BUSINESS AND LEADERSHIP CONFERENCES

- Hospital Administration 27 October 2017
- Sales Training 27 October 2017
- HR Healthcare 28 October 2017
- Social Media & Marketing 28 October 2017
- Biomedical Engineering 29 October 2017
- Healthcare Management 29 October 2017

BOOK YOUR SEAT NOW

27- 29 OCTOBER 2017
Abu Dhabi National Exhibition Centre, Abu Dhabi, UAE

Organised by:
life sciences exhibitions
DEAR HEALTHCARE PROFESSIONAL,

I am delighted to present you with the programme agendas for the Healthcare Recruitment & Training Fair, taking place at the Abu Dhabi National Exhibition Centre (ADNEC) from 27 - 29 October 2017. Featuring 11 clinical conferences and 6 healthcare business oriented masterclasses, this event is sure to encompass the entire spectrum of healthcare and business professionals in the UAE.

NEW for this year, gain CPD credits at the Hospital Admin conference hosted by renowned trainer, Anne McDougall. Join the healthcare management conference which focuses on the theme of Strategically Optimising Value Added Services and New Verticals and learn from top marketing experts in the revamped Social media and marketing conference discussing how best to reach your target market and set your facility apart from the growing competition in the UAE.

Over the three days, delegates have the chance to attend a variety of plenaries, panel discussions and interactive activities within the different conferences. Participants will also have the opportunity to network and share best practice with other professionals who are leaders in their field. We look forward to welcoming you to the 4th edition of Healthcare Recruitment &Training Fair.

Best regards,

Sally Thompson
Head of Production
Informa Life Sciences and Exhibitions

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EXHIBITION OVERVIEW

The Healthcare Recruitment & Training Fair UAE is the region’s only platform for healthcare recruitment and career solutions. The exhibition’s objective is to assist healthcare organisations such as hospitals, medical device companies, clinics and more. In their recruitment process by providing a platform to meet and connect with healthcare professionals.

10,000+ VISITORS | 100 INTERNATIONAL HOSPITALS | 17 CONFERENCES | 963+ JOB VACANCIES

ARE YOU LOOKING FOR A NEW CAREER?
If you are searching for a new career in the healthcare industry, then the Healthcare Recruitment & Training Fair is a fantastic opportunity to find your next role. The show will be beneficial for both medical and non-medical professionals – as the region’s leading hospitals, clinics, suppliers and service providers will be present and actively looking to recruit healthcare professionals from all fields.

ARE YOU LOOKING FOR CAREER DEVELOPMENT?
In line with Informa Life Sciences philosophy of ‘Exhibition with Education’, you will be able to leverage the expertise of international experts at our range of CME-accredited conferences and masterclasses. Training topics will cover both medical and non-medical fields ensuring all healthcare professionals can benefit.

THINKING OF RELOCATING TO THE MIDDLE EAST?
Hospitals in the Middle East are urgently seeking healthcare professionals who have the experience and qualifications to match their patients’ needs. By visiting the fair, you can meet the different hospital employers face-to-face, discuss job opportunities and experience what life is like in the UAE. Registration to visit the fair is completely free.

REGISTER TO VISIT FOR FREE
www.healthrecruitmentfair.com/vis
Healthcare Recruitment & Training Fair 2017 features a combination of clinical and non-clinical conferences and will be introducing five brand new tracks to the line-up. Each track will cover advancements in science, technology and application of various business management techniques and clinical implementation that you can take away and apply in your future career environment.

### CONFERENCES AT A GLANCE

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Non-CME | HR Healthcare  
Non-CME | Biomedical Engineering  
Non-CME |
| Sales Training  
Non-CME | Social Media & Marketing  
Non-CME | Healthcare Management  
Non-CME |
| Nursing  
(Locally Accredited) | Imaging & Radiology | Critical Care |
| Metabolic Syndrome  
(NEW) | Heart Disease  
(NEW) | Wound Care  
(NEW) |
| Obs-Gyne | ENT  
(NEW) | Respiratory Diseases  
(NEW) |
| Urology | | Laboratory Management |
HOSPITAL ADMINISTRATION WORKSHOP

AIM: To reach your true potential and become first class executive assistants

OVERVIEW: ‘Self and Leadership and Team Development’

If you don’t reach your true potential, neither will your organization. This workshop will show you how to achieve your potential by introducing you to the essential skills of a self-leader.

