

Dubai Derma[®]

Skin Health is our Concern

Shaping the Future of
Dermatology & Aesthetics

POST
SHOW
REPORT
2023



Dubai Derma 2023 Generated **Over AED2.2 Bn** in Direct and Indirect Deals

The 22nd edition of the Dubai World Dermatology and Laser Conference and Exhibition - Dubai Derma 2023, concluded, generating a record-breaking amount of direct and indirect business deals valued at over **AED 2.2 billion**.

The event attracted more than **24,000 visitors and participants** from **114 countries**, making it the largest edition to date. This highlights Dubai's position as a leading international city for major industries to connect, network, and explore partnerships, and underscores the UAE's position as an important front runner in the global medical and scientific sector.



TOP 10 EXHIBITING COUNTRIES



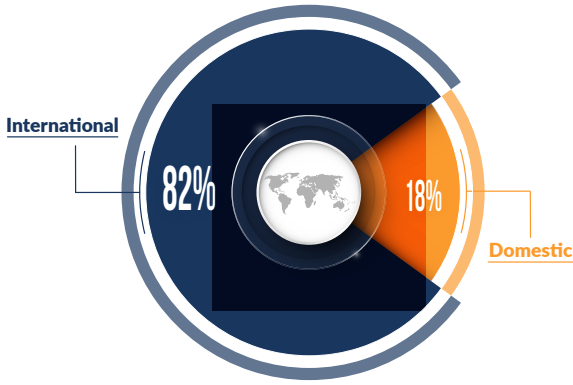
"We are specialized in regenerative medicine for cosmetics, OTC, and drugs. We have participated in Dubai Derma for almost 10 years now and the excitement this year was great. There were many doctors from Dubai and all over the world, not just in the region. We are excited to be back and hope to continue our participation next year. Each year we continue to grow here, and we meet new people, and I think there are lots of opportunities."

Brittany Lynn
Director, LC Cell - USA



Dubai Derma 2023 exhibition showcased several products, machines, and equipment for Aesthetics (BTX, Fillers, Injectables, Implants, etc.), Anti-Aging, Body Contouring, Dermatology, Laser Treatments, Surgical, Skin Rejuvenation, Wellness, and new products launches. More than **1,440 international brands** were showcased from **480 companies**. Overall space of the event spanned across **30,000 square meters** through all its exhibition and conference halls.

EXHIBITORS BREAKDOWN BY REGION



TOP 10 VISITING COUNTRIES



"We are always so excited to participate in Dubai Derma. It was our 10th year, and we were very happy to represent our products to many interested buyers and customers. We hope to participate next year and meet all of you again."

Uktam Kilichov

Overseas Business Dept./ Account Manager, Ultra V- South Korea

Exhibitor's Engagement and Experience

92% of exhibitors were very satisfied with their participation and outcomes at Dubai Derma 2023.

88% of exhibitors believed that their participation delivered better ROI than other events.

85% of exhibitors already confirmed their participation for Dubai Derma 2024.

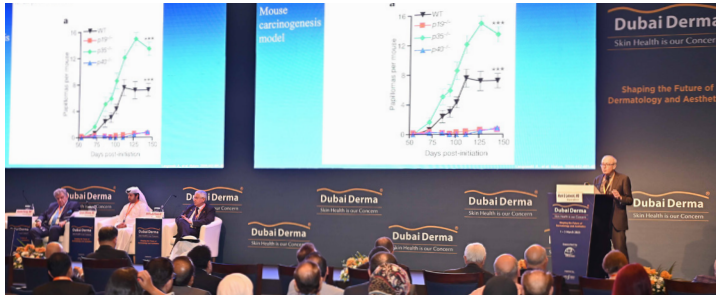


"We were at Dubai Derma to expand our network. It was a very good opportunity for us to expand globally, we have met new people from Middle East, India, and Asia."

Melanit Gutvel

Head of Marketing, Bioscience GmbH - Germany

Dubai Derma 2023, the largest scientific dermatology event in the Middle East, Africa, and the Indian Subcontinent region, gathered prominent specialists and experts in the dermatology and cosmetics sector, industry leaders, and key decision-makers from the region and across the world.

