



**Arab Health 2011**  
**January 24<sup>th</sup> to 27<sup>th</sup>, 2011**  
**Dubai, U.A.E.**

Tomoko Iizuka  
Medical Business Development Division

The Arab Health Exhibition & Congress(<http://www.arabhealthonline.com/>), the largest healthcare exhibition in the Middle East and the second largest in the world, was held in Dubai International Convention & Exhibition Centre. This year was the 36<sup>th</sup> exhibition and 2,800 exhibitors came from 61 countries and more than 70,000 visitors from 137 countries were in attendance.

In collaboration with our distributor for Gulf Cooperation Council (GCC) markets, New Country Healthcare LLC (NCH), A&D was in attendance with a booth at the most important medical fair in the area.

Our main theme was “Bridging Home and Hospital” and we presented three product categories (Home health care, Hospital, and Telemedicine) to show off our complete line of products and technology.



Telemedicine:

We demonstrated transferring data from a Continua Certified™ (<http://www.continuaalliance.org/index.html>) blood pressure monitor to a Panasonic Toughbook, a PC designed for healthcare professionals.

### Hospitals:

A&D is the world's first manufacturer of a mercury-free sphygmomanometer, and is also the leader in ambulatory blood pressure monitoring. Our UM-101

(<http://www.aandd.jp/products/medical/professional/um101.html>) and TM-2430

(<http://www.aandd.jp/products/medical/professional/2430.html>) models attracted visitors who were looking for products equipped with high-quality Japanese technology.

### Home health care:

For home health care, we presented UW-100/101 3-Axis pedometers

([http://www.aandd.jp/products/medical/consumer/uw100\\_101.html](http://www.aandd.jp/products/medical/consumer/uw100_101.html)) and some new

products that will be launched in summer 2011.



During the 4-day exhibition, we felt the growing potential of the healthcare market in GCC markets, the Middle East, and Africa. A&D needs to continue producing high-quality Japanese products and strive for a rapid increase of our product lineup, especially for home health care products.

Finally, we greatly appreciate the cooperation of Dr. Ghazi Koudsi, Mr. Rajeev Koshy and all New Country Healthcare LLC staff, which made this exhibition such a success. A&D will be back at Arab Health next year from January 23<sup>rd</sup> to 26<sup>th</sup>.

