

المؤتمر والمعرض الدولي لإدارة الكوارث والطوارئ
**International Emergency & Catastrophe
Management Conference & Exhibition**



Under the Patronage of H. H. Sheikh Mohamed Bin Rashid Al Maktoum Vice President and Prime Minister of the UAE and Ruler of Dubai, the International Emergency & Catastrophe Management Conference - IECM was inaugurated in conjunction with DIHAD (Dubai International Humanitarian and Development Conference and Exhibition) on 25th March 2014 at the Dubai International Convention and Exhibition Centre by UN Messenger of Peace and Chairperson of the International Humanitarian City, HRH Princess Haya Bint Al Hussein. The event was organised by INDEX® Conferences and Exhibitions Organisation Est. member of INDEX Holding in-conjunction with Dubai Health Authority, Dubai Police, Dubai Corporation for Ambulance Service and Emirates Society of Emergency Medicine.

The 9th Edition of International Emergency & Catastrophe Management Conference (IECM) discussed a wide global view about the current scenarios in Emergency Medicine, Disaster Medicine and EMS in addition to certain workshops held during the three days. Issues related to surgery, trauma in emergency departments, diagnosis of chest and internal bleeding, treatment in emergency rooms, quick decision making and the diagnosis of accident related immediate injuries were discussed during the last day of the conference.

Show Highlights

- **9th edition** of the Annual International Emergency & Catastrophe Management Conference (IECM)
- **30 Government** Institutions, Pharmaceuticals and Private Hospitals
- Representation from **32 countries**
- **2500** visitors and participants
- More than **25** lectures delivering high quality sessions



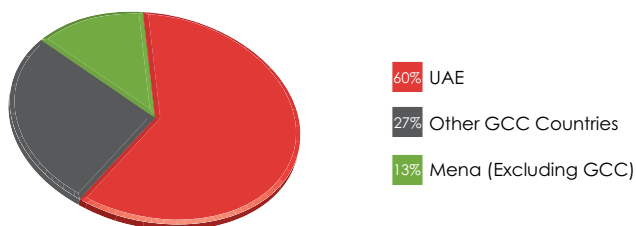


Conference

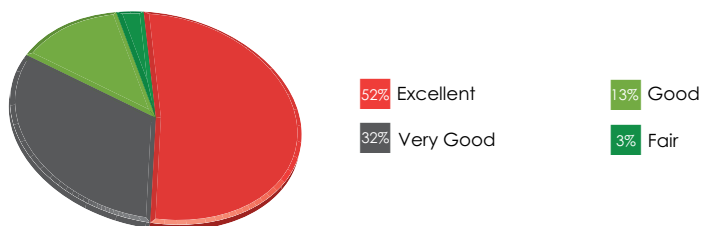
IECM Conferences have proven a high calibre during the past editions in organization as well as delivering sophisticated scientific themes. The conferences included Disaster Management Workshops by Coventry, Disaster Preparedness, Awareness and treatment in GCC and other emergency programs to upgrade the knowledge of the participants.

IECM Conference focuses was on:

Composition of IECM conference participants



The evaluation of scientific program by the participants



Key Note Speakers



Dr. Sattam Alenezi
MD , SBEM, ABEM, JBEM, IEMFDP
Director of Emergency Medicine Departments
Ministry of Health Saudi Arabia



Dr. Yung-Fang Chen
Senior Lecturer in Disaster Management and
Emergency
Planning at Coventry University and Director of
Centre for Disaster Management and Hazards
Research.



