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Medlab Middle East addresses future of laboratory medicine

February 3, 2020 | News

More than 600 exhibitors from 35 countries and over 25,800 attendees are expected at the 19th edition of Medlab Middle East



Over 25,800 medical laboratory industry professionals and 600 exhibitors from 35 countries are meeting in Dubai for Medlab Middle East, the Middle East & North Africa (MENA) region's largest medical laboratory exhibition and congress, which is taking place from 3-6 February 2020 at the Dubai World Trade Centre. Director General of the Dubai Health Authority, Director General of the Dubai Health Authority opened 19th edition of Medlab Middle East on 3rd Feb.

According to research by Wise Guy Research Consultants, the value of the Middle East & Africa (MEA) clinical services market will reach over US$14 billion by 2023 with technological advances one of the key drivers pushing market growth. Medlab Middle East has a central show theme of Transforming tomorrow's diagnostics, underscoring the role of innovative technological advances in the development of laboratory medicine in the region.

Last year, Medlab Middle East witnessed a 6% year-on-year (YoY) increase of attendees, with more than US$329 million worth of business done following the 2019 edition of the show. With laboratory services in the MEA region expected to grow at a compound annual growth rate (CAGR) of 3.8% until 2023, expectations for the 2020 edition of the show are high with both the value of business and the number of attendees anticipated to increase.

The four-day show which is organised by Informa Markets, is hosting the inaugural Transformation Hub, a dedicated zone showcasing advanced clinical laboratory products by the SMEs and new-to-market pioneers that are transforming diagnostics and advancing healthcare. Tom Coleman, Group Exhibition Director, Informa Markets Healthcare, said: "This new experience will identify technology trends & products, address key questions and provide solutions to implementing advanced technology in the laboratory setting.

The show theme of Transforming Tomorrow's diagnostics is designed to bring business executives and healthcare professionals together to explore innovative actions in transforming diagnostic services to deliver quality and rapid tests." The zone will also feature the Transformation Talks sessions where manufacturers will introduce new launches and in-demand solutions.

Some of the key areas that will be highlighted at the Transformation Hub include automation, healthcare information technology (HIT) and laboratory measurement testing and technology.