

## POST EVENT REPORT

<p align="center"><b>Introduction &amp; History</b></p>	<p>The contemporary world is going through a transition as far as the concept of development and progress is concerned. People talk more about quality rather than quantity of life. Human development indices incorporate health as a major indicator to assess development of nations and civil society. An efficient health sector maximizing potentials of all related areas is the need of the hour.</p> <p>Health Asia 2006 is being organized to bring all the possible stakeholders of healthcare on board. New streams will emerge from this gigantic reservoir to provide specifics to specifics and identify avenues to rationalize the handling of the global multi trillion dollars health industry.</p> <p>The <b>International Health Asia Exhibition 2006</b>, incorporating <b>Beauty &amp; Fitness Asia</b> was one of the most promising and enduring exhibition held from 18 - 20 August 2006 at the Karachi Expo Centre. <b>Health Asia 2006 Exhibition</b> was organized at the most opportune time when the government was looking forward to expand the development sector of the country, which has shown tremendous growth in the past few years. The exhibition served as a comprehensive showcase of the latest in technology, medical equipment and machines as well as allied services, while provided investors with a definite outlook of the regional health sector and an opportunity to meet their prospective counterparts and business partners.</p> <p><b>The 3<sup>rd</sup> Health Asia 2006 Int'l Exhibition &amp; Conference</b> was organized by the Ecommerce Gateway and Jamal's Yellow Pages of Pakistan in collaboration with the Ministry of Health and the Ministry of Privatization and Investment. The event will also incorporated <b>Beauty &amp; Fitness Asia</b> and <b>Pharma Asia Exhibitions</b>.</p>		
<p align="center"><b>Inauguration</b></p>	<p><b>Mr. Adil Siddiqui</b>, Minister for Industries, Government of Sindh inaugurated the <b>3rd Health Asia 2006</b> on <b>August 18, 2006</b>. Foreign Delegates including Overseas Pakistanis from <b>20 Countries</b> graced the International Health Asia 2006 Exhibition.</p>		
<p align="center"><b>Exhibit Profile</b></p>	<ul style="list-style-type: none"> <li>▪ Accreditation Bodies</li> <li>▪ Air Filters Manufacturers</li> <li>▪ Analytical Equipment</li> <li>▪ Ayurvedic Medicine</li> <li>▪ Biochemical</li> <li>▪ Blood Transfusion &amp; Testing Services</li> <li>▪ Botanical and Herbal Garden</li> <li>▪ Bulk Drug</li> <li>▪ Clean Room Equipment</li> <li>▪ Cleaning Chemical</li> <li>▪ Community Health</li> <li>▪ Consumer Products Health Related</li> <li>▪ Dental Equipment</li> <li>▪ Disposable Equipment Manufacturers</li> <li>▪ E-Health &amp; Telemedicine Assoc. &amp; Consultancy Companies</li> <li>▪ Enzymes &amp; Eqpt. Manufacturers</li> <li>▪ Ethical Drugs</li> <li>▪ Governing Bodies</li> <li>▪ Health Equipment</li> <li>▪ Health Foods, Dietary Preparations</li> <li>▪ Health Insurance Companies</li> </ul>	<ul style="list-style-type: none"> <li>▪ HVAC Eqpt. Manufacturers</li> <li>▪ Instrumentation and Control Systems</li> <li>▪ International Bodies</li> <li>▪ International Hospitals</li> <li>▪ International Recruitment Agencies</li> <li>▪ Laboratories &amp; Diagnostic Centres</li> <li>▪ Laboratory Equipment</li> <li>▪ Local Associations &amp; Bodies</li> <li>▪ Local National Pharmaceutical Manufacturers</li> <li>▪ Medical &amp; Dental Colleges</li> <li>▪ Medicine Distributors</li> <li>▪ Medicine Exporters</li> <li>▪ Medicines &amp; Optical</li> <li>▪ Multinational Pharmaceutical Companies</li> <li>▪ NGOs.</li> <li>▪ Nursing and Physiotherapy Schools</li> <li>▪ Nursing Staff Providers</li> <li>▪ Ophthalmologic</li> <li>▪ Oriental and Traditional</li> <li>▪ Orthopedic Prosthesis</li> <li>▪ Packaging Equipment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pharma Software and Hardware Providers</li> <li>▪ Pharmaceutical Equipment</li> <li>▪ Pharmaceutical Flooring &amp; Coating Materials</li> <li>▪ Pharmaceutical Furniture</li> <li>▪ Pharmaceutical Publishers</li> <li>▪ Physiotherapy Eqpt.</li> <li>▪ Post Graduates Institutes</li> <li>▪ Quality Assurance</li> <li>▪ Research and Testing Services</li> <li>▪ Social Health Services</li> <li>▪ Software Houses / MT Companies</li> <li>▪ Sports Medicines</li> <li>▪ Suppliers &amp; Manufacturers</li> <li>▪ Surgical Instruments Manufacturers</li> <li>▪ Technical Book, Journal and Magazines</li> <li>▪ Veterinary Products and Instruments</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Herbal Medicine</li> <li>▪ Homeo Medicine</li> <li>▪ Hospital Designers &amp; Health Care Planners</li> <li>▪ Hospital Equipment</li> <li>▪ Hospitals &amp; Dental Clinics</li> </ul>	<ul style="list-style-type: none"> <li>▪ Packaging Material</li> <li>▪ Pharma Building Designers &amp; Contractors</li> <li>▪ Pharma Consultants</li> <li>▪ Pharma Coverall, Shoes &amp; Wearable Mfg.</li> <li>▪ Pharma Label Printers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Waste Treatment Equipment Manufacturers</li> <li>▪ Water Treatment Chemical Suppliers</li> <li>▪ Water Treatment Equipment Manufacturers</li> </ul>
<b>Countries Participated</b>	<b>China, Egypt, India, Malaysia, Russia, Singapore, U.K, Uzbekistan etc</b>		
<b>Exhibitors/Participant Companies</b>	There were <b>93 Exhibitors</b> from all around the globe including <b>60 % foreigners &amp; 40% domestic</b> exhibitors.		
