The Dubai Health Authority (DHA) wanted to host a forum that is in line with Dubai's 2016 - 2021 ambitious strategic goals, which focuses on transforming Dubai into the chosen destination for healthcare treatment and tourism. The key challenge was to host a high-level health conference to attract pioneering scientists and renowned global speakers and generate international awareness.

MCI Dubai put its strong capabilities into practice, organising large scale forums including a high-tech expo. The exhibition featured state-of-the-art technology that captivated the delegates’ attention and all production material distributed throughout the event accented creativity. Furthermore, the involvement in developing the scientific content accounted for attracting world-class speakers.

- **1600** delegates
- **+18%** increase in attendance compared to 1st edition
- **40** speakers
- **300K** Twitter impressions