

AACC | Middle East

Conference & Exposition

October 7-8, 2023 | Dubai, UAE

7-8 October 2023 | Grand Hyatt Dubai

POST SHOW REPORT 2023

Better Health Through
Laboratory Medicine.



In Partnership with



Approved by:



www.adlmme.com

2023 ADLM Middle East Better Health Through Laboratory Medicine.

ADLM Middle East is a two-day conference held in partnership with Life Dx. to bring the latest in laboratory medicine to the Middle East region. The conference covers a range of timely topics from infectious disease to big data to prenatal emerging technology as well as core laboratory areas in sample transport, lab management, and quality assurance. Each session is presented by experts in ADLM scientific leadership to bring the latest in laboratory medicine and build new networks among attendees. Hear from experts, visit the expo, and grow your network.



ADLM and Life Diagnostics join together to deliver the latest scientific advances in all disciplines pertinent to the field of laboratory medicine including laboratory quality management and accreditation, clinical chemistry, newborn screening, genetics, oncology, and emerging topics in the Middle East.

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ADLM is a global scientific and medical professional organization dedicated to clinical laboratory science and its application to healthcare. Our leadership in education, advocacy, and collaboration help lab professionals adapt to change and do what they do best: provide vital insight and guidance so patients get the care they need.

ADLM Middle East | Conference Partners

ADLM

Association for
Diagnostics &
Laboratory Medicine™



Formerly AACC



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Life Diagnostics has been established in 1998 at the heart of Abu Dhabi, the United Arab Emirates as a fully-fledged diagnostic center that provides a wide range of laboratory and radiology services through adopting innovative technologies to deliver exceptional diagnostic services.

We provide a broad range of routine, specialized, and high complexity diagnostics services. Life Diagnostics adopting innovative technologies and instruments for clinical testing and imaging to deliver exceptional diagnostic services. Life Dx also focuses on developing a unique and wide scope of service by investing in laboratory and imaging expertise.

We established strong and open partnerships with a world-class laboratory to expand our offerings to our clients.

