



Year 2008: ARAB HEALTH Exhibition and Congress - Dubai

The International Hospital, Medical Equipment & Services Exhibition
January 28 - January 31, 2008



The Arab Health exhibition and congress 2008 is an important event for the Middle East bringing healthcare manufacturers, wholesalers, dealers and distributors to showcase their products in one of the fastest growing and most lucrative healthcare markets in the world.

The exhibition was held at the Dubai International Convention & Exhibition Centre which was participated by 2200 exhibitors representing over 65 countries and attracting more than 50,000 healthcare professionals from all over the world.



Kossan being one of the pioneers in medical glove manufacturing has been participating actively at this event for the past several years and did not miss the chance to participate for the 2008 exhibition as well. We are encouraged each year by the overwhelming responses, growing demand and interest in the Middle East healthcare sector.



We exhibited under one roof with the Malaysia Rubber Export Promotional Council (MREPC) with the aim to promote Malaysia as a reputable manufacturer of high quality rubber products. It was a collaborative effort among other Malaysian manufacturers at the event in promoting various types of rubber products.

We achieved our objective at the event which was to instill awareness about Kossan as a manufacturer of high quality medical gloves. This exhibition provided a good avenue to display and talk about our new product developments.

We also conveyed education information and knowledge to the public on the importance of medical gloves as a barrier protection device in the healthcare industry. We gained many new potential contacts, and had the opportunity to organize meetings with existing business partners in updating one another on the latest developments and to discuss the future plans together.

With all the product enquiries gathered throughout the event, we have a clear picture to the market needs of the Middle East region. This information is important since we do take this into account in looking ahead in new product innovation.

Overall the event has been a very positive experience. The information review on the healthcare sector development in Middle East region has contributed towards our understanding on the needs of the region.

