

INVESTING TODAY FOR A HEALTHY TOMORROW

The International Healthcare
Exhibition and Conference

1 - 3 December 2014
Baghdad International Fair Ground



www.iraqmedicare.com





Exhibits' Profiles

General Products, Equipment & Services

- ▶ Accident & Emergency Equipment
- ▶ Accreditation Services
- ▶ Ambulances & Ambulance Equipment
- ▶ Associations
- ▶ Baby Care Products
- ▶ Consultancy Services
- ▶ Diagnostic & Lab Equipment
- ▶ Disinfection, Disposal & Waste Treatment Systems
- ▶ Disposable Products
- ▶ Equipment & Products for the Disabled
- ▶ Exercise Machines
- ▶ General Surgery Equipment & Tools
- ▶ Healthcare IT

- ▶ Hospital & Clinic Furniture
- ▶ Hospital Building Technology
- ▶ Hospital Management
- ▶ Hospitals & Clinics
- ▶ Insurance Programs
- ▶ Medical & Hygienic Products
- ▶ Medical Tourism
- ▶ Mobile Hospitals
- ▶ Natural Products, Supplements & Vitamins
- ▶ Orthopedic Equipment & Supplies
- ▶ Pharmaceutical Products
- ▶ Protective Gear & Uniforms
- ▶ SPA, Cosmetic & Beauty Supplies
- ▶ Therapy & Rehabilitation Equipment
- ▶ Training & Educational Materials
- ▶ Ventilators, Air Cleaning & Purification

Optics & Ophthalmology

- ▶ Contact Lenses
- ▶ Laser Surgery Equipment
- ▶ Optical & Ophthalmological Machinery & Equipment
- ▶ Optical Frames
- ▶ Sunglasses

Dentistry

- ▶ Dental Clinic Furniture
- ▶ Dental Equipment & Instruments
- ▶ Dental Implants
- ▶ Dental Radiology
- ▶ Oral Care Products

Visitors' Profiles

- ▶ High-ranking Government Officials
- ▶ Directors of Healthcare Organizations
- ▶ International Trade Delegations
- ▶ Doctors, Specialists, Nurses, Dentists & Technicians
- ▶ Hospital & Clinic Managers
- ▶ Biologists & Biochemists
- ▶ Physiotherapists & Pharmacists
- ▶ Community Health Service Dispensaries
- ▶ Traders & Suppliers
- ▶ Academics





Iraq Medicare – Baghdad 2014

Operating at the Heart of Unique Healthcare Opportunities

Organized by IFP Iraq (International Fairs & Promotions), Iraq Medicare - Baghdad 2014, the International Healthcare Exhibition and Conference, will be taking place from 1 to 3 December at the Baghdad International Fair Ground, gathering a wide pool of healthcare stakeholders, including: business professionals, health companies, medical tourism facilitators, international hospitals, medical service providers, trade associations, and associated partners from around the globe to network, exhibit, and exchange expertise.

The event will provide exhibitors with a unique opportunity to present their business, interact, share and meet their future business partners from all over the globe. One-on-one meeting sessions, discussions and presentations will cover current trends in medical tourism, dentistry and ophthalmology, and address the latest innovations, future business opportunities, healthcare standards and other industry topics of prime importance.

Why Exhibit

The quality of visitors, decision makers and business leaders who will be present at the event is indicative of the professional platform the show will provide, where exhibitors can benefit from signing business deals and contracts on location and take advantage of the numerous opportunities present in Iraq's booming healthcare sector.

- ▶ Showcase your latest products and services alongside pioneers and business leaders to a large specialized audience of professionals and decision makers from the healthcare sector.
- ▶ Identify business and investment opportunities in the areas of healthcare, pharmaceutical products, medical supplies and services, which are being driven by the government's move towards privatization.
- ▶ Network with government officials and decision makers from Iraq's 18 provinces.
- ▶ Meet representatives from regional and international companies that are taking part in the show, seeking potential partnerships.

Iraq's Healthcare Market

The Revival Era

After a long period of decline, the Iraqi Ministry of Health is striving to rebuild the country's state-provided healthcare system by spending considerable sums on building and equipping health facilities to improve the citizens' health conditions.

Healthcare spending has risen from USD 3.8 billion in 2010 to USD 6 billion in 2012. Over the next decade, this expenditure is likely to increase substantially. Even now, annual health spending of USD 250 per capita, compared to no more than USD 198 in 2007, is one quarter of the world average.

81% of total healthcare expenditure in Iraq is paid by the government, and 19% is paid personally



Sector's Basic Indicators

Current

- ▶ 229 hospitals with 40,000 beds
- ▶ 2,504 primary healthcare centers treating 60% of Iraqi patients
- ▶ 0.7 physicians per 1,000 people
- ▶ 1.49 nurses per 1,000 people

Future Target

- ▶ 400 hospitals with 100,000 more beds
- ▶ 6,000 primary healthcare centers to treat 80% of Iraqi patients
- ▶ 1 physician per 1,000 people
- ▶ 1 dentist per 5,000 people
- ▶ 1 pharmacist per 500 people
- ▶ 4 nurses per physician
- ▶ 5 paramedics per physician



Healthcare Business Prospects in Iraq

Extensive Development Program Creates Opportunities for the Private Sector

In cooperation with several international consortiums, the Iraqi Government has embarked on an extensive reconstruction program. Core projects include the accelerated building of well-equipped hospitals throughout the country, with capacities ranging from 100 to 500 beds, as well as constructing 360 primary care services across all Iraqi provinces. The government allocated USD 8 billion and USD 12 billion, to be spent during 2013 and 2014 respectively, on developing the healthcare sector. With USD 2.7 billion of new hospital projects underway and an additional USD 3 billion on upcoming projects, improvements can already be seen.

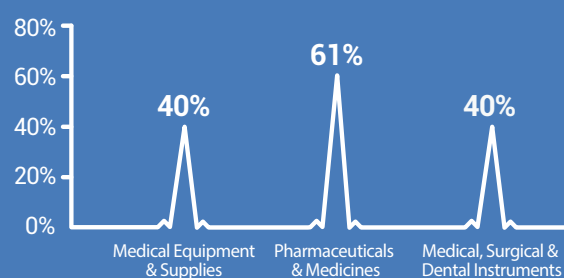
Construction

37 hospitals are in various stages of construction throughout Iraq, with 11 more projects due to begin soon.

Supplies and Equipment

The new hospitals are being equipped with state-of-the-art equipment from topnotch companies around the world. Facilities at some of the country's 229 state-run hospitals are expected to be similarly modernized.

Industry Import Growth in the last 5 years



General Information

About IFP Iraq

IFP Iraq is a member of the IFP Group, the Middle East's most accomplished event organizer, with a rich experience of over 33 years and more than 450 international exhibitions recognized worldwide. IFP Group organizes the region's top trade fairs, designed to be ideal platforms for foreign and local companies doing business in Baghdad and seeking exposure among top regional buyers and decision makers.



About the Venue

The Baghdad International Fair Ground is one of the longest-running exhibition venues in Iraq, centrally located on Dimashq Street in Baghdad, next to Zawra Park.



Travel & Accommodation

Baghdad International Airport (BGW) has direct flights to and from the Middle East and a few European destinations. For flight information, please visit www.baghdad-airport.com.

A selection of hotels is available to exhibitors; please contact the organizers for further details.

BOOK YOUR SPACE

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