Research shows that self-leaders have both the mindset and skillset to get what they need to succeed.

When you develop the right frame of mind and the right skills, you go from passenger to driver, proactively navigating to get what you need to thrive and contribute your best.

KEY TOPICS:
• The three steps to leading yourself
• You as a brand
• Your organization’s business
• Achieving excellence within the role
• Increasing productivity and efficiency
• Developing team flow

WHO SHOULD ATTEND:
• Executive/personal assistants
• Executive Secretaries
• Administrative Assistants
• Department Coordinators
• Office Managers
• Office Administrators
• Secretaries
• Receptionists
• Clerks
• Hospital managers
• Nurse managers

LEARNING OBJECTIVES:
• Understand how your role contributes to organizational success
• Anticipate what your customers want and create the “WOW” factor
• Understand what engages you to achieve higher performance
• Build trust through open communication, both one-to-one and in meetings
• Discover how to drive and motivate yourself and others to achieve exceptional results
• Resolve conflict through collaboration, creating win-win outcomes together
• Develop the skills of innovation by challenging the norms and asking “Why not?”
• Extend your peripheral vision to enable you to understand coming threats and anticipate new opportunities.

PROGRAMME:
11:00 Module 1: The three steps to leading yourself
11:40 Module 2: You as a brand
12:20 Module 3: Your organisation’s business
13:10 Break
14:30 Module 4: Achieving excellence within your role
15:10 Module 5: Increasing productivity and efficiency
15:50 Module 6: Developing team flow
16:30 End of workshop

TRAINER:
Anne McDougall, Trainer and Managing Director, Innovate Through Training and Development, Abu Dhabi, UAE

Anne McDougall is a trainer, author and motivational speaker, specializing in the training and development of individuals and organizations.

Anne’s goal is to help people achieve their personal and business goals, and have fun in the process.

She works across all industry sectors and her client base ranges from Ernst & Young Europe to the Swire Organization in Asia through to the oil and gas companies of the Middle East and Africa.

With twenty-five years’ experience in Organizational Development and Training, Anne’s international consulting has given her a broad experience of working with many different nationalities. Her ability to adapt to different cultural ethics, political and business attitudes and methodologies, increases the authority she brings to her work.

Her presentations inspire people to be the best they can be and offer simple toolsets to improve skills and attitude. Anne is the author of two books and has written a variety of articles and blogs over the years.

Anne has a Masters’ Degree in Learning and Development from Sheffield University in the UK, an LGSM from Guildhall School of Music and Drama London and a CELTA qualification from the University of Swansea in Wales.
SALES TRAINING CONFERENCE

OVERVIEW:
Medical sales is an extremely challenging field, however the rewards for success are enormous, both financially and on a personal level. The unprecedented knowledge and experience of the medical field required to be successful in the role is making it more attractive than ever for clinicians to make the move into sales positions. Understanding the challenges and skills needed for success is key to inform their decisions on whether making the move will be right for them.

This year’s Sales Conference will provide tips on how to capture the attention of decision makers and close sales. You will discover how to overcome the key challenges in medical sales, allowing you to outperform your colleagues, stay ahead of the curve and, for those not already working in medical sales, you will have the information you need to work out whether the role is right for you.