www.adlmme.com

Visitor Profile

2000 Attendees

32 Countries

85%

Visitors were very satisfied with the event

79%

Visitors said the event is important for their business

89%

Visitors are likely to return in 2023

Reasons for visiting

88% Meet current and new suppliers

81% Source new products

89% Network with the industry

92% Discover the latest trends and innovations

Visitors by Company's Main Activity

24% Laboratory

22% Hospitals and Healthcare

14% Medical Devices

14% Research and Universities

10% Health-tech innovator

8% Lifescience innovator

7% Government

1% Media



Audience Demographics

Laboratory Directors

Laboratory Technologists

Pathologists

Molecular Biologists

Phlebotomists

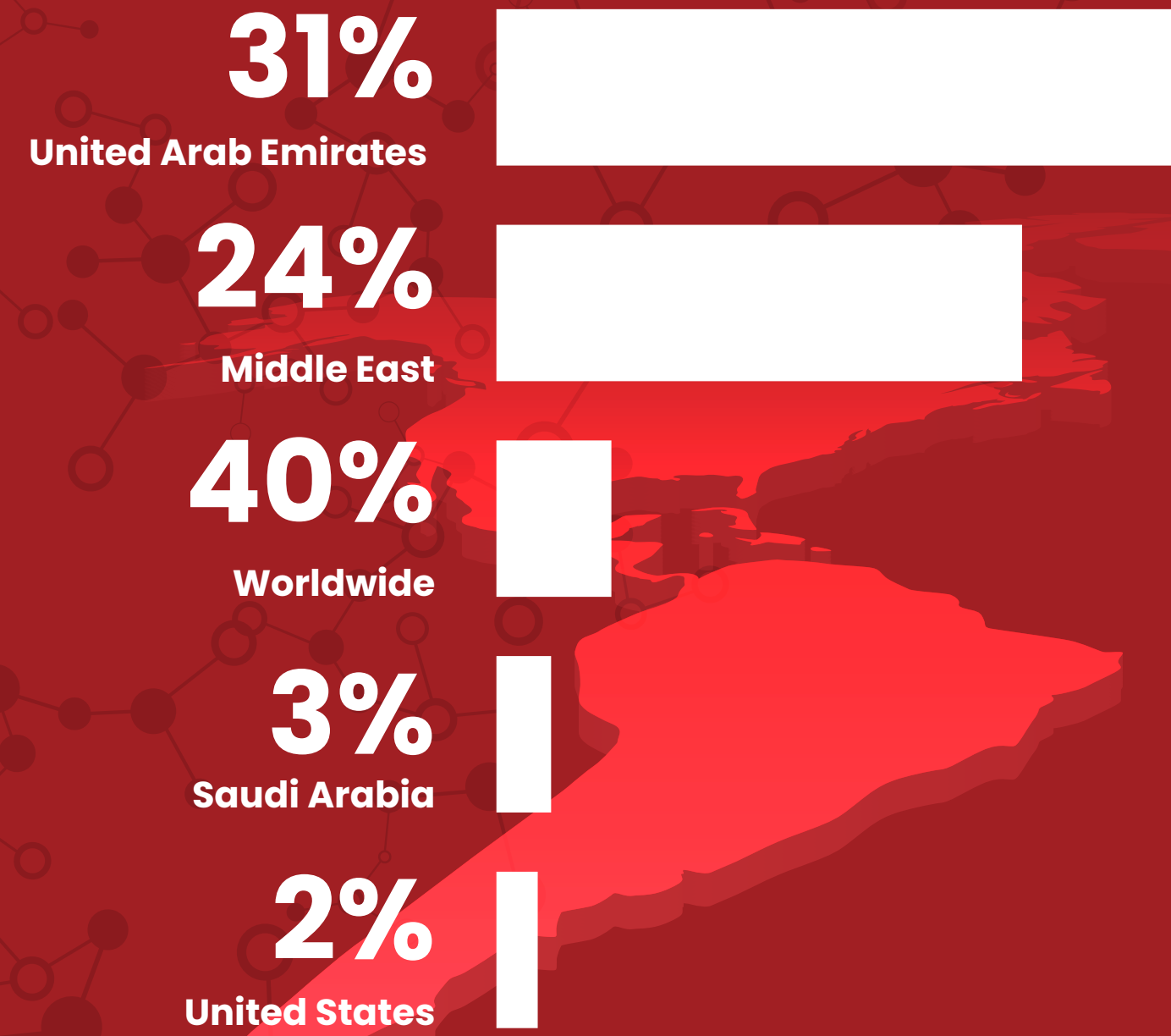
Chemists

Professors

Industry

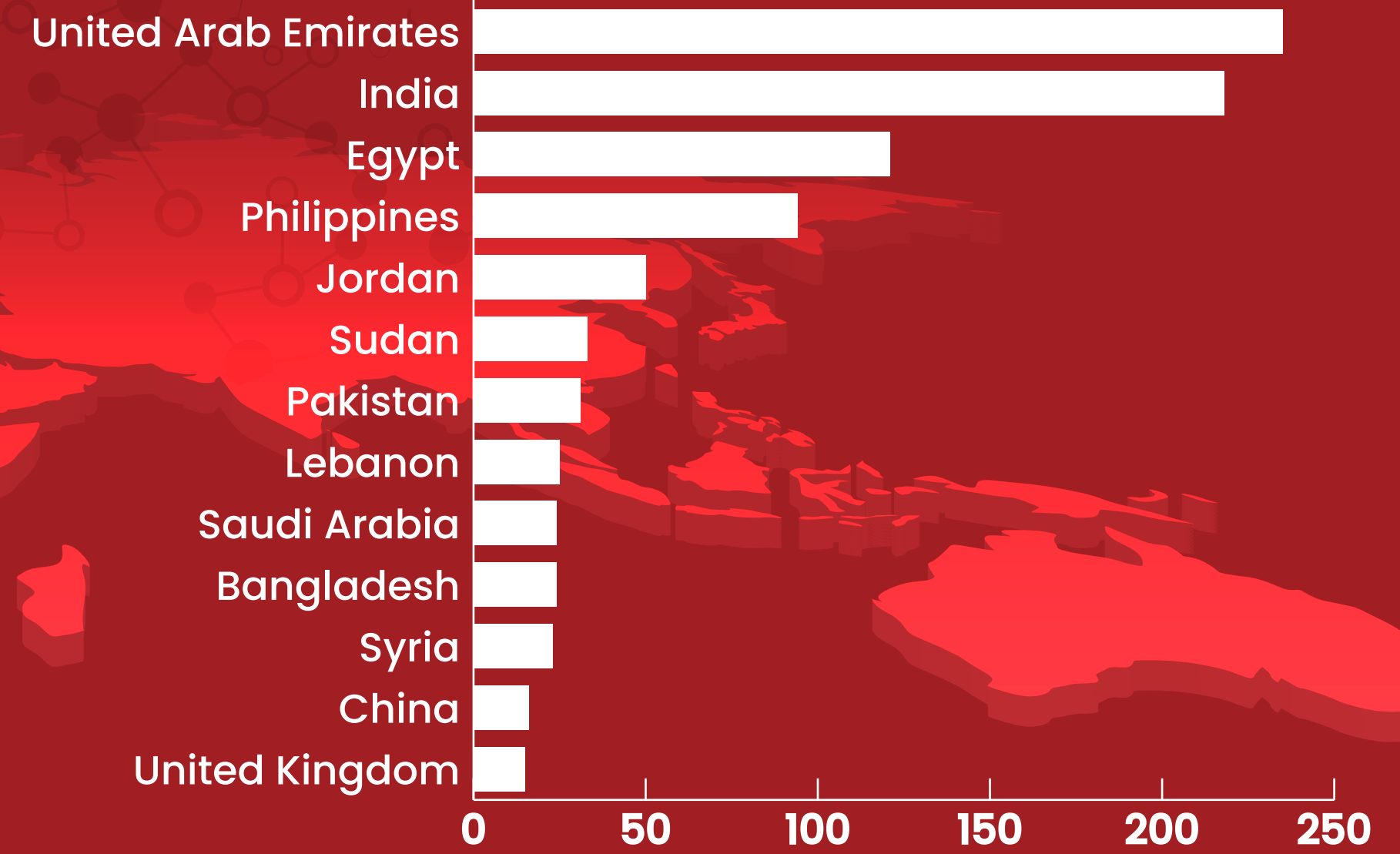


COUNTRIES REPRESENTED TOP COUNTRIES



WE HAD ATTENDEES FROM 30 COUNTRIES

Nationality



Countries

Algeria
Armenia
Australia
Azerbaijan
Bangladesh
Brazil
British Indian Ocean Territory
Cameroon
Canada
China
Comoros
Croatia
Cyprus
Czech Republic
Dominica
Ecuador
Egypt
El Salvador
Ethiopia
Fiji
France
Germany
Haiti
Hong Kong Special Administrative Zone
India
Iran
Iraq
Jordan
Kazakhstan
Kenya
Korea, Democratic People's Republic of
Kuwait
Kyrgyzstan
Lebanon
Maldives
Nepal
Nigeria
Oman
Pakistan
Palestine
Philippines
Poland
Qatar
Romania
Saudi Arabia
Serbia
Somalia
South Africa
Sri Lanka
Sudan
Sweden
Syria
Tanzania
Tunisia
Turkey
Turkmenistan
Uganda