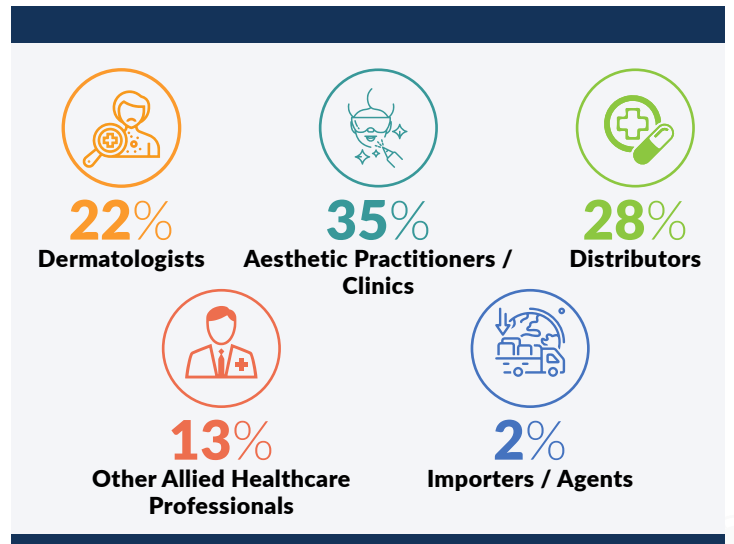
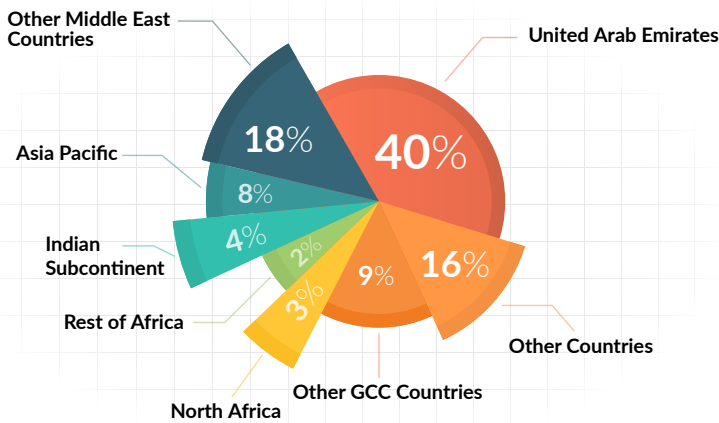


"First of all, the level of practice in Dubai was superb and I learned a lot from my colleagues and speakers here. Anyone who comes to Dubai Derma will learn a lot and it will help them in their practice right away."

Mark G Lebwohl MD

Professor of Dermatology & Dean of the Clinical Therapeutics in the Department of Dermatology Icahn School of Medicine at Mount Sinai - USA

ATTENDEES BREAKDOWN BY REGION



"Overall the congress was very interesting. The exhibitors were unique in the world of dermatology because there were a lot of manufacturers and distributors that were specially focused in the field of cosmetics skin, aesthetics and skin diseases. Moreover, the organization was wonderful and the team was fantastic."



Giovanni Pellacani MD

Chairman of Dermatology Department University of Rome, La Sapienza - Italy

KEY HIGHLIGHTS OF THE SIX DAYS SCIENTIFIC & EDUCATIONAL ACTIVITIES

PRE-CONFERENCE COURSE ON DERMATOLOGY & DERMATOPATHOLOGY

26th February – 1st March 2023

The 4-day specialized course on dermatology and dermatopathology presented a broad over-view of several common skin diseases and hair disorders, and with comprehensive sessions focused on the diagnosis, pathology, and treatments shared by 18 renowned international and regional clinicians in the field. The updates and latest scientific developments in the treatment of many serious and difficult clinical dermatology cases were also highlighted.

24 CME Hours

AADA FELLOWSHIP COURSE ON DERMATOLOGY, AESTHETICS & LASER

28th February – 3rd March 2023

The Arab Academy of Dermatology and Aesthetics (AADA), the largest, most influential, and representative dermatology group in the Arab region, put on a complete AADA Fellowship Course Program on Dermatology, Aesthetics & Laser. The program comprised of basic suturing techniques, advanced and specialized cosmetic procedures to enhance practical skills and provide new techniques in Aesthetic and Laser procedures.

