



PRECISION MED EXHIBITION & SUMMIT

24-25 MAY 2022 | CONRAD DUBAI

REDEFINING HEALTHCARE IN THE GULF REGION

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The future of medicine is personal, and it's precise

The 21st century is heralding a new era of precision medicine, a fast-growing method of disease treatment and prevention that takes into account data surrounding the genetics, lifestyle and environment of individuals, to more accurately predict which treatment and prevention strategies for a particular disease will work.

Treatments are more effective and the cost of treatment is often lower.

Governments in the Gulf have an urgent need to implement new approaches in tackling emerging healthcare challenges.

PrecisionMed Exhibition & Summit will play a vital role in driving the growth of precision medicine by providing a place for debate, an environment for collaboration, and a platform to showcase the very best technological innovations to healthcare providers, the research community, industry and government.

Precision Medicine firmly on the agenda

The global precision market has doubled in the last five years and experts predict impressive growth to over US\$215 billion by 2028. This growth will be driven in part by countries in the Gulf, where significant R&D investments by governments in the United Arab Emirates, Kingdom of Saudi Arabia and Qatar, where the growth of precision medicine has been put firmly on national agendas.

The UAE has set up the Centre for Arab Genomic Studies. Other initiatives include a genomics research programme established by the King Faisal Specialist Hospital and Research Centre in Saudi Arabia and the Qatar Biobank Initiative.

Rapidly growing populations, increased life expectancy, economic growth and changes in lifestyle have left a massive healthcare burden for the region. GCC countries rank among the highest in the world on risk factors related to lifestyle ailments such as diabetes, cardiovascular conditions and obesity, with cancer also increasingly prevalent across the Middle East.

The region needs to work smarter to meet the future medical needs of its population. Precision Medicine provides a way to do just that.

A Targeted Event and Advertisement Campaign for Precision Healthcare in the Gulf Region.

Through our connected series of online and print publications, exhibitors/sponsors are guaranteed nine months of market visibility in run up to and after PrecisionMed Exhibition. Take advantage of an ROI package tailored to our times and adding unparalleled value to your marketing spend.

Dubai: Gateway to the Gulf

- The rapid development of the healthcare sector over the last decade, driven by government and private funding, has certainly put the UAE's healthcare provision on the global map.
- The World Bank projects that the UAE's population will grow from 9.4 million people in 2017 to almost 11.1 million by 2030, with those residents aged 65+ expected to comprise a growing proportion of the population.
- In 2018, the UAE government contributed 66% of the country's total healthcare spending of USD 15 billion. Going forward the private sector is expected to witness stronger growth and set to grow at a CAGR of 9.5% from 2018 to 2022 supported by increased PPP and the continued privatization of hospitals and mandatory health insurance.
- Home to the world's largest medical free zone, Dubai Healthcare City boasts 160 clinical partners, multiple medical universities and best-in-class hospitals, clinics and diagnostic laboratories.
- The UAE is one of the world's fastest growing medical tourism hubs, with total health expenditure allocation jumping from the current \$23 billion to \$28 billion by 2021.
- A global leader in innovation as a hyper-connected pro-business hub between the East & the West, Dubai provides unrivalled access to the world's largest economies, and delivers an efficient, secure and future forward business ecosystem for accelerated growth

At PrecisionMed Exhibition & Summit you will find:



The B2B expo

will showcase hundreds of medical innovations in therapies and treatments



Keynote addresses

featuring renowned thought leaders in the field of future healthcare



The conference

will deliver cutting-edge content on the evolving world of precision medicine



A wide range of parallel workshops

and side-events run by event partners and sponsors

Why exhibit at PrecisionMed Exhibition & Summit?

This major regional B2B and end user trade fair will connect you with the biggest buyers and reseller/distributor networks in the Gulf region. You will be positioned to expand and tap into a vast and exciting marketplace with a stated commitment to development of health and welfare facilities and the finances to support this ambition.

Exhibitors in medical devices, bio & pharma, provision of overseas treatments, diagnoses and ongoing treatment or any other area of technology/service in precision treatment you must be in Dubai in 2022.

Visitors: meet and engage meaningfully, and do business with purchasing officers and public influencers from all across the UAE, Saudi Arabia and the surrounding region; all of them are at **PrecisionMed Exhibition & Summit** to meet and do business with companies just like yours.



PrecisionMed Conference Highlights

STEERING COMMITTEE



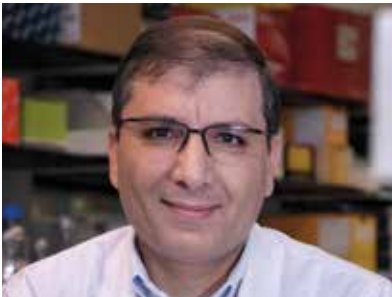
Robert Green

Robert C. Green, MD, MPH is a medical geneticist and physician scientist who directs the G2P Research Program in translational genomics and health outcomes in the Division of Genetics at Brigham and Women's Hospital and Harvard Medical School. Dr. Green is also principal investigator of the NIH-funded REVEAL Study.



Edward Abrahams, Ph.D.

Edward Abrahams is the president of the Personalized Medicine Coalition (PMC). Representing innovators, scientists, patients, providers and payers, PMC promotes the understanding and adoption of personalized medicine concepts, services and products to benefit patients and the health system. It has grown from its original 18 founding members in 2004 to more than 225 today.



Dr. Lotfi Chouchane

Dr. Lotfi Chouchane is professor in the departments of genetic medicine, and microbiology and immunology of Weill Cornell Medicine since 2005. Dr. Chouchane received his Ph.D. in immunology and his current research interests include functional genomics and immunology of cancer and metabolic diseases.



Brian Meyer

Dr. Brian Meyer is currently Chairman of the Clinical Genomics Department, Centre for Genomic Medicine, King Faisal Specialist Hospital and Research Centre (KFSHRC). He undertook his undergraduate and postgraduate studies at the University of Western Australia. He has worked at KFSHRC for 25 years studying primarily the genetic basis of recessive Mendelian diseases and has authored more than 150 related articles in peer reviewed journals.



Mahmoud Taleb Al Ali

Dr. Mahmoud Taleb Al Ali is a Consultant Geneticist, and holds the position of the Director of the Centre for Arab Genomic Studies and as the Secretary General of H.H. Sheikh Sultan Bin Khalifa Al Nahyan Humanitarian and Scientific Foundation. Dr. Al Ali also teaches at the Faculty of Medicine and Health Sciences, UAE University as an Adjunct Professor in the Department of Biochemistry since 2001.

SOME OF OUR SPEAKERS



Dr. Luca Quagliata

Vice President and Global Head of Medical Affairs for the Clinical Oncology Division, Life Sciences Solutions Business Unit, ThermoFisher Scientific



Dr. Hinda Daggag, Ph.D.

Corporate Head of Genetic Projects, SEHA



Fowzan S Alkuraya

Professor of Human Genetics at Alfaisal University; Chairman of the Department of Translational Genomics, King Faisal Specialist Hospital and Research Center



Dr. Ahmad Abou Tayoun

Director, Genomics Center at Al Jalila Children's; Associate Professor of Genetics, Mohammed Bin Rashid University of Medicine and Health Sciences



Dr. Ayman El-Hattab, MD, FAAP, FACMG

Consultant & Scientific Advisory Board member for Middle East, Igenomix



Dr. Francesco Marincola, MD

Senior Vice President and Global Head of Cell Therapy Research, Kite, a Gilead Company



Khawla Al-Kuraya

Leading Saudi Physician and Cancer Specialist; Professor of Pathology and directs the King Fahad National Center for Children's Cancer and Research



Dr. Khalid Fakhro

Chief Research Officer, Sidra Medicine



Howard Jacob, Ph.D.