United Arab Emirates
United Kingdom
United States of America
Uruguay
Yemen



Program Committee



**Linnea M. Baudhuin,
Ph.D.**

Assistant Professor of Laboratory
Medicine and Pathology
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MD, PhD, FCAP**

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Deputy Commissioner for UAE,
College of American Pathologists
Vice President, Emirates Pathology
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Speakers



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Vice President, Emirates Pathology Society
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Professor, Department of Pathology & Lab. Medicine, University of Ottawa
Vice Chair, Department of Pathology & Laboratory Medicine, University of Ottawa
Medical/Scientific Director of Information Services & Information Technology, EORLA
Deputy Chief Medical/Scientific Officer, EORLA



Dr. Laila Abdel Wareth,
MBBCh, FCAP, FRCPC, EMHCA

Acting Executive Director, National Reference Laboratory
Adjunct Clinical Professor, Department of Pathology, College of Medicine
and Health Sciences, Khalifa University Chair of Clinical Pathology, Pathology
and Laboratory Medicine Institute, Cleveland Clinic Abu Dhabi Abu Dhabi, United Arab Emirates



Dr. Laila Alsuwaidi
BSc, MSc, PhD

Assistant Professor, Molecular Haematology
Associate Dean, Student Happiness, and Wellbeing
College of Medicine, Mohammed Bin Rashid University of Medicine and Health Sciences
Dubai, United Arab Emirates