**6 CME Hours
Basic Course**

**18 CME Hours
Advanced Course**



"I am very happy and very glad, and indeed extremely honored that Dubai Derma invited me to come and present at the Pre-Conference course as well as to speak at the conference. There are very few things that give me more pleasure and more honor than to come to a country like UAE and to come to a meeting like Dubai Derma and speak because educating young minds and not so young minds, and not even educating them, but just spreading my message and sharing with them my experiences, I think is one of the most important things of my life. Dubai Derma is an institution, a place where, where people every year can look upon to come, to learn, to share, and to grow".

A. Razzaque Ahmed MD

Professor of Dermatology, Tufts University School of Medicine & Center for Blistering Diseases - USA



"Every year I participate in this lovely event of Dubai Derma. In the Pre-Conference Course, I shared our clinical cases and experiences at Cairo University. In the presentation, I showed a very big range of clinical cases, and they're all prepared, by our team at Cairo University from clinicians to professors to laboratory work, to the histopathology team, and the outcome of the rare cases. It was a big honor for me to participate in this event and to share our experiences with our colleagues here in Dubai".

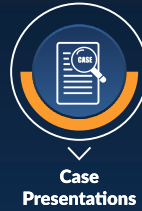
Hazem Seif El Nasr MD

Professor of Dermatology, Cairo University - Egypt

DUBAI DERMA CONFERENCE | 1 – 3 March 2023

The conference program featured the latest breakthroughs, scientific research, and findings in the field of dermatology. Numerous interactive sessions were presented by several dermatology associations and institutions, which contributed a lot to the scientific learning of all delegates. Approximately, **340 international experts** delivered **360 scientific sessions**. Some of the key topics that were addressed at the event included medical, therapeutic, pediatric, surgical, cosmetic dermatology and laser. The clinical case presentations aimed at enhancing and understanding various new procedures and diagnostic approaches.

The Conference Program was Comprised of Important Scientific Tracks:



“Dubai Derma is a fascinating meeting. Particularly for someone like me who has lectured all over the world. We have thousands of people here at Dubai Derma, an incredibly organized meeting. The meeting rooms were packed with attendees. Fascinating individuals with great backgrounds. I learn things and teach them the things as well. The question always comes up of how well-organized some meetings are. I have never seen the great organization that I see at Dubai Derma. What a fantastic meeting.”

David Goldberg MD

Medical Director, Skin Laser & Surgery Specialist,
Schweiger Dermatology Group - USA



“Dubai Derma is considered one of the largest congresses in the world and we have been participating at Dubai Derma since the first edition. We have so many memories, and we will not miss the chance to participate again.”

Haitham Ramzy

Head of the Prescription Unit
Galderma - UAE



CME ACCREDITATION

UAEU

جامعة الإمارات العربية المتحدة
United Arab Emirates University



This program was accredited for 18 CME hours by the Continuing Medical Education/Continuing Professional Development Committee of the Faculty of Medicine and Health Sciences

CLINICAL CASE PRESENTATIONS & COMPETITION

More than **125 clinical case presentations** were pre-selected in the main scientific program, the presenters were given the opportunity to talk about their clinical studies and actively engaged in discussions concerning their topics with the scientific committee and jurors.



POSTER PRESENTATIONS

Around **30+ posters** were presented for the competition.



"I have chosen to come to Dubai Derma because of several reasons. Human beings are the most important, our friends and colleagues were around, the atmosphere was fantastic and the organization was perfect. The dermatologists from the region attend this meeting, so I think it was a great honor to deliver the educational lectures at this meeting."

Jacek C Szepietowski MD

Chair of the Department of Dermatology, Venereology and Allergology Chair of the Department of Dermatology, Venereology, and Allergology - Poland



"This was my first time at Dubai Derma, and I liked it very much. It was a very well-organized stimulating congress, and the interaction during my talks were very nice for me to understand the major interest areas to focus my future research on exactly these aspects."

It was interesting that it covers all fields of dermatology, not only Aesthetics I am a kind of traditional dermatologist treating real diseases and all the real diseases that we are struggling with were covered here. So, if you want to get a very good insight into updated dermatology, you should visit Dubai Derma."