<b>Total Number of Stalls</b>	The total number of stalls was <b>200</b> for the purpose of gathering the immense potential of the health Industry in Pakistan.		
<b>Total Exhibit Area (sqm)</b>	<b>3<sup>rd</sup> Health Asia 2006</b> was organized in <b>Hall 2 &amp; 3</b> , which comprised an area of <b>4000 Sqm.</b>		
<b>Total Visitors (Local as well as foreign visitors + delegates)</b>	A large number of <b>Trade/Corporate Visitors</b> turned out to visit <b>3<sup>rd</sup> Health Asia 2006</b> ; the entry was allowed by invitation through corporate visitor pass. The total number of visitors who attended the <b>3<sup>rd</sup> Health Asia 2006</b> were <b>almost 12,715 Trade/Corporate Visitors</b> and <b>134</b> were <b>Foreign Delegates.</b>		
<b>Workshop on Endoscopic Ultra Sound</b>	The Conference focused on <ul style="list-style-type: none"> <li>▪ Eus Live Demonstration &amp; Workshop</li> <li>▪ Liver Transplant</li> <li>▪ Hepato Biliary &amp; Pancreatic Laporoscopic Surgerys</li> </ul>		
<b>Cardiology Conference 2006</b>	The conference highlighted <ul style="list-style-type: none"> <li>▪ Future Directions in IHD: Stem Cells, Configuration &amp; Mechanical Devices</li> <li>▪ Coronary Bypass for poor Left Ventricle</li> <li>▪ Telecardiology</li> <li>▪ Developments in Cardiology Intervention: Past, Present, Future</li> </ul>		
<b>Gastroenterology Conference 2006</b>	The conference's main focus was <ul style="list-style-type: none"> <li>▪ Updates In Liver Transplant</li> <li>▪ Management Of Hepatitis C</li> <li>▪ Motility Disorder/GER</li> </ul>		
<b>Workshop On Good Clinical Practices &amp; Biostats</b>	The conference focused on <ul style="list-style-type: none"> <li>▪ Introduction To Biostats</li> <li>▪ Measures Of Central Tendency &amp; Spread</li> <li>▪ Confidence Interval Curves &amp; Probabilities</li> <li>▪ Basic Need For GCP</li> <li>▪ Role Of Audits In Clinical Trial</li> </ul>		
<b>National Conference On Medical Ethics</b>	The Conference emphasized on <ul style="list-style-type: none"> <li>▪ Relationship Of Pharmaceutical Companies &amp; Doctors</li> <li>▪ Contemporary Ethical Issues In Medical Practice</li> <li>▪ Ethics In Research &amp; Education</li> </ul>		
<b>Orthopedic Seminar 2006</b>	Focused on <ul style="list-style-type: none"> <li>• Limb Lengthening &amp; Reconstruction Using Intra-Medullary Technique (Fitbone)</li> <li>• High Flexion After TKA-Experience With PFC Sigma RP-F</li> </ul>		
<b>Workshop On Medical Computing Skills For Doctors 2006</b>	The conference was aimed to highlight <ul style="list-style-type: none"> <li>• Time Saving Techniques In MS Word</li> <li>• Creating Medical Presentation In Power Point</li> <li>• Medical Photography Skills</li> <li>• Internet &amp; Doctors</li> </ul>		
<b>Comparison with Previous Year</b>	The Event was more industry specific, as compared to the previous year organized at Karachi Expo Centre. The response was overwhelming with much more improved visitor / exhibitor profile. The success has embarked new vistas of economic growth & International recognition of the Event.		