Tracks

2

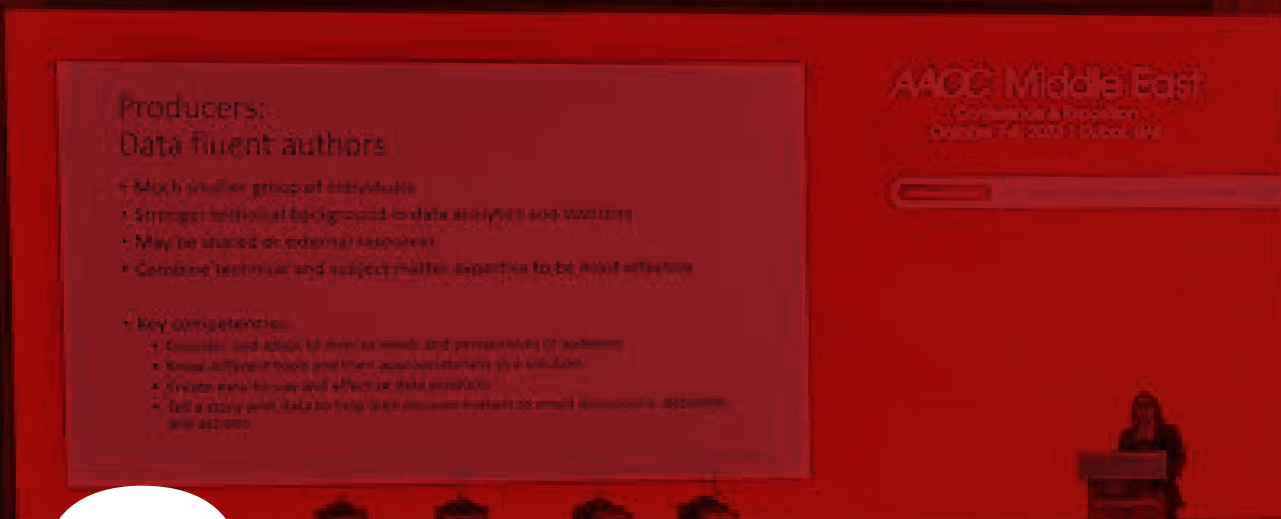
Keynotes

18

Scientific Sessions

7

Industry Workshops



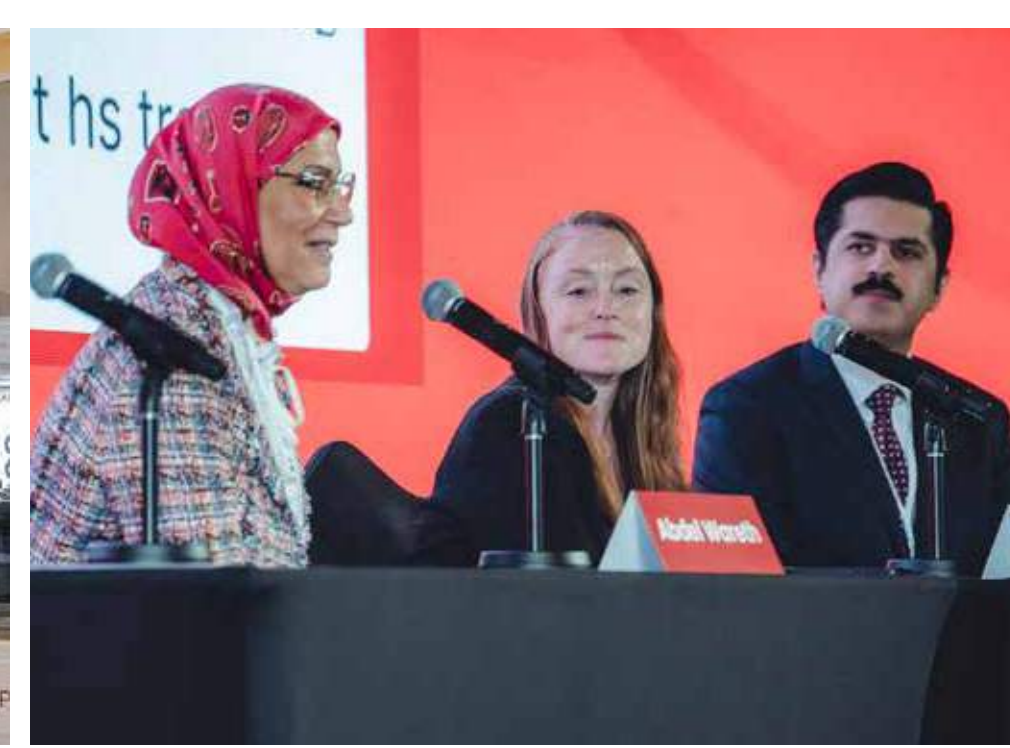
Thought-provoking insights by leading experts and success-makers