KEY TOPICS:
- Sales skills workshop
- 6 principles of influence
- Keys to success in medical sales
- Making the transition into healthcare sales

WHO SHOULD ATTEND:
- Sales Managers
- Sales Directors
- Business Development Directors
- Any clinician looking to make the transition in to a sales based role
- Commercial Managers
- Technical Sales Managers
- Business Developments
- Identifying key stakeholders

BENEFITS OF ATTENDING:
- Identify the key skills needed for success in medical sales to evaluate whether the role would be right for you
- Discover how to effectively recognize and approach key decision makers to increase sales and expand your networks in the industry
- Recognize and evaluate the 6 principles of influence to improve and expand your skills and ultimately increase your success rate closing sales

PROGRAMME:
11:00 Welcome and Opening Remarks
Chair: Mohammed Zafar, Director – Health Services, Anglo Arabian Healthcare, Dubai, UAE

SESSION 1
11:05 Keys to success in medical sales
Andy Taylor, Business Development Director, Stryker, Reading, UK
12:00 Pre-suasion sales techniques and the 6 principles of influence
Luke Tuffin, Training Consultant, Biz Group, Dubai, UAE
13:15 Break

SESSION 2
14:30 Effective sales activities-how to get measured
Tamer Fahmy, Business Manager MEA, Draeger Medical, Dubai, UAE
15:00 Lessons from an exciting journey in sales and marketing
Vivek Shukla, Senior Advisor, Healthcare and Life Sciences, Frost and Sullivan, Dubai, UAE
15:30 Recession and sales
Mohammed Zafar, Director-Health Services, Anglo Arabian Healthcare, Dubai, UAE
16:00 Panel Discussion
16:30 End of Conference

CHAIR
Mohammed Zafar, Director – Health Services
Anglo Arabian Healthcare, Dubai, UAE

SPEAKER FACULTY
Andy Taylor, Business Development Director
Stryker, Reading, UK
Luke Tuffin, Training Consultant
Biz Group, Dubai, UAE
Tamer Fahmy, Business Manager MEA
Draeger Medical, Dubai, UAE
Vivek Shukla, Senior Advisor, Healthcare and Life Sciences, Frost and Sullivan, Dubai, UAE
HR HEALThCARE CONFERENCE

OVERVIEW:
HR personnel working in healthcare are gaining increasing recognition. Budget constraints, health care regulation, and the challenge of acquiring and retaining talent, mean HR teams are under constant strain to fulfil these needs. In addition, HR is key in driving new initiatives in healthcare facilities and ensuring successful change management in organizations.

This year’s HR Healthcare Conference will concentrate on the key challenges facing HR professionals in healthcare and how best to manage them; from retention plans and incentives to new regulations and policies affecting the sector. HR professionals will learn how to increase efficiency, and optimise and nurture employee engagement, by discovering new techniques and technologies that strengthen the HR system.

KEY TOPICS:
• How to optimise and nurture engagement
• Retention plans, strategies and incentives
• Innovation and technology in HR
• The impact of Emiratization

BENEFITS OF ATTENDING:
• Explore techniques and technologies that strengthen the HR system to increase efficiency and reduce time wastage
• Evaluate how to optimise and nurture engagement of employees to increase job satisfaction and ultimately enhance the patient experience
• Discuss plans and schemes for employee retention to decrease turnover and save money and time from further recruitment

PROGRAMME:
10:45  Welcome and opening remarks
Chair: Nisha Varghese, Principal Advisor; Head of Projects and Strategy, Human Resources for Health FZ LLE, Dubai, UAE

SESSION 1
11:00  Workforce development for digital healthcare transformation in the GCC
Dr Osama Elhassan, Head of e-Health Section, DHA, Dubai, UAE

11:30  Engage employees in the Abeer model for better Productivity: An award-winning innovation model for employee engagement
Abdul Razak, Director of HR and Administration, Al Abeer Medical Group, Dubai, UAE

12:00  Physician recruitment and retention strategies
Ramya Halbhavi, Physician Recruiter, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE

12:30  Nurturing organizational capability development – serving internal customers
Nisha Varghese, Principal Advisor; Head of Projects and Strategy, Human Resources for Health FZ LLE, Dubai, UAE

13:00  Break

SESSION 2
14:30  Healthcare efficiency
Speaker TBA

15:00  Willis Towers Watson’s compensation & benefits insights in today’s GCC healthcare sector
Laurent Leclère, Senior Compensation Consultant and Data Services Leader ME, Willis Towers Watson, Dubai, UAE

15:45  Panel discussion
16:15  End of Conference

CHAIR
Nisha Varghese, Principal Advisor; Head of Projects and Strategