



POST EVENT REPORT

The Pioneer Event Dedicated to Skin Care and the Leading Dermatology and Laser Exhibition in the Region

The 10th Anniversary of the Dubai World Dermatology and Laser Conference & Exhibition – DUBAI DERMA 2010 which was held on April 13th to 15th at the Dubai International Convention & Exhibition Centre under the patronage of H.H Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of the Dubai Health Authority, continued to flourish and once again affirmed its status as the leading and most popular event of its kind in the region.

The event which unveiled the latest in Dermatological Science and Technology through specialized exhibition, conference, course and workshops was organised by INDEX Conferences and Exhibitions Org. Est., a member of INDEX Holding with the cooperation and support of the Dubai Health Authority (DHA), International Academy of Medical Specialization (IAMS) and Health Management.



The DUBAI DERMA under the Theme “Skin Health is Our Concern” was inaugurated by H.E. Qadhi Saeed Al Murooshid, Director General of Dubai Health Authority



During the Opening Ceremony and on the occasion of the 10th anniversary of DUBAI DERMA, Mr. Abdul Salam Al Madani, Executive Chairman of Dubai Derma and President of INDEX Holding, together with Dr. Ibrahim Galadari, MD, FRCP, Chairman of Dubai Derma Conference awarded trophies to the Dubai Derma Scientific Advisory Board in recognition for their outstanding contribution and unwavering support during 10 successful years.

Special Acknowledgment

The Dubai Derma 2010 organizing and scientific committee would like to sincerely thank all speakers, sponsors, exhibitors and participants who have contributed to the success of the event.

Dubai Derma 2010 Quick Facts & Figures

- More than **200 Exhibiting Companies** from **45 Countries**
- **30%** Exhibition Growth
- Over **3000** Conference Attendees
- Above **80** World-Renowned Speakers
- More than **2000** Trade Visitors
- **4 Accredited** Workshops on Skin Fillers, Botox and Mesotherapy
- Over **20** Practical Workshops and Company Product Demonstrations
- **32 Credit Hours** Awarded to Participants of the Pre Conference Course
- **19 Credit Hours** Awarded to Participants of the Conference
- **2.5 Credit Hours** Granted for each Workshop

PRE-CONFERENCE COURSE



Preceding the highlights of the main conference and exhibition, a four-day intensive course on Dermatology and Dermatopathology was held in the Dubai International Convention & Exhibition Centre on April 9th to 11th focusing on Clinical Dermatology, Advanced Therapeutics, Panniculitis, Cutaneous Manifestation of Chemotherapy, Phototherapy & laser, Clinicopathology, Bullous Diseases, Invisible Dermatoses, Cutaneous Lymphoma and Follicular Tumors & Disorders and Dermatopathology.

A Mock Exam was conducted to assess if the participants are geared-up for the Arab-Board of Dermatology. To motivate participants to perform exceptionally well, cash prizes and dermatopathology textbooks were awarded to the following Best Performers.



Awarding of Cash Prizes and Dermatopathology Textbooks to the Best Performers of the Mock Exam

- Gold Prize Winner**
Hissah Mohamed Al Shahwan, MD - KSA
- Silver Prize Winners**
Omar S. Shamsaldeen, MD - Kuwait
Nouf Al Eid, MD – KSA

CONFERENCE

The Dubai Derma Conference concluded after eleven sessions of specialized lectures on Aesthetic Medicine, Anti-Aging, Cosmetic Dermatology, Dermatological Therapies, Dermatology Science, Dermatopathology, Hair and Nail Disorders, Dermatopharmacotherapy, Medical Dermatology, Facial Rejuvenation Techniques, Body Contouring, Lasers, Psychodermatology and Plastic Surgery. Distinguished speakers from all over the globe shared their expertise on the latest technologies and treatment modalities for various skin diseases.



The UAE University recognized Dubai Derma's aim to provide an opportunity for continuous development in the field of dermatology and accredited the scientific conference sessions with 19 Continuing Medical Education points.



“ The Dubai Derma conference was a highlight for me. A well-organized meeting encompassing many topics important to our field and presented from different countries, it allowed me to see how others across the world are practicing. **”**

Lori Brightman, MD
Director of Dept. of Dermatology,
New York Eye and Ear Infirmary
Mohs, Laser and Cosmetic Attending Surgeon,
Laser & Skin Surgery Center, USA



“ I feel proud that Dubai Derma is an International gathering that everyone is talking about **”**

Abdul Wahab Al Fouzan, MD, PhD
Dermatologist and Venerologist Consultant
President of Kuwait Society of Dermatologists
President of Arab Scientific Culture of
Dermatology and Venerology

The Dubai Derma introduced for the first time the Case Report Competition in addition to the Case Report Presentation done in the previous years, resident doctors from Al Ain Hospital, Mafraq Hospital, Rashid Hospital, Tawam Hospital and Sheikh Khalifa Medical Centre (SKMC) participated. An award was given to the Best Cases presented by Drs. Zaidoon Abdel Hadi (SKMC), Fayza Al Ali (Rashid Hospital) and Fatima Al Faresi (Tawam Hospital).