12 continuing
education
credits

25 speakers

6 panel discussions





Experience the Show



SOLD OUT

Exhibitors and Sponsors

92%

of exhibitors are likely to return in 2023

91%

of exhibitors said the event will make a positive impact to their business



A wide-reaching marketing and PR campaign

1.7 million

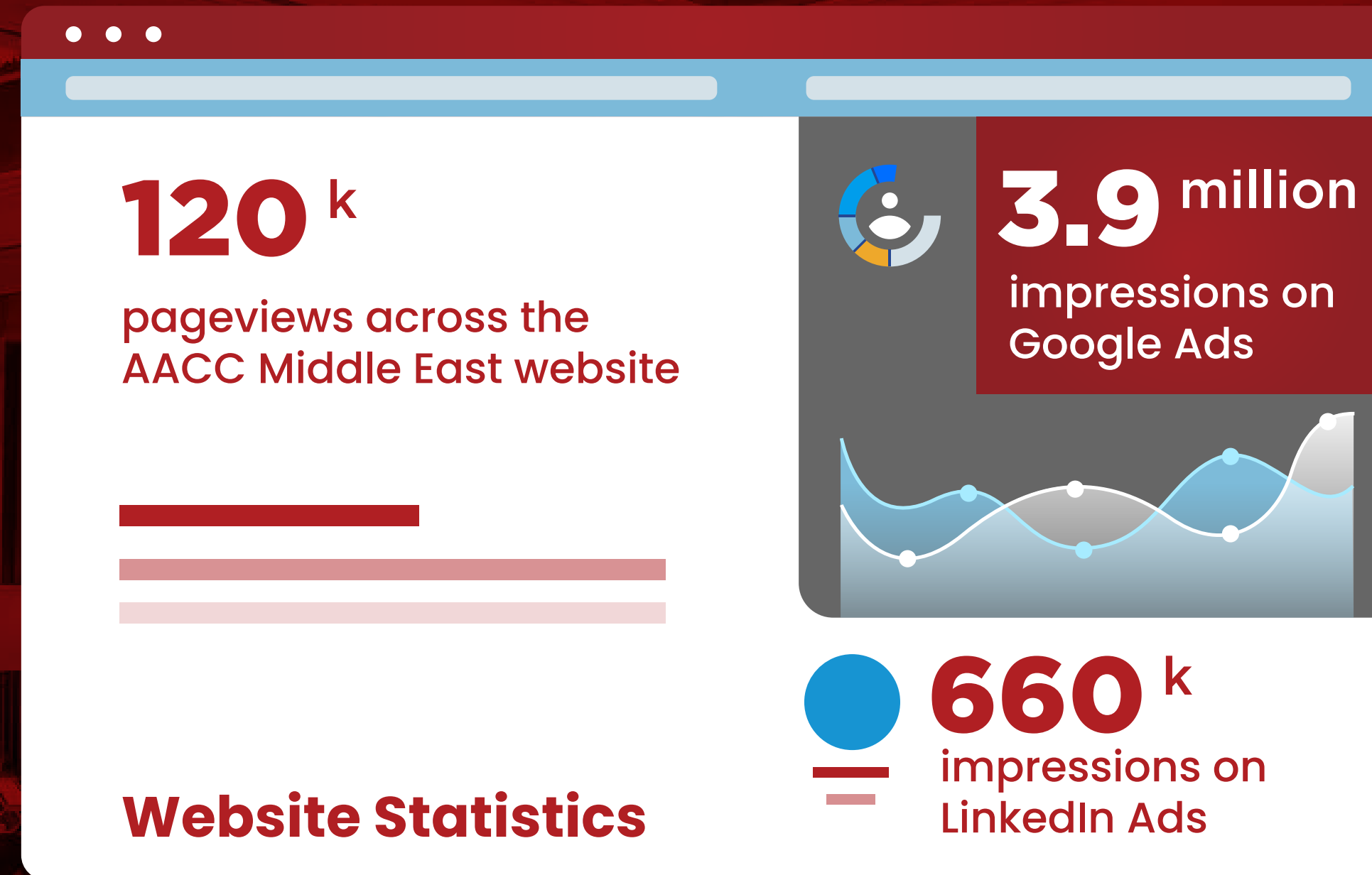
Emails sent to healthcare professionals globally

836

followers on the AACC Middle East page on LinkedIn (and growing daily)

6.3^k

followers on the AACC Middle East page on Facebook (and growing daily)



25

media and association partners

497^k

professionals reached through content shared by media and association partners

PR Campaign

141 clippings

\$610,551 total PR ad value

51,897,629 total circulation

\$1,831,653 grand total PR Value

A wide-reaching marketing and PR campaign

The World Newswire
The latest news on global issues

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Life Diagnostics and the AACC are gearing up for the fifth round of the AACC Middle East Conference and Exposition

DUBAI, UNITED ARAB EMIRATES, October 3, 2023 /EINPresswire.com/ -- Following the unprecedented success of the previous year, Life Diagnostics and the American Association for Clinical Chemistry are poised to embark on the AACC Middle East fifth edition on October 7th and 8th 2023 at the Grand Hyatt Hotel in Dubai. The conference will feature an expansive scientific program meticulously curated by experts from the American Association for Clinical Chemistry and the Middle East region. The agenda of the conference will address several vital topics during interactive sessions and workshops aimed at revolutionizing the world of clinical laboratory services. Participants will have the opportunity to benefit from six main scientific tracks. A group of prominent experts and academics in the fields of medicine, medical analysis, and related sectors will participate in the event, where they will highlight the latest