<p><b>Networking Gala Dinner</b></p>	<p><b>Madam Nasreen Jalil, Naib Nazim</b> graced the Gala Dinner of the event as <b>Chief Guest</b> hosted by <b>Dr. Khursheed Nizam, President of Ecommerce Gateway</b>, at <b>DHA Golf Club</b> on <b>August 18, 2006</b>. Over 1000 dignitaries attended the evening. The presence of numerous Provincial Ministers, high-level Armed Forces &amp; Government Officials, Consulate Generals, Foreign Delegates, heads of Multinationals &amp; National Companies and leading industrialists made the evening even more memorable.</p>																
<p><b>Dignitaries attended the event / Gala Dinner</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Mr. Muhammad Adil Siddiqui</b>, Minister for Labour, Transport, Industries &amp; Commerce, Government of Sindh</li> <li>▪ <b>Mr. Abu Shamim Arif</b>, Former Federal Secretary</li> <li>▪ <b>Mr. Anis Ahmed</b>, Vice Chancellor, Riphah International University</li> <li>▪ <b>Mr. Hasan M. Khan</b>, Pro Chancellor Riphah International University</li> <li>▪ <b>Dr. Salim Ahmed</b>, C.E.O., Dr. Salim Ahmed &amp; Co.</li> <li>▪ <b>Mr. Faisal H. Roohi</b>, Double B.S in Biochem &amp; Microbiology University of North Texas, USA</li> <li>▪ <b>Mr. S.A. Bari Jelani</b>, Honorary Consulate Republic of Cameroon</li> <li>▪ <b>Dr. Khawar Saeed Khan</b>, MBBS, MBA</li> <li>▪ <b>Dr. Tajammul Hussain</b>, Medical Director, Merck Marker</li> <li>▪ <b>Dr. M. Ahmed</b>, Medical Director, Bayer</li> <li>▪ <b>Dr. Liao Kui Hin</b>,</li> <li>▪ <b>Prof. Dr. Anwaar Khan</b></li> <li>▪ <b>Dr. Qasim Ifhtikhar</b>, UK</li> <li>▪ <b>Dr. Mustafa Kamal</b>, Chairman Biotech Department, Karachi University</li> <li>▪ <b>Dr. Asghar Naqvi</b>, Medical Director, Pfizer</li> <li>▪ <b>Dr. Zakiuddin Ahmed</b>, Medical Director, Macter International</li> <li>▪ <b>Dr. Pedro Lopez</b>, Director CIBG, Canada</li> <li>▪ <b>Prof. Dr. C. N. Lee</b>, Head of Vascular &amp; Cardio-Thoracic Surgery, NUH Singapore</li> <li>▪ <b>Dr. Sohail Chughtai</b>,</li> <li>▪ <b>Prof. Dr. Hassan Farooq</b></li> <li>▪ <b>Dr. Sarbjit Singh</b>, Senior Consultant Orthopedic Surgeon, Tan Tock Seng Hospital, Singapore</li> <li>▪ <b>Dr. Laurence Ho</b>, Chief Dept of Medicine NUH Singapore</li> <li>▪ <b>Dr. Arif Amir Nawaz</b>, Consultant Gastrointestinal &amp; Liver Diseases</li> <li>▪ <b>Prof. Dr. Arif Qayyum Khan</b>, Consultant Gastroenterologist &amp; Hepatologist</li> <li>▪ <b>Dr. K. Prabhakaran</b>, Director Liver Transplant Program, National University Hospital Singapore</li> </ul>																
<p><b>Industry Leaders visited</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Mr. Bakht Zada</b>, M.D., Rehman General Hospital</li> <li>▪ <b>Dr. Rehan Shah</b>, Director, Fatima Dental Hospital</li> <li>▪ <b>Mr. Tanzim A. Kazmi</b>, Director, STA Health Care</li> <li>▪ <b>Mr. Khuramm Zaki Khan</b>, MSC in Microbiology, Dip, Bact Victoria University UK</li> <li>▪ <b>Dr. Junaid Ahmed</b>, Management Consultant, National Management Consultants Pvt. Ltd</li> </ul>																
<p><b>Media Coverage</b></p>	<p>More than 60 print and electronic media representatives from Pakistan and abroad covered the Event. Some of the satellite channels that covered the Event are as follows:</p> <table border="0" style="width: 100%;"> <tr> <td>▪ <b>PTV</b></td> <td>▪ <b>Din News</b></td> <td>▪ <b>TV One</b></td> </tr> <tr> <td>▪ <b>GEO</b></td> <td>▪ <b>Business Plus</b></td> <td>▪ <b>Dhoom TV</b></td> </tr> <tr> <td>▪ <b>ARY Digital</b></td> <td>▪ <b>Dawn News</b></td> <td>▪ <b>AAJ TV</b></td> </tr> <tr> <td>▪ <b>INDUS Network</b></td> <td>▪ <b>A TV</b></td> <td>▪ <b>CNBC</b></td> </tr> <tr> <td>▪ <b>Rung TV</b></td> <td>▪ <b>Vibe TV</b></td> <td>▪ <b>Sunbiz</b></td> </tr> </table> <p><b>And all the renowned Urdu &amp; English newspapers/dailies.</b></p>		▪ <b>PTV</b>	▪ <b>Din News</b>	▪ <b>TV One</b>	▪ <b>GEO</b>	▪ <b>Business Plus</b>	▪ <b>Dhoom TV</b>	▪ <b>ARY Digital</b>	▪ <b>Dawn News</b>	▪ <b>AAJ TV</b>	▪ <b>INDUS Network</b>	▪ <b>A TV</b>	▪ <b>CNBC</b>	▪ <b>Rung TV</b>	▪ <b>Vibe TV</b>	▪ <b>Sunbiz</b>