Thomas Dirschka MD

Professor of Dermatology
Centroderm GmbH - Germany

BRAND ACTIVITIES BY INDUSTRY EXPERTS

Demo Room

PRACTICAL WORKSHOPS | 1 - 3 March 2023

Dubai Derma provided an opportunity for hands-on training and key-insights into products that experts are now utilizing to reshape the industry. More than **30 product workshops & demonstrations** were presented alongside the exhibition for three days.



Industry Symposia

INDUSTRY SYMPOSIA | 1 - 2 March 2023

Industry Symposia was a newly launched platform for exhibiting companies to conduct commercial lectures, special training, and workshops focusing on presenting key advancements and developments of their products and innovations. Over **10 industry symposia** were successfully facilitated in a dedicated meeting room.



DERMA BUSINESS Hub

1 - 3 March 2023

The Derma Business Hub facilitated over **636 business meetings** with over **200 participants**. Derma Business Hub assists exhibitors and brands to reach out to key decision-makers, new distributors, hospitals, and clinic owners to secure in advance more productive and efficient meetings.



"Thank you so much for the excellent job of arranging my business meetings smoothly throughout the exhibition and supporting the participants so well. I am so satisfied with the excellent job of the Derma Business Hub Team; I will come back for Dubai Derma 2024."

Mr. Yubin Seo

General Manager Sales & Marketing, DSmedi, Inc.- South Korea

"The event was successful for us; Derma Business Hub program was well organized and beneficial for our business. The organizing team were cooperative and dedicated, and always available to assist us in making sure that meetings were taking place. We look forward to meeting again in the next edition of Dubai Derma."

Mr. Omar Al Jumaili

Executive Director, Al Wasl Aesthetic Clinic - UAE

Dubai Derma Organizing Committee presented the **Dubai Derma 2023 Awards** for the first time to recognize the excellent representation of some participating companies.



Best Booth Design Awarded to DexLevo Inc. - South Korea



Best Booth Activities Awarded to Sesderma SL - Spain



Best Stand Space Optimization Awarded to Dermoaroma - Italy

A GLIMPSE OF DUBAI DERMA NIGHT 2023

The evening was filled with exquisite entertainment and networking opportunities with exhibitors, partners, and speakers of Dubai Derma 2023 from across the globe. The guests enjoyed the exciting array of activities throughout the night, including live performances.



Attendee's Engagement and Experience

89% of attendees were satisfied with the quality of the speakers.

90% of attendees were satisfied with the quality of the presentations.

96% of attendees were satisfied with the scientific content they acquired during the conference sessions.

89% of attendees were very satisfied with their participation and visit to Dubai Derma, this year.

97% of attendees believed that Dubai Derma is a very important event to attend for their business, seeing all industry players, and discovering new products & brands.

90% of attendees confirmed that they will attend Dubai Derma 2024.

Marketing & Promotion



EMAIL CAMPAIGNS

Monthly and weekly e-shots to over **67,000+** dermatology professionals database.



WEBSITE www.dubaiderma.com

Dubai Derma website received **86,344** unique website visitors and **284,326** page views from 2nd March 2022 until 3rd March 2023.



SOCIAL MEDIA

Dubai Derma social media platforms gathered **33,052** fans and followers across Facebook, Instagram, Twitter and LinkedIn.



MOBILE APP

Dubai Derma App was used by most of the attendees to download relevant information before and during the event.



TELEMARKETING

A dedicated team is personally in touch with decision makers from various entities to ensure their participation in Dubai Derma and introduce interesting features for the next edition.



MEDIA PARTNERS

Dubai Derma Event was cross promoted by several dedicated media partners through its magazine / publications and online advertising platforms.



SPECIAL THANKS TO OUR PARTNERS AND SUPPORTERS

Dubai Derma 2023 was held in cooperation with the Pan Arab League of Dermatology, Arab Academy of Dermatology Aesthetics (AADA) and GCC League of Dermatologists.



The event was supported and endorsed by the Georgian Association of Photodermatology and Skin Cancer, Indian Association of Dermatologists, Venereologists and Leprologists (IADVL), Pakistan Association of Dermatologists, and Sri Lanka College of Dermatologists.



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5 - 7 March 2024 DWTC, Dubai - UAE

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