



IFMTM

11th المؤتمر والمعرض الدولي لطب العائلة
International Family Medicine
Conference & Exhibition

THE GATEWAY TO EXCELLENCE IN HEALTHCARE

29 - 31 October, 2024
Dubai World Trade Centre

SALES BROCHURE AND POST SHOW REPORT

ifm.ae



SCIENTIFIC CHAIR MESSAGE

Dear Participants and Sponsors,

On behalf of IFM scientific committee and organizers, I would like to thank you all for attending and supporting IFM to achieve the success we saw in 2023 edition. The Committee was delighted to have you all with us in person during the event and hope you have left with good learning experiences.

In 2023 edition, we had an overwhelming response from our attendees, who were very satisfied with the scientific sessions delivered by leading experts of the industry. We are happy to announce that the 11th edition of IFM 2024 will be held at DWTC, Dubai from 29 - 31 October 2024.

Primary Healthcare has always been the frontline of the Healthcare system, it is the core of the healthcare sector that is fast developing and expanding. A primary care professional always aims towards providing patient-centered, evidence-based care for patients advocating for them in all health-related matters; including the appropriate use of specialists, health services, and community resources. The rise of technology involvements has made an ultimate impact on the way we treat patients and develop new cures – from robotics, artificial intelligence to virtual reality and connected devices. Healthcare is on its way to achieve new horizons in its approach towards Primary Care Treatments.

IFM Scientific Committee is happy to hear from our peers & community from Family Medicine about, IFM now been acknowledged as one of the UAE's Premier Scientific gatherings attended by all major Medical and Healthcare Key Opinion Leaders across GCC region. For past 10 editions, IFM has been instrumental in creating & offering knowledge-based platforms, sharing the best of Scientific and Medical Updates. At IFM, the committee aims to bring to our attendees these new developments to update you all with the changes in the industry of Primary Health Care.

IFM 2024 will feature an exclusive conference & exhibition for Primary Healthcare, which will feature new & existing treatment mechanism, advance healthcare services in the digital world and other innovative technologies that assist the healthcare system for the best of patient outcome.

The IFM EXPO 2024 will turn out to be an enhanced experience for our attendees seeing the latest products and technologies in display supported with scientific sessions covering Chronic & Non- Chronic Disease from a Primary Healthcare perspective, new healthcare management concepts, awareness in health prevention and promotion and other related healthcare issues.

We wish to see you all in our next edition.

A handwritten signature in black ink, appearing to read 'Ibtesam', with a long horizontal flourish extending to the right.

Dr. Ibtesam Al Bastaki.
Chairperson,
Scientific Committee
IFM 2024

SCIENTIFIC COMMITTEE MEMBERS



Dr. Ibtesam Al Bastaki
Scientific Committee Chairperson



Dr. Mohamed Farghaly
Conference General Secretary- Head of
Insurance Medical Regulation DHA, UAE



Dr. Fatma Al Attar
Director, International Health
Regulations office, Health Centers &
clinics sector, MOHAP, UAE



Dr. Mohamed Al Shareef
General Director of Security Forces
Hospital – Makkah City, KSA



Dr. Afaf Sayed Gaffar
Head of training & development
centre, MOH, UAE



Dr. Zemer (Semer) Wang
Family Medicine
Medical Director, Aviv-Clinics, Dubai



Dr. Buthaina Bin Belaila
Head of Non-communicable Disease and Mental Health,
Ministry of Health and Prevention, UAE