MIDDLE EAST NEWS JOURNAL "THINK GLOBALLY, READ LOCALLY"

Life Diagnostics and the AACC are gearing up for the fifth round of the AACC Middle East Conference and Exposition | Middle East News Journal

Questions? +1 (202) 335-9303 | Contact

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SAUDI ARABIA HEALTH NEWS "THINK GLOBALLY, READ LOCALLY"

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Al-Khaleej newspaper

The American Society for Clinical Chemistry conference discusses solutions to laboratory challenges

Publication date: 7th, October 2023 GMT

[in](#) [g+](#) [t](#) [f](#) [p](#)



The activities of the fifth session of the "American Society for Clinical Chemistry Middle East Conference" began on Saturday in Dubai, which was held under the auspices of the Dubai Health Authority and organized by Life Diagnostics Laboratories and the American Association for Clinical Chemistry (AACC). It lasts for two days at the Grand Hyatt Hotel, with the participation of 1,800 experts. He is a doctor, specialist and technician in .medicine and medical analysis from various countries of the world


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10 توصيات في ختام «الكيمياء السريرية»


01:54 أكتوبر 2023



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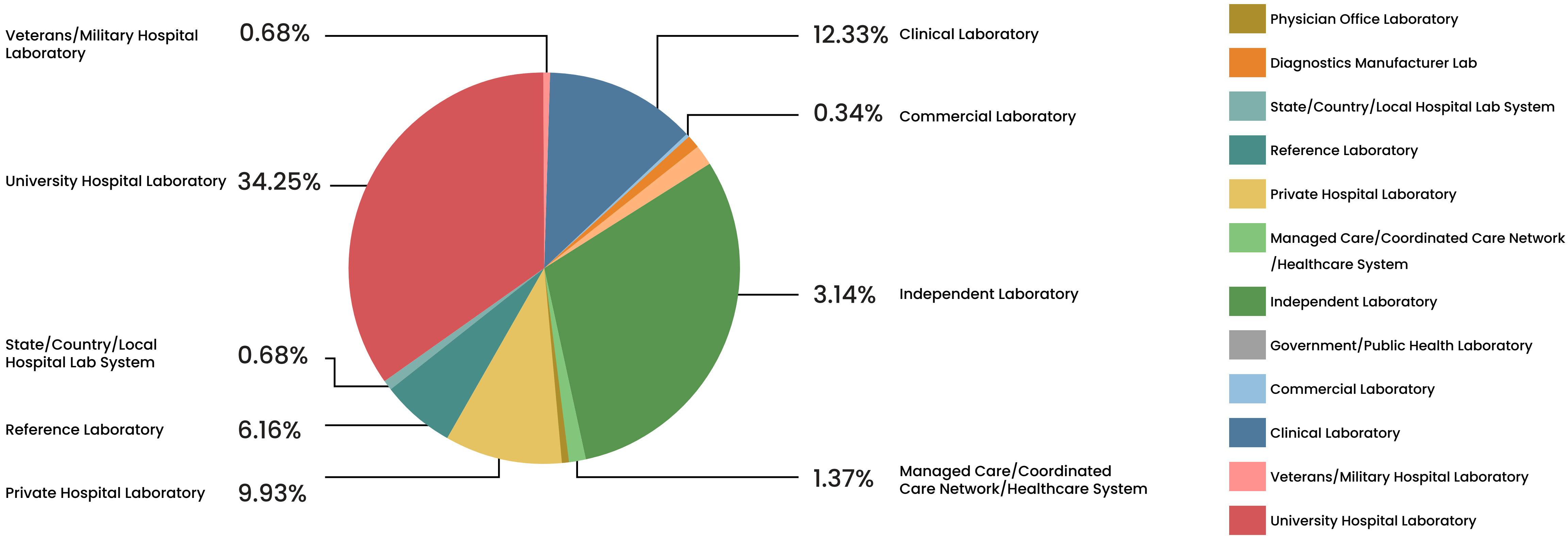
ACC Conference discusses latest laboratory medicine and diagnostic innovations

