

POST EVENT REPORT

Dubai Derma 2011 was Indicative of the Growth in the Dermatology Industry

Dubai Derma
Skin Health is Our Concern 2011

In Cooperation with

 المؤتمر الثاني عشر لرابطة أطباء الجلد العربي
 12th Pan Arab League of Dermatology Conference

Dubai World Dermatology and Laser Conference & Exhibition

The 11th Dubai World Dermatology and Laser Conference and Exhibition – DUBAI DERMA 2011, held in conjunction with the 12th Pan Arab League of Dermatology Conference on April 19th to 21st at the Dubai International Convention and 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; continue to prosper and indicate the growth of the Dermatology industry with an even larger exhibition and a more diversified scientific activity. Once again, it affirmed its status as a Major

Conference & Exhibition on Dermatology & Aesthetic Laser in the Middle East & North Africa region.

The event that highlighted 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.

Special Acknowledgment

The Dubai Derma 2011 organizing and scientific committee sincerely thank all speakers, sponsors, exhibitors, participants and visitors who have contributed to the success of the event.

Dubai Derma 2011 Quick Facts & Figures

- More than **200 Exhibiting Companies** from **45 Countries**
- **20%** exhibition growth*
- Over **3000** Conference attendees
- **52%** Increase in Participant Attendance*
- **80+** World-renowned Speakers
- More than **2000** Trade Visitors
- **20%** Increase in Trade Visitors*
- **3 Accredited** Workshops on Skin Fillers and Botox
- **Launched** for the **1st time** Hands-on Workshops on Skin Fillers & Botox
- Over **30** Practical Workshops and Company Product Demonstrations
- **27 credit hours** awarded to participants of the Pre Conference Course
- **20 credit hours** awarded to participants of the Conference
- **2 credit hours** granted for each workshop

* 2010-2011 comparison



On the occasion of the of the 12th Pan Arab League of Dermatology Conference which was held in conjunction with Dubai Derma 2011, the Pan Arab League of Dermatology awarded a "Lifetime Achievement Award" to Dr. A. Razzaque Ahmed, Director for Blistering Diseases, New England Baptist Hospital, USA.



DUBAI DERMA 2011 under the theme "Skin Health is Our Concern" was inaugurated by H.H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of the Dubai Health Authority.

PRE-CONFERENCE COURSE



Preceding the highlights of the main conference and exhibition, a four-day intensive course on Dermatology and Dermatopathology was held at the Novotel Hotel on April 15 - 18 focusing on Advanced Therapeutics, Basic & Advanced Clinical Dermatology, Clinical Dermatology Pearls, Clinical Grilling Session, Dermatotomy for the Boards, Dermatopathology, Granulomatous Dermatitis, Inflammatory Skin Diseases: A Pattern Approach, Melanoma from Histology to Genetics, Pre-Board Clinicopathologic Slide Show: Clues to Reach a Diagnosis, Unknown Cases

in Dermatopathology and Updates on Phototherapy and Laser.

A Mock Exam was conducted to assess the participant's preparedness for the Arab-Board of Dermatology. To encourage participants to give their best capacity, prizes and dermatopathology textbooks were awarded to the best performers.



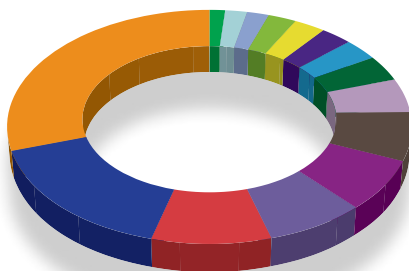
1st : Luluah Ali Almubarak
















2nd : Maryam Abdullah Alkhamisani

3rd : Qasim Salim Qasim Alchalabi



Breakdown of Participants and Visitors at Dubai Derma 2011



	Dermatologists	1746
	General / Medical Practitioners	921
	Cosmetic Surgeon	504
	Laser Surgeon / Laser Specialists	429
	Plastic Surgeon	412
	Cosmetics / Pharmaceutical / Medical Traders	383
	Anti-Aging Specialists	274
	Key Decision Makers and Government Representatives	213
	Beauty Specialists / Therapists	166
	Health Care Practitioners	155
	Wellness and Spa Managers and Owners	146
	Aesthetician / Cosmetologist	116
	Pharmaceutical Professionals and Medical Representatives	113
	Hair and Nail Therapists	96
	Others including Oral & Maxillofacial Surgeons, Media & the Public	179



CONFERENCE

The Dubai Derma Conference concluded with eleven sessions of specialized lectures on Aesthetic Medicine, Anti-Aging, Best Practices for 2011, Body Contouring, Cosmetic Dermatology, Dermatological Therapies, Dermatology Science, Dermatopathology, Educational Session, Facial Rejuvenation Techniques, Hair and Nail Disorders, Latest in Dermatopharmacotherapy, Latest in Medical Dermatology & Research, Lasers, Liposuction, Plastic Surgery for the Dermatologist and Psychodermatology. Eminent speakers from around the globe shared their expertise on the latest technologies and treatment modalities for various skin diseases.



Dubai Derma conducted for the second time, the Case Report Competition in addition to the Case Report Presentation done in the previous years, resident doctors from Rashid Hospital, Tawam Hospital and Sheikh Khalifa Medical

Centre (SKMC) participated. An award was given to the Best Cases presented by Fayza Al Ali, MD (Rashid Hospital), Shaden Abdul Hadi, MD (Sheikh Khalifa Medical Centre) and Ahmed Al Dhaheri, MD (Tawam Hospital).