FACTS & FIGURES 2023



1500+
Attendees

36
Lectures



50
Speakers

90
Poster Presentations

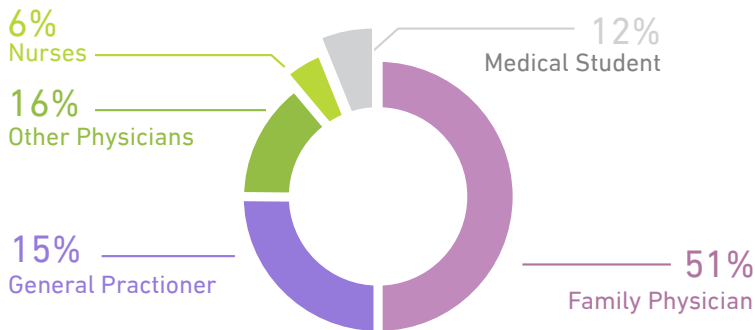


13
Sessions

19.5
DHA CME Hours



Who attended IFM 2023



Attendees Main Interest to Participate

80%

Meet with the healthcare stakeholders in the exhibition

85%

See industry players in one place

83%

Network with others in the industry

89%

Require New Scientific and Medical Updates



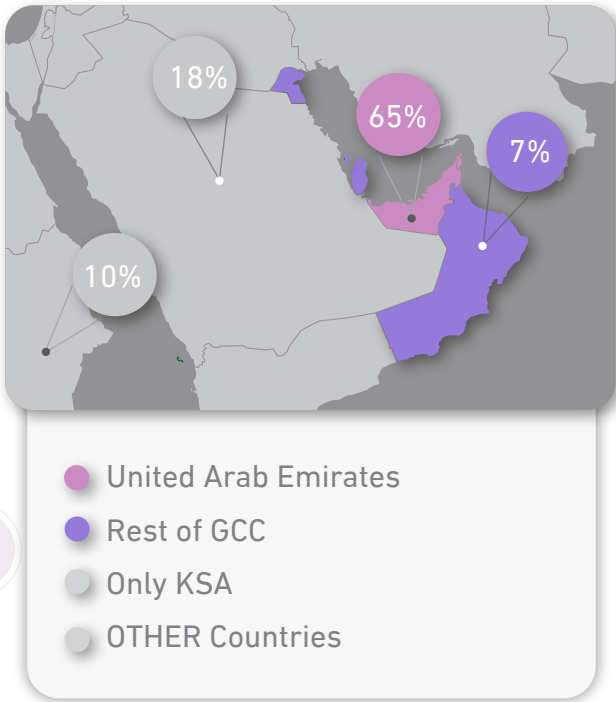
“Being here at the IFM Conference was a great opportunity for us to connect with various HCPs across UAE and some good physicians visiting Dubai from other countries. This was our third time to be at IFM we are looking forward to participate at the upcoming edition as well.”