Dr. Ali Ardalan
M.D, Ph.D
Associate Prof. and Chair, Disaster & Emergency
Health Academy, Tehran University of Medical
Sciences Temporary Advisor, Eastern Mediterranean
Region of the World Health Organization Visiting
Scientist, Department of Global Health & Population,
Harvard School of Public Health Fellow, Harvard
Humanitarian Initiative, Harvard University



Professor Frank James Branicki
MBBS DM FRCS FRCS (Glasg) FRACS FCSHK FHKAM
FCS(ECSA), FACS
Chair, Department of Surgery
College of Medicine and Health Sciences, UAE
University



Dr. Omar Al Sakaf
Director of Medical & Technical Affairs, Dubai
Corporation for Ambulance Services, Dubai, UAE



Associate Professor Jane Griffiths
Director of Nursing & Chairperson Disaster Committee
Rashid hospital , Dubai Health Authority

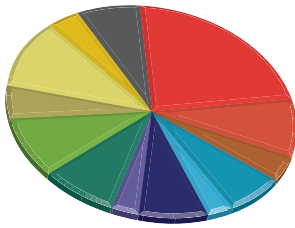


Assoc. Prof. Dr. Hussain Al Rahma
Head of Intensive Care Department- Dubai hospital
President IPACCMS
Chairman EICS



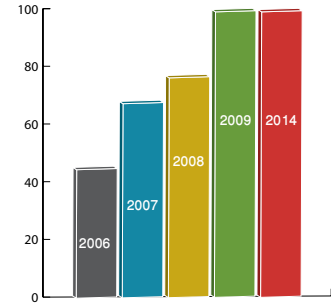
Dr. Saleh Fares
MD, MPH, FRCPC (EM) FAAEM, FACEP
Consultant of Emergency Medicine,
EMS and Disaster Medicine
Head, Emergency Department, aa Zayed Military Hospital
Chair, Abu Dhabi Trauma System initiative

Visitor analysis by area of responsibility



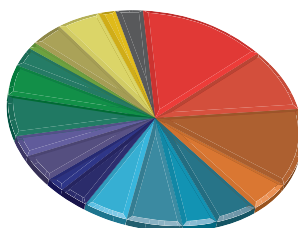
14% Doctor	5% Entrepreneur
9% Academician	3% Manufacturer
12% Nurse	2% Supplier
5% Paramedic	4% Trade Buyer
5% Medical Students	3% Sales Associates
4% Technician	6% Government Officials
6% Medical/Healthcare Professional	

Exhibition growth over the years



IECM 2014 was a perfect venue to reach prestigious senior-level executives from all over the world in healthcare: Healthcare Purchasers, Physicians, Providers, Suppliers, Analysts, and Government Officials, as the show visitorship increases year after year.

Visitors Analysis By Business



14% Emergency Medical Services & Equipment	5% Hazardous Material Equipment	3% Air Support Services
9% Ambulance Services	3% First Response Equipment & Tools	1% Nuclear Emergency Response Systems
12% Emergency Service Vehicles	2% Communication & IT Equipment	4% Life Support Systems & Equipment
5% Emergency Medicines	4% Policing Equipment	5% Training Services & Equipment
5% Search & Rescue Equipment	3% Civil Defence & Terrorism Response	2% Emergency Management Consultancy
4% Protective Clothing and Uniforms	6% Fire Fighting Tools & Equipment	3% Station Facilities Management & Equipment
6% Mobile Diagnostic & Laboratory Equipment	5% Mobile Operations Centres & Medical Facilities	

IECM Marketing Activities

- Print advertisements in leading industry publications
- Monthly E - Newsletters
- Email shots to highly targeted set of readers
- Press release coverage in English and Arabic Newspapers and webportals
- Customized direct mail campaigns with a targeted reach to healthcare industry professionals across MENA, Asia and European Regions
- Targeted fax, telemarketing and SMS campaigns

“



IECM was one of the most dynamic conference presentations I have attended, The speakers were all highly respected professionals, and the debate was dynamic. I believe that this opinion is shared by most of the participants .”

Reactpharma
Dr. Mohamed Rohyime
Sales & Marketing Manager – Gulf Area

”

“



IECM had quality visitors attending the exhibition and we were able to make connect with some quality procurement managers.

”

MacNeillie
Mr. Nigel Rowley
Managing Director

“



IECM was a good mix of Ambulance, Doctors, Trade Visitors, Medicine and Aid. Since it's an Emergency event it is a good place to network.

”

Big Sea Medical
Ziauddin Mukram
General Manager

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25 - 27 March 2015
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