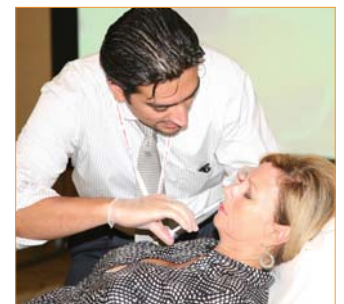
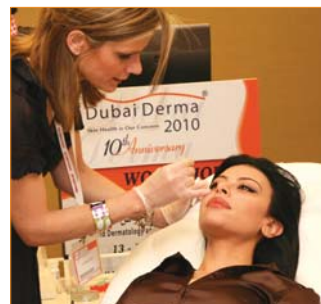


“ It was a very high quality meeting and very well attended **”**

Sabine Zenker, MD
Dermatologist
Dermatology Surgery Clinic, Germany

ACCREDITED CME WORKSHOPS

Accredited workshops on SKIN FILLERS, BOTOX and MESOTHERAPY were showcased this year in a unique and interactive format. The panel who discussed interesting cases and the latest innovation in the use of Fillers and Botox was spearheaded by Dr. Hassan Galadari together with some highly-regarded Dermatologists, Dr. Susan Weinkle and Dr. Lori Brightman from USA and Dr. Sabine Zenker from Germany. Dr. Ibrahim Galadari shared his expertise on the latest techniques in Mesotherapy.



EXHIBITION

The exhibition covered an exhibition space of over 5,000 sqm. More than 200 companies from 45 countries showcased over 500 leading brands in the industry. Dubai Derma celebrated another year of extraordinary success with the attendance

of the world's top specialists and doctors who came to Dubai specifically for Dubai Derma. 5,000 Visitors and Conference participants witnessed an extensive range of products and equipments showcased during the three-day exhibition.

“ I found Dubai Derma 2010 meeting to be outstanding! It was very well organized. The exhibition was extremely impressive. ”



Susan Weinkle, MD
Specialist in Mohs Micrographic Surgery and
Cosmetic Dermatology
Assistant Clinical Professor,
University of South Florida, USA



Exhibitor's Assessment in Response to a Survey

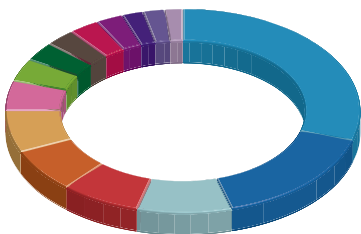
Majority of the exhibitors met their objectives in launching their state-of-the-art equipments and latest products to a world-wide audience whilst establishing new contacts, expanding new markets, finding new agents/distributors/importers and obtaining new clients.

80% secured their space for Dubai Derma 2011

88% were delighted with the quality and quantity of visitors at Dubai Derma 2010

90% were extremely satisfied with the overall organization and pleased with the services provided by the organisers.

Qualitative & Quantitative Analysis of Visitors at Dubai Derma 2010



Dermatologists	1518
General / Medical Practitioners	801
Cosmetic Surgeon	438
Laser Surgeon / Laser Specialists	373
Plastic Surgeon	358
Cosmetics / Pharmaceutical / Medical Traders	333
Anti-Aging Specialists	238



Key Decision Makers & Government Representatives	185
Others including Oral & Maxillofacial Surgeons, Media, Trade Centres & etc	156
Beauty Specialists / Therapists	144
Health Care Practitioners	135
Wellness & Spa Managers & Owners	127
Aesthetician / Cosmetologist	101
Pharmaceutical Professionals & Medical Representatives	98
Hair & Nail Therapists	83



“ Dubai Derma is an event worth coming for since we joined in 2006 as we generate commendable business leads. This year we introduced Laser Assisted Lipolysis and Skin Tightening. ”

Meike Stöber
International Sales Efficiency and Marketing
Asclepion Laser Technologies GmbH, Germany



Dubai Derma Exhibition marked a **30% growth** in the number of exhibitors!

PRACTICAL WORKSHOPS

Sophisticated laser machines and equipment requires a thorough demonstration of its features, efficient utilization and functionality in order for dermatologists and specialists to determine which one is most cost-effective and will result to a competitive edge in their practice. For that significant reason, Practical Workshops are carried out

parallel with the Dubai Derma Conference and Exhibition. AME International, Amico, Asclepion, Bader Sultan & Bros. Co., Ellman, Kalium, Kmedix and Medica took advantage of this opportunity to boost their presence during the three-day show, reach their target market and consequently sell their products, equipments / machines.



SOCIAL ACTIVITIES

Distinguished guests and speakers of Dubai Derma 2010 had an elegant retreat in a traditional Arabic setting after a long day of scientific sessions on April 13th, the 1st day of the event. It was a night of splendour and luxury amid rolling sand dunes as guests were entertained with a live horse show, a camel caravan, an outdoor Arabian spice market, falcon displays, henna artists, live bands and traditional Arabic dance in Jumeirah Bab Al Shams Desert Resort & Spa.

Social gatherings provide an avenue of fun whilst networking for probable business prospects and this was apparent when exhibitors, participants & delegates of Dubai Derma boarded a traditional Dhow for an enchanting cruise down the Dubai creek on the evening of April 14th.



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