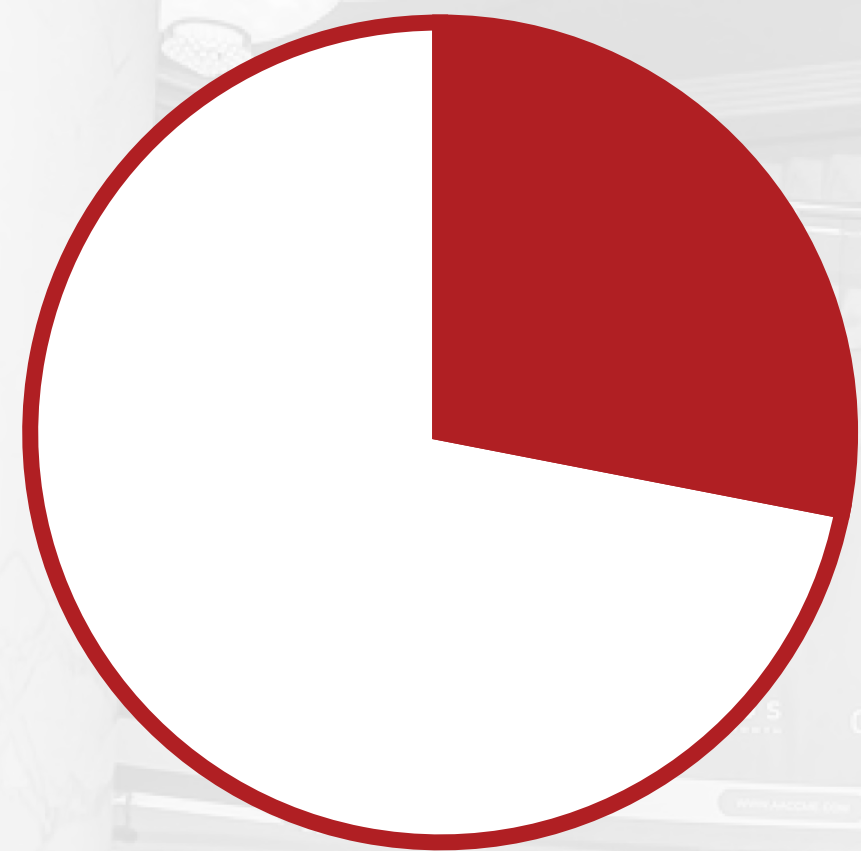
DUBAI, 8th October, 2023 (Oman) -- A two-day conference on laboratory medicine that will discuss various topics and workshops kicked off on Saturday at the Grand Hyatt in Dubai.

Organized by Abu Dhabi-based Life Diagnostics, in partnership with the Association for Diagnostic and Laboratory Medicine (formerly AACC), and under the patronage of Dubai Health Authority, the 2023 AACC Middle East event showcased the latest in laboratory medicine and diagnostic



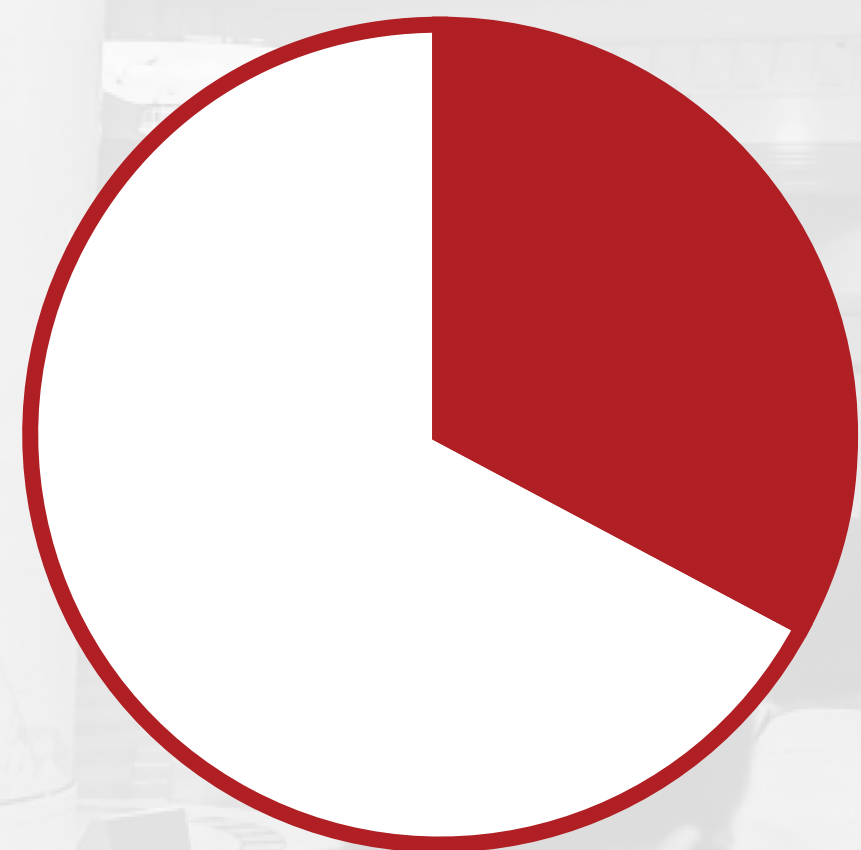
30% of our audience are CEOs, Directors, and Sr. Managers