Vice President and Head of Genomic Research, AbbVie

SOME OF OUR SPEAKERS



Dr. M. Walid Qoronfleh

Director of Healthcare Research and Policy, World Innovation Summit for Health (WISH).



Matt Might, Ph.D.

Professor of Internal Medicine and Computer Science; Hugh Kaul Endowed Chair in Personalized Medicine; Director, Hugh Kaul Precision Medicine Institute



Dr. Lova Satyanarayana Matsa

Diagnostic Director (WES, WGS). Igenomix



Dr. Richard O Kennedy, B.Sc., Ph.D., C. Biol., FRSB., F.I.Biol.I., Dip. F.S., Dip. C.S., Dip. Computing, MRIA

Vice-President for Research, Hamad Bin Khalifa University; and Vice-President for Research, Development and Innovation (RDI), Qatar Foundation



Satchin Panda

Professor at Salk Institute for Biological Studies



Dmitri Ossipov

Head of Sales EMEA, CeGaT GmbH



Dietrich Stephan, Ph.D.

CEO, NeuBase Therapeutics



Aaron Han, MD, PhD, FCAP

Consultant, Pathology, COVID Lab, Infection Control, King's College Hospital London - UAE

Conference Schedule | Day 1



9:30 - 8:30am	Registration
10:00 - 9:30am	Welcome remarks - David Stradling & Nigel Russell
9:55 - 9:35am	Welcome Remarks - Special Guest from GCC
10:40 - 10:00am	Keynote
11:30 - 10:45am	Genomic Profiling of Oncology Therapeutics
12 - 11:30 noon	Break
12:45 - 12:00pm	Bringing the Promise of Precision Oncology to Life
1:10 - 12:45pm	Precision20 -
2:10 - 1:10pm	Lunch
3:00 - 2:10pm	AI and Machine Learning Applications in Precision Oncology
3:40 - 3:00pm	Companion Diagnostics in Precision Medicine
4:00 - 3:40pm	Coffee break
4:50 - 4:00pm	Technology Spotlight - hear from companies who are at the leading edge of Precision Medicine
5:00 - 4:30pm	PGx
5:45 - 5:05pm	COVID 19 - The Role of Technology and Research during the pandemic
5:50 - 5:45pm	Day One Wrap Up

*All times are in GST. This programme is provisional and subject to change at the organiser's discretion.

Conference Schedule | Day 2



7:30 - 8:25am	Registration
8:25 - 8:30am	Day Two Introduction
8:30 - 9:00am	Genetics in Pediatric Care
9:45 - 9:00am	Keynote - Rare Disease
10:40 - 9:50am	Population Screening in Rare Disease
11:30 - 10:45am	Is Precision Medicine the Answer to Rare Disease Treatment?
12 - 11:30 noon	Break
12:45 - 12:00pm	Collaboration The Key to Success - Efforts in Rare Disease
1:10 - 12:45pm	How The Next Generation Can Embrace and Expand Precision Medicine
2:10 - 1:10pm	Lunch
3:00 - 2:10pm	Precision Life Style Medicine
3:40 - 3:00pm	Cardiovascular & Diabetes - The Challenge for PM in the Middle East
4:00 - 3:40pm	Coffee break
4:50 - 4:00pm	Technology Spotlight - hear from companies who are at the leading edge of Precision Medicine
5:00 - 4:30pm	Overview - The Future of Precision Medicine in the Gulf

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GET INVOLVED TODAY

EXHIBIT

To showcase your solutions to thousands of healthcare professionals and government buyers. Establish and expand on your company's business through end user engagement. Extend reseller/distributor networks. Meet investors and other stakeholders.

SPEAK

To share your expertise and position yourself as an expert in this field in the Gulf region.

SPONSOR

To increase your visibility amongst top buyers and investment professionals.

ATTEND

To learn about the very latest techniques and next-generation innovations in the field of precision medicine.

To book your stand today contact:

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www.precisionmedexpo.com