“Dubai Derma is one of the must-attend dermatological event in the Arab World; not only in the conference agenda and level of speakers and visitors attending, but also in the specialized workshops which emphasize the new practical and theoretical dermatological aspects and techniques.”



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

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 20 Continuing Medical Education points.

“This is to say thanks for your great work. It was a great honor to be invited to Dubai and an immense pleasure to present the latest scientific news at latest Dubai Derma. I hope to be there again next year!”



Simone Presto, MD
Medical Manager
GBU Dermo Cosmetics and Health Care, Germany

“Wonderful Conference! Thank you for having us!”



Ryan Lennberg
Dermatopathologist
COLE Diagnostics, USA

ACCREDITED CME WORKSHOPS



Accredited workshops were presented in two methods, Lecture with Video Demonstration & Moderator and a novel feature of Dubai Derma 2011 is the HANDS-ON workshop on SKIN FILLERS and BOTOX. The panel for the lecture session was presided over by Dr. Zuhair Al Fardan together with highly-regarded Dermatologists, Dr. Heidi Waldorf from USA and Dr. Sabine Zenker from Germany who discussed interesting cases and the latest innovation in the use of Fillers and Botox.

Dr. Ibrahim Galadari and Dr. Hassan Galadari provided participants of the Hands-on session an exclusive opportunity for an in-depth exposure to specific techniques and best approaches on Skin Fillers and Botox which they can implement in their practice.



EXHIBITION

The exhibition covered a space of over 5,000 sqm. More than 200 companies from 45 countries displayed leading brands in the industry. Dubai Derma celebrated another year of marvelous 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 observed an extensive range of products and equipments showcased during the three-day exhibition.



“The exhibition hall was full of life with several derma and pharma companies. The academic sessions were accurately planned and followed the time schedule. All the necessary preparations were completed well in advance. The overall experience was very pleasant without any hiccups.”

Sanjeev Mulekar, MD
Specialist in Vitiligo & Leucoderma
Consultant, Wimpole Aesthetics Centre in London, UK
The Light Clinic in Riyadh, Saudi Arabia
Kubba Clinic in New Delhi, India
Multicultural Dermatology Center, Henry Ford Hospital,
Detroit, USA



“The exhibition area was vibrant with companies displaying the latest technology, device and skin care products. I would highly recommend attending DUBAI DERMA

2012; it has been a pleasure to witness DUBAI DERMA grow into one of the best Dermatologic Event in the Middle East and West Asia.”

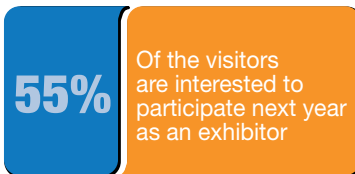
Martin Kassir, MD, FAAD
Dermatologist & Internist
Diplomate of the American Board of Internal Medicine
Diplomate of the American Board of Dermatology
Fellow of the American Society for
Laser Medicine & Surgery
Dallas, USA

Exhibitor's 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.



Visitor's Analysis



“Improving the “value-for-money” ratio.”



Schmidt Herbert
Sales Manager International
Middle East and Eastern Europe
Quantel Derma GmbH
Germany



PRACTICAL WORKSHOPS

Sophisticated aesthetic lasers and equipments require a systematic demonstration of its features, efficient utilization and functionality in order for dermatologists and specialists to determine which 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. Allergan,

Amico, Asclepion Laser Technologies, Cosmedical Solutions, Dansys Medical & Aesthetic Equipment, Leader Healthcare, Lumenis, Lunatus, Medica, Obagi Medical, Promoitalia Wellness Research and Woorhi Medical Group took advantage of this opportunity to emphasize their presence during the three-day show, reach their target market and consequently sell their products, equipments / machines.



SOCIAL ACTIVITIES



Social gatherings provide an avenue of fun whilst networking for probable business prospects and this was apparent when exhibitors, participants and delegates of Dubai Derma got onboard a traditional Dhow for an enchanting cruise on the Dubai creek.



Countries Represented by the Participants and Visitors at Dubai Derma 2011

Algeria	16	Mexico	6
Australia	11	Monaco	5
Austria	3	Netherlands	7
Bahrain	28	New Zealand	7
Bangladesh	17	Nigeria	43
Belgium	10	Oman	229
Brazil	4	Pakistan	280
Canada	10	Palestine	4
China	12	Philippines	15
Cyprus	5	Poland	7
Czech Republic	4	Portugal	4
Denmark	2	Qatar	206
Egypt	64	Russia	16
Finland	2	Saudi Arabia	401
France	27	Singapore	23
Germany	37	South Africa	5
Greece	38	South Korea	18
Hong Kong	10	Spain	22
India	296	Sudan	38
Indonesia	4	Sweden	12
Iran	81	Switzerland	15
Iraq	74	Syria	83
Ireland	5	Thailand	12
Italy	29	The Netherlands	3
Japan	11	Tunisia	3
Jordan	76	Turkey	24
Kuwait	265	UAE	3019
Lebanon	73	UK	48
Libya	12	USA	31
Malaysia	13	Yemen	28



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