



Middle East International Medical Tourism Congress & Fair

مؤتمر ومعرض الشرق الاوسط الدولي للسياحة العلاجية

MIMTC-2nd EDITION- 2025



06-08 April 2025



Expo Center - Sharjah - UAE

*Step into the world of
Medical Tourism*



After the success of the First edition of The Middle East International Medical Tourism Congress & Fair in Dubai, the 2nd edition of this prestigious Regional and Global event, will take place in SHARJAH from 6 - 8 November 2025.



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Expo Center, Sharjah



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ABOUT THE MIDDLE EAST INTERNATIONAL MEDICAL TOURISM CONGRESS & FAIR MIMTC 2025

After the success of the First edition of **The Middle East International Medical Tourism Congress & Fair** in Dubai, the 2nd edition of this prestigious Regional and Global event, will take place in **SHARJAH** from 6 - 8 April 2025.

This exceptional gathering will serve as a platform for key players in the health tourism and treatment and wellness, foreign dignitaries, experts, and medical professionals will explore together the huge potential of health and medical tourism in the Arab Gulf and Middle East region.

Attendees from around the world will discover numerous valuable opportunities for collaboration and integration within different delegations, fostering partnerships among all participants.

Alongside the Congress, an extensive exhibition is set to take place, which aims to feature:

The Higher Organizing Committee of this event is dedicated to inviting hospitals and wellness centers, insurance companies and health travel organizations and media from more than twenty countries to partake in this significant occasion happening across the entire Arab Gulf region and the Middle East.

Why Sharjah !

Sharjah City: About 2 Millions Population .. Diversity & Richness

The total population of the emirate is about 2 millions, with 1.7 million of them residing in the city of Sharjah. Of the 2 millions total population of the emirate, 300,000 are Emirati citizens, and the remainder is expatriates.. more than 50% of them are from Arabic nationalities... More than 75% of the total number of Sharjah population have high incomes In different aspects and deceases, and more than 30% of them travel abroad for treatment and aesthetic medicine hair transplant heavy operations this is why we choosed Sharjah to host our MIMTC 2nd edition.

Why Sharjah Expo Centre ?

Located in the United Arab Emirates (UAE), Expo Centre Sharjah naturally commands a strategic position at the heart of the region's business and commercial hub.

Benefits of Participation!

in MIMTC EXPO You will be able to promote your hospital ; you will be able to present your range of medical services, in MIMTC expo ,you can get partners and bring your Hospital to a new market in the UAE and Middle East . You will not only get direct clients who want to get treatment abroad, but you will also be able to partner with agents and local clinics that will bring you clients-patients on a regular basis, as well as gain knowledge and comprehensive awareness of other Hospitals from other countries.

You will also get acquaintances with high-ranking officials of the Medical Tourism facilitators from the MIMTC expo ,you can get partners and bring your Hospital to a new market in the UAE and Middle East . You will not only get direct clients who want to get treatment abroad, but you will also be able to partner with agents and local clinics that will bring you clients-patients on a regular basis, as well as gain knowledge and comprehensive awareness of other Hospitals from other countries.

You will also get acquaintances with high-ranking officials of the Medical Tourism facilitators from the Arab Gulf countries as well as and the representatives of Ministries of Health in GCC Countries and treatment abroad departments directors. In addition, the business program will include roundtables, panel discussions, company presentations, B2B and B2C meetings, networking, introductions to potential patients and partners for long-term cooperation.

THE PROMOTIONAL PLAN IS AS FOLLOWS:

The organizing committee has crafted a detailed promotional and media strategy based on the following:

Engaging Events Promotion Plan:

The Media:

The Supreme Organizing Committee is connecting with various media outlets, such as television and radio channels, newspapers, and magazines from all GCC Countries. Their aim is to disseminate promotional materials about the event while ensuring that news about it and the promotional campaign is set to kick off. The forum's media will actively engage audiences through press conferences and news coverage following a well-structured schedule and plan to achieve widespread attention of visitors and patients from Sharjah, UAE and all GCC COUNTRIES.

Marketing and Communication Campaign:

As the main vision of our exhibition is to deliver and ensure your business success, we offer integrated intensive marketing and promotional activities to reach targeted clients from UAE, GCC countries and the Middle East through:

A Pre-Registration form will be available on-line to ensure pre-planned meetings with buyers, the events website will be also a very convenient source of information about the fair which will allow visitors to know more about participants.

Direct Invitations:

1,000 invitations hand-delivered directly from the organizer company/exhibitors to leading VIP VISITORS.

Media Partnerships:

We already have a significant number of media partners such as local and regional tv channels and radio stations engaged in launching a pre-event media marketing campaign to MIMTC 2024 .

Influencers:

from the UAE, KSA and Qatar are ready to start an intensive campaign to attract more visitors to come and meet doctors and hospitals booths in the MIMTC Expo.

Digital newspapers and magazines are committed to put MIMTC Expo in the front of thousands of patients in the Middle East.

SMS Campaigns:

More than 7 waves of 20,000 SMS for target segment visitors.

Participation Announcements:

Exhibitors will be provided with complimentary promotional materials like invitation cards, web banners, email signatures & other collateral to announce their participation at the show.

Digital Campaign:

MIMTC Expo will focus on digital social media tools to reach targeted audience through FB, INSTAGRAM & TIK TOK.



INITIAL OUTLINE OF THE PROGRAM

DAY 1

Day 1- APRIL 6th 2025

6 PM TO 8 PM

Opening ceremony and sponsors messages.

8pm to 10 pm

Welcome gala dinner and delivery of attendance certificate of thanks.

DAY 2

Day 2-April 7th 2025

9 AM TO 1PM

Opening of the exhibition and B2B sessions.

1pm to 5 pm

Launch and Rest.

5pm to 9pm

Exhibition and B2B.

DAY 3

Day 3-April 8th 2025

9 AM TO 1PM

Exhibition and ON-SITE VISITS.

1pm to 5 pm

Launch and Rest.

5pm to 7pm

Exhibition and ON-SITE VISITS.

OUR ARCHIEVE



More than 100 B2B meetings



Speakers from 14 Countries



More than 50 B2B Delegates



On-site visits to our main SPONSORS



More than 45 Exhibitors from 9 countries



Prestigious Guests Speakers