39%

39% are directly responsible for this role and 10% are the final decision-makers



49%

49% of attendees are involved in the product evaluation and acquisition process for their facilities

40% of attendees work in Hospitals, Health Systems, and Health Clinics



40%

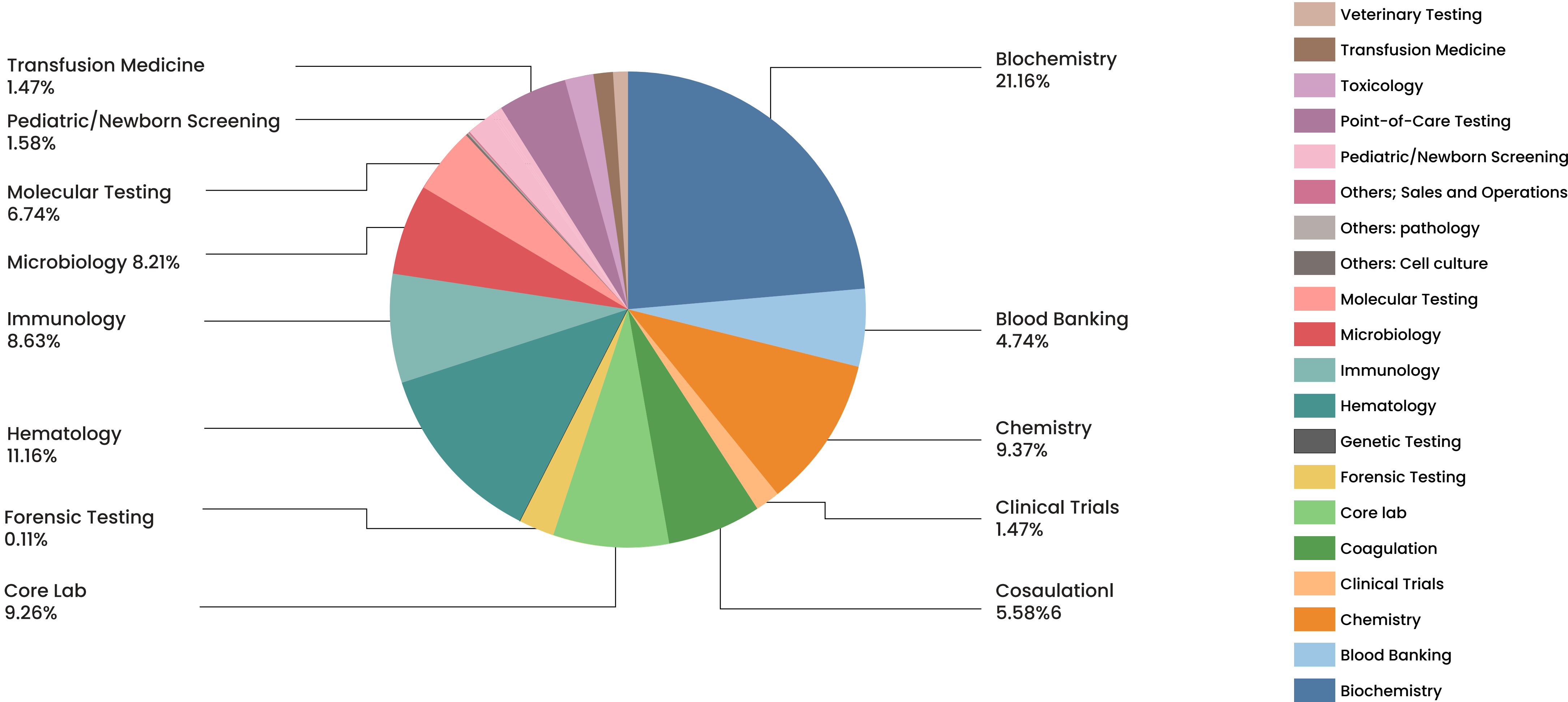
Hospitals, Health Systems,
and Health Clinics

20% of attendees work in a private lab setting



20%

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2023 Sponsors & Exhibitors

Conference Partners



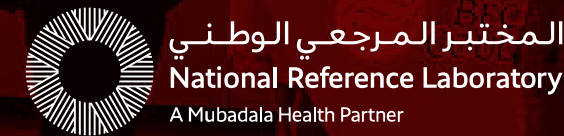
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