai World Trade Centre (DWTC) from 3-6 February 2020, Medlab Middle East, the MENA region's largest medical laboratory exhibition and congress, is set to welcome more than 25,800 laboratory industry professionals and more than 600 exhibiting companies from 135 countries during the four-day showcase.

"We have developed a show that is fundamental to the future growth of the laboratory industry in the MENA region. This year we are focusing on the innovation and technology that is driving the industry forward, and combining this with the thoughts and experience of some of the leading minds in laboratory medicine via multi-disciplinary educational sessions. Medlab Middle East provides the perfect platform to facilitate business opportunities within the region while advancing industry knowledge," said Tom Coleman, Group Exhibition Director, Informa Markets Healthcare.

The importance of a niche event such as Medlab Middle East has never been more evident as the value of the Middle East & Africa (MEA) clinical services market is expected to reach over US$14 billion by 2023, with the global market estimated to top US$333 billion during the same time period, according to the latest statistics from Wise Guy Research Consultants.

In recognition of the technological advances in the laboratory industry and their contribution to the growth of the regional market, the show theme for Medlab Middle East 2020 is *Transforming tomorrow's diagnostics*. In order to showcase how

innovation is crucial to the development of the future of laboratory medicine in the region, the new Transformation Hub and Talks will address the opportunities in laboratory medicine.

The opening day of the Transformation Talks will feature renowned speakers from around the world discussing the world's first early detection universal cancer blood test, evolving bugs and the pressing need for diagnostics to keep pace with these developments, and the compliance and transparency of blockchain and medical devices, amongst other topics.

Running alongside the exhibition, the Medlab Middle East Congress also gets underway today with the introduction of four new tracks including Blood Transfusion Medicine, Laboratory Innovation, Digital Pathology and the Roundtable Discussions, taking the total number of CME-accredited conferences to 12. Over 4,500 delegates are expected to attend the four-day showcase.

Medlab Middle East is organised by Informa Markets and is officially supported by the UAE Ministry of Health and Prevention, Government of Dubai, Dubai Health Authority, Health Authority Abu Dhabi and Dubai Healthcare City Authority.