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<p><b>Supporting Bodies</b></p>	<ul style="list-style-type: none"> <li>▪ Ministry of Privatization &amp; Investment</li> <li>▪ Ministry of Health</li> <li>▪ Islamic Chamber of Commerce &amp; Industry</li> <li>▪ Government of Sindh</li> <li>▪ Export Promotion Bureau</li> <li>▪ Board of Investment Govt. of Pakistan</li> </ul>	<ul style="list-style-type: none"> <li>▪ CommerceNet Singapore Ltd</li> <li>▪ Pakistan Medial Association</li> <li>▪ Saudi Health Care</li> <li>▪ Pakistan Pharmaceutical Manufacture's</li> <li>▪ The Surgical Instruments Manufacturers</li> <li>▪ Smart Health Care</li> <li>▪ Jang Group of Newspapers</li> <li>▪ GEO TV</li> </ul>															
<p><b>Exhibitor Directory</b></p>	<p><b>Download the Show Catalogue from <a href="http://www.health-asia.com">www.health-asia.com</a></b></p>																
<p><b>Market Response</b></p>	<p>The companies related with <b>Health Care &amp; Beauty &amp; Fitness Industry</b> took the opportunity of exhibiting in <b>3<sup>rd</sup> Health Asia 2006 Exhibition &amp; Conference</b> as a mega campaign for the promotion of their products and services. The Event was very well responded. The number of participating companies has grown enormously year-by-year.</p>																

<p><b>Future Prediction &amp; Details of Next Event</b></p>	<p style="text-align: center;"><b>Health Asia 2008 Exhibition &amp; Conference</b>  <b>5-7 July 2008</b>  <b><u>Karachi Expo Centre, Pakistan</u></b></p> <p><b><u>Event Details:</u></b></p> <ul style="list-style-type: none"> <li>▪ Health Asia 2008 will be organized with its complete magnificence from 5-7 July 2008.</li> <li>▪ The scope of the Exhibition has been expanding &amp; is anticipated to occupy additional display area.</li> <li>▪ Companies from the Health &amp; Beauty industry will participate and display their products and services to promote their business interconnected companies may also avail the opportunity to advertise in this largest event of the Health &amp; Beauty industry of Pakistan</li> <li>▪ Invitation will be extended to <b>50,000</b> Trade / Corporate visitors.</li> </ul>
<p><b>Tariff of Stalls</b></p>	<p><b><u>Rate of Shell Scheme Stalls</u></b></p> <ul style="list-style-type: none"> <li>▪ Minimum 9 sqm (3mx3m) space US\$ 300 per sqm.</li> </ul> <p>Includes: One Octonorm shell, one counter, two chairs, 3 spotlights 100 watts (each), company's name on fascia, carpeting, 1 power socket - single phase 220 volts (50Hz), 5 amp.</p> <p><b><u>Rate of Bare Space Stalls</u></b></p> <ul style="list-style-type: none"> <li>▪ Minimum 18 sqm (6mx3m) space US\$ 250 per sqm.</li> </ul> <p>Includes: Space plus 1 power socket, single phase 220 volts(50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.</p> <p><b><u>Rate of Outdoor Exhibit Space (Air-Conditioned)</u></b></p> <ul style="list-style-type: none"> <li>▪ Minimum 18 sqm (approx. 9mx4.5m) space US\$ 160 per sqm.</li> </ul> <p>Includes: Space plus 1 power socket, single-phase 220 volts (50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.</p>



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