



**Health Asia**



Incorporating



## 4<sup>TH</sup> HEALTH & PHARMA ASIA 2008 INTERNATIONAL EXHIBITIONS & CONFERENCES

5-7 July 2008

Karachi Expo Centre, Pakistan

# POST EVENT REPORT



Organized by:



## Introduction & History

Ecommerce Gateway Pakistan (Pvt.) Ltd. & Smart Health Care organized Health & Pharma Asia 2008 for the 4<sup>th</sup> consecutive year from 5-7 July 2008 at Karachi Expo Center. Health Asia is the only UFI Approved health & pharma industry show in Pakistan declared by “The Global Association of Exhibition Industry, Paris, France”.

Following the 4<sup>th</sup> successful year, **Health Asia 2008** was an excellent platform for the health sectors to obtain latest in technology medical equipments 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 and was helpful in creating synergy between the exhibitors and trade / corporate visitors.

**Health & Pharma Asia 2008** were 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.

## Inauguration Ceremony

Ms. Jane Bailay, South Asia Regional Manager of Bangkok Hospital Medical Center, Ms. Mineko Sato, Project Director, JICA (Japan) alongwith Dr. Khursheed Nizam, President, Ms. Hina Khursheed, Vice President, Ecommerce Gateway inaugurated the Event on July 5, 2008 in the Main Congress Centre of Karachi Expo Centre, Pakistan.

Mr. Ozair Hanafi, Adviser to the President, Dr. Zaki-Uddin-Ahmed, Project Director of Health Asia, Mr. Atiq-ur-Rehman, Group Director Marketing, Ecommerce Gateway Pakistan (Pvt.) Ltd. also accompanied them at the Multiple Ribbon-Cutting Ceremony along with dignitaries from 16 countries of the world.



## Exhibit Profile

- § Hospitals & Dental Clinics
- § Medical & Dental Colleges
- § Post Graduates Institutes
- § Pharma Consultants
- § Software Houses / MT Companies
- § Pharmaceutical Companies
- § E-Health & Telemedicine Associations & Consultancy Companies
- § Hospital Designers
- § Health Care Planners
- § Drug Manufacturers & Exporters
- § Medicine Importers & Distributors
- § Herbal Medicine Manufacturers
- § Homeo Medicine Manufacturers
- § Ayurvedic Medicine Manufacturers
- § Ophthalmological Medicine Manufacturers
- § Nursing and Physiotherapy Schools
- § International Recruitment Agencies
- § Nursing Staff Providers
- § Accreditation Bodies
- § Ethical Drug Manufacturers
- § Community Health Services
- § Laboratories & Diagnostic Centres
- § Hospital Furniture Manufacturers
- § Health Foods
- § Dietary Preparations
- § Health Related Consumer Products
- § Enzymes and Biochemical Manufacturers
- § Veterinary Products and Instruments
- § Instrumentation and Control Systems
- § Air Filter Manufacturers
- § Botanical and Herbal Garden
- § Hospital Clothings & Linen Manufacturers
- § Blood Pressure Monitors & Accessories
- § Diagnostic Instrument Manufacturers
- § Gyms & Exercise Clubs
- § Exercise Machines
- § Orthopedic Prosthesis
- § Health Insurance Companies
- § Pharmaceutical Publishers
- § Medical Book Sellers
- § Surgical Instrument Manufacturers
- § Disposable Equipment Manufacturers
- § Hospital Equipment Manufacturers
- § Dental Equipment Manufacturers
- § Optical Equipment Manufacturers
- § Physiotherapy Equipment Manufacturers
- § Laboratory & Quality Control Equipment Manufacturers
- § Analytical Equipment Manufacturers
- § Laundry & Ironing Equipment Manufacturers
- § Kitchen / Canteen Equipment & Furniture Manufacturers
- § Lab Counters & Cabin Manufacturers, Research and Testing Laboratories
- § Oriental and Traditional Medicines
- § Sports Medicines

## Visitor's Profile

- § Pharmaceutical Companies
- § Importers / Exporters
- § Homeopathy Practitioners
- § Doctors & Specialists
- § Dentists & Orthodontists
- § Veterinary Doctors
- § Nurses & Laboratory Technicians
- § Physiotherapists & Dieticians
- § Pharmacists
- § Chemists & Druggists
- § Medical & Nursing Students
- § Post Graduate Students
- § Research Scholars
- § Social Health Workers
- § Health Journalists
- § Health Insurance Agents
- § Govt. Officials & NGOs
- § Hospital Designers
- § Health Care Planners
- § Packagers
- § Alternate Medicine Practitioners
- § Businessmen & Traders

## Countries Participated

- |               |                        |
|---------------|------------------------|
| 1. Bangladesh | 5. Singapore           |
| 2. China      | 6. Thailand            |
| 3. India      | 7. Turkey & many more. |
| 4. Japan      |                        |

## Media Coverage

Many well-known TV Channels telecasted the Inauguration; Coverage & Views of foreign and domestic exhibitors **LIVE** from Karachi Expo Centre. More than **60** print and electronic media representatives from Pakistan and abroad covered the Event. Some of the satellite channels that covered the Event in their documentaries are as follows:

- |                  |              |             |
|------------------|--------------|-------------|
| 1. AAJ TV        | 6. Dawn News | 11. SAMAA   |
| 2. ATV           | 7. Dhoom TV  | 12. Sun TV  |
| 3. ARY One World | 8. Metro One | 13. TV One  |
| 4. Business Plus | 9. PTV       | 14. Vibe TV |
| 5. CNBC          | 10. Royal TV | 15. Waqt TV |

And others include all the renowned Urdu & English newspapers/dailies.