Nikhath Sultan,
Brand Lead, City Pharmacy LLC

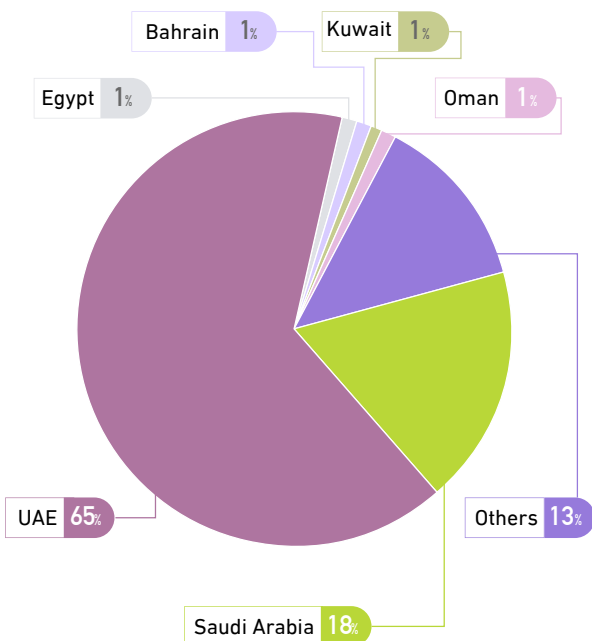


Geographical Breakdown of the Conference Delegates

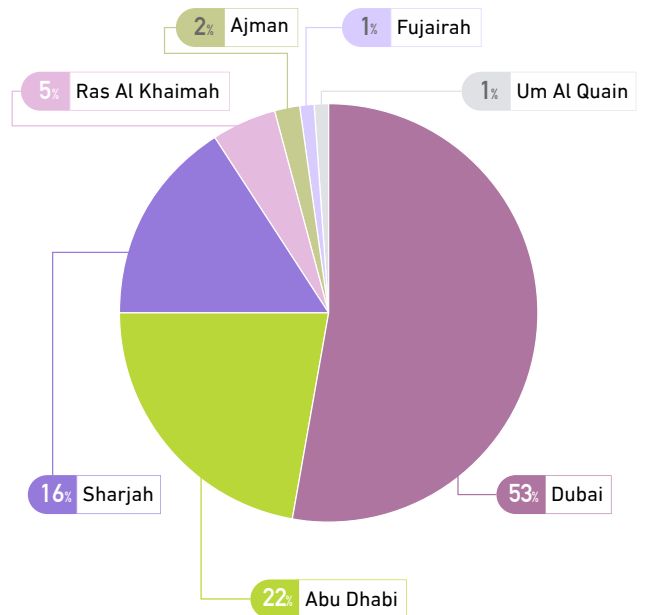
Participating Countries at IFM



Geographical Origin



United Arab of Emirates



IFM 2023 HIGHLIGHTS

Key topics covered:

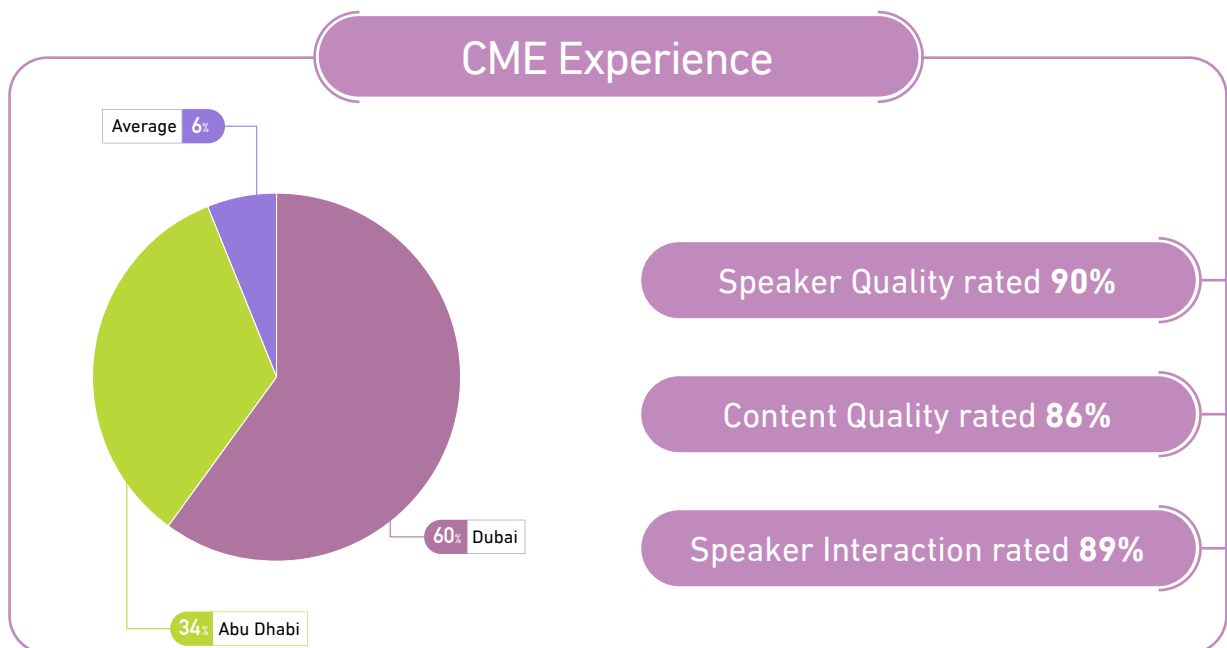
- Transforming Healthcare: AI, Education, and Patient-Centered Reforms
- Beyond Pills and Prescriptions: A Patient's Triumph in Behaviour- Driven Health Transformation
- The Bigger Picture: Early Control Matters How Oral Semaglutide can make a Difference In T2D Management
- How to Combat Obesity as a Disease
- The Future of Family Medicine in GCC
- Adult Immunization & Management of Chronic Mental Disorders
- Current Updates in Mental Health Disorders
- Latest Technology in Diabetes Management
- Advanced New Healthcare Technology and Transformation
- New Management for the Chronic NCDs
- Power of Family Medicine
- The Future of Healthcare Wellbeing - Public Health