## Networking Gala Dinner of Health Asia 2008

### **- An August Gathering with a spectacular Mehfil-e-Mushaira**

As per the tradition of Health Asia, a “Networking Gala Dinner” was also held at Karachi Expo Centre on the eve of **July 5, 2008**, where delegates, executives from reputable organizations and most importantly people belonging to health & pharmaceutical industry were among its invitees.

A spectacular **Mehfil-e-Mushaira** was also held in conjunction with the **Networking Gala Dinner** in collaboration with **Pharma Evo**. It was one of the allied activities of the **4<sup>th</sup> Health & Pharma Asia 2008 Int’l Exhibitions**.

The participants of the Mehfil-e-Mushaira were Pakistan’s famous poets like **Dr. Peerzada Qasim, Mr. Amjad Islam Amjad, Mr. Saleem Kausar, Mr. Anwar Shaor, Ms. Shahida Hasan, Mr. Athar Shah Khan Jaidi & Mr. Ajmal Siraj**.

## Health Asia 2008 Conferences:

### Conference on “Cosmetic Surgery”

The conference focused on:

- Liposuction
- Face-lift
- Body Contouring
- Hair transplantation
- Skin Pigmentation
- Laser Therapy
- Tummy Tuck
- Nose Surgery

### Conference on “Burns”

The conference highlighted:

- Management of Superficial Bacterial Skin Infections
- Role of Hyperbaric Oxygen Therapy in Medical Therapeutics
- Acid & Kerosene Burns
- Controlling unusual post burn infections
- Establishment of Burns Centre in Pakistan

### Workshop on “Career Guidance”

The conference was organized by **PharmEvo** with the theme of **“Unlocking Youth’s Potential”**. The workshop focused on various aspects of Career Guidance & Learning.

## Supporting Bodies



## Supporting Media



## Dignitaries attended the Event

### VVIP's

- § Mr. Joompol Manas Chuang, Consul General of Thailand
- § Mr. Akinori Wada, Consul General of Japan
- § Syed Faisal Sabzwari, Provincial Minister for Youth Affairs
- § Dr. Muhammad Faiz Khan, Plastic Surgeon from Plastic Surgery and General Hospital
- § Dr. Fakhr Alkhyri, President, Pakistan Association of Plastic Surgeons
- § Ms. Rohana Iqbal, President & Owner, PHABA & Bhabhi's Beauty Parlor
- § Prof. Dr. Irshad Waheed, Ex Dean Medical Faculty, University of Karachi-  
Ex Secretary, College of Physicians & Surgeons, Pakistan
- § Dr. Shariq Ali, Head of Department, Burns Centre CHK & DUHS
- § Dr. Jaffer Imam, Consultant Dermatologist, LNH Karachi
- § Lt Cdr. Muhammad Farooq Ahmed, Diving Medical Specialist, PNS Himalaya
- § Dr. Muhammad Ashraf Ganatra, Professor, Department of Plastic & Reconstructive Surgery,  
DUHS
- § Dr. Tariq Iqbal, Head of Burns Centre, PIMS Islamabad
- § Dr. Mazhar Nizam, Head of Burns Unit, Patel Hospital
- § Ms. Musarrat Misbah, President, Smile Again Foundation

And a number of foreign and local diplomats.



### Event Statistics (Local \ Foreign combined)

§ Total Covered Area	=	4800 sqm
§ Total Exhibitors	=	93
§ Brands Represented	=	200
§ Foreign delegates	=	110
§ Countries Participated	=	more than 7
§ Visitors	=	approx. 30,000 in 3 days

### Health Asia 2008 Exhibition Catalogue

The Exhibition Catalogue may be downloaded from the Event's official website [www.health-asia.com](http://www.health-asia.com)

### Total Visitors (Local \ Foreign combined)

A large number of Trade/Corporate Visitors turned out to visit 4<sup>th</sup> Health & Pharma Asia 2008 Int'l Exhibitions; the entry was allowed by invitation through corporate visitor passes. The total number of visitors who attended the 4<sup>th</sup> Health & Pharma Asia 2008 was more than 30,000 in three days.

### Future Prediction & Details of Next Event

**5<sup>th</sup> Health & Pharma Asia 2009 Int'l Exhibitions**  
11-13 March 2009 at Karachi Expo Centre, Pakistan

#### **Event Details:**

- § 5<sup>th</sup> Health & Pharma Asia 2009 Int'l Exhibitions will be organized with their complete magnificence from 11-13 Mar 2009.
- § More than 40,000 Trade / Corporate Visitors are expected.

## Tariff of Stalls:

### Rate of Shell Scheme Stalls

§ Minimum 9 sqm (3mx3m) space US\$ 300 per sqm.

**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.

### Rate of Bare Space Stalls

§ Minimum 18 sqm (6mx3m) space US\$ 250 per sqm.

**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.

### Rate of Outdoor Exhibit Space (Air-Conditioned)

§ Minimum 18 sqm (approx. 9mx4.5m) space US\$ 160 per sqm.

**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.



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