“We were very delighted to show our commitment towards our education to our HCP's. Sanofi, as a leader within the vaccine domain, we were happy to introduce our new molecule for Elderly Population. We look forward to upcoming edition of IFM 2024.”

Saly Youssef,
Medical Lead Influenza Vaccines, Greater Gulf at Sanofi.

Quality of CME Program at IFM 2023

IFM 2023 Conference agenda addressed key issues and most updated medical insights with the attendees. Surveys were conducted to rate the quality of Conference Program, Speaker Presentation and overall CME Experience.



Delegate Participation Quotient

IFM 2023 was delivered very successfully offering great CME and Networking experience for the Attendees who also showed keen interest to join us at IFM 2024.

88% of Delegates Satisfied with Overall IFM 2023

90% of Delegates will Attend IFM 2024

60% will recommend their colleagues and friends to participate for IFM 2024

IFM has seen a big leap of attendees from across GCC and UAE during this edition of IFM 2023

IFM 2023 EXHIBITION HIGHLIGHTS

The Exhibition has always been the highlight for the Sponsors and Partner to showcase their latest products and services. IFM offered participation opportunity for Digital Healthcare Start ups to showcase at exhibition.

72% of Sponsors & Exhibitors participated more than 3 times

Sponsors and Exhibitors Representation

58% Manufacturers / Distributors of Pharmaceutical Products

25% Manufacturers / Distributors of OTC and Healthy Lifestyle Products

17% Manufacturers of Medical Devices, Health-tech and Health Monitoring Products



IFM FOCUSES ON

45%

Family Medicine Practitioners

50%

General practitioners

5%

Allied healthcare professionals

ROI DELIVERED FOR SPONSORS

85% Connected with New HCP's in their Leads generation efforts

80% New product launches displayed at IFM 2023

71% Interacted with their Old Customers and Associates

80% of clients used IFM to create stronger Market presence

60% New product launches displayed at IFM 2023

WHY PARTNER WITH IFM?

Meet and network with over 2,500+ healthcare professionals from the region

Penetrate new territories and expand your brand regional presence.

Strengthen your brand awareness to the largest gathering of GPs and Family Physicians in the GCC.

Generate new businesses and meet with new potential partners

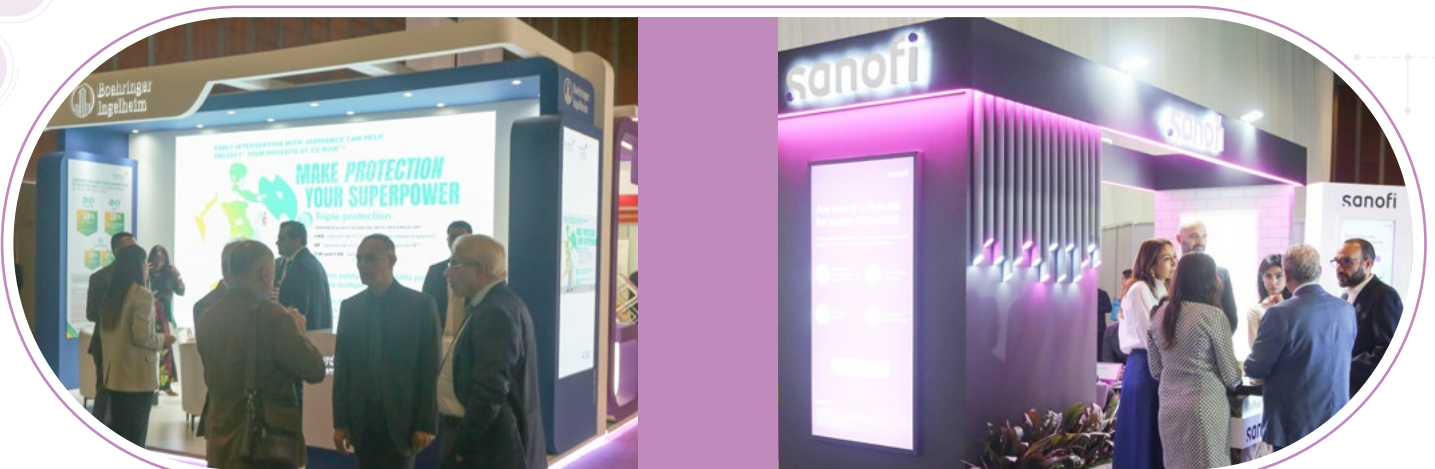
Be part of a unique leading business event for the Primary Healthcare Community.

Involve and witness the new scientific trends and challenges in the primary healthcare segment.

Launch and showcase latest products & services.

“This was not our first time at IFM, we frequently participate as we know the value of this congress, getting to meet healthcare professionals directly and connect to promote our latest updates for them. We would continue to support this congress and look forward to more planned participation.”

Mohanad Abou Haouli,
Product Manager at Boehringer Ingelheim



IFM 2024 EXHIBITION

IFM 2024 will showcase the latest products and technologies from leading Pharmaceuticals and Healthcare companies/ sector from UAE and across GCC region. Plan your participation today at this premier gathering of Primary Healthcare Professionals.

Who Exhibits?

Leading companies providing products and services in:

- Prevention & Screening
- Pharmaceuticals
- Women's Health
- Men's health
- Paediatric & Adolescent Health
- Alternative & Complementary Health
- Health Risk Assessment
- General Healthcare (Clinics, healthcare centres)
- Home Care, Home Nursing, Orthopaedic aids
- Rehabilitation / Mobility
- Community Based Residencies/Hospitals
- Urgent & Emergency Care
- Financial & Insurance Services
- AI and Telehealth
- Healthcare products (Nutrition & Supplements, Personal Care, Baby products, Hygiene)



Who Visits?

Organizations

- Hospitals/ Clinics / Independent practices
- Pharmacies
- Distributors
- Government Health Authority - MOH/DHA
- Trade Association
- Universities and Educational Institutions

Profiles

- GPs / Family Medicine Practitioners
- Allied Health Services Professionals
- Procurement-Purchasing: Director-Manager
- CEO – Managing Director
- Sales Director-Manager
- Marketing Director-Manager



MARKETING AND COMMUNICATION OUTREACH

12,500+

Contacts of GP's
Family Medicine Practitioners

6,500+

SMS campaigns sent to key
Decision makers in PHC Industry

24,000+

visitors and

40,000

Views for www.ifm.ae
in a year

3,000+

Followers on our all-major
social media IFM Communities

1,000+

HCP's reached
out by our well Qualified
Tele Marketing team

150+

Focused E-Marketing
Campaigns in a year



PARTNERING WITH IFM

IFM offers an array of Partnering Opportunities for On-site and Digital Outreach which can be customized and designed to focus on achieving your business objectives.

Main Sponsorship Packages

PLATINUM

GOLD

SILVER

BRONZE

Exhibition Booth Stands

RAW SPACE

SHELL SCHEME

Sponsorship Advertising and Marketing Opportunities

CONFERENCE BESTSELLERS

DIGITAL PACKAGES

E CATALOGUE ADVERTISEMENT

E-FLYERS AND MANY MORE



To get your customized Sponsorship Offers connect with our team and get your brand outreach planned.

For more information, write to us at exhibit@ifm.ae

PAST ACKNOWLEDGEMENTS



For Sponsorship and Exhibition enquiries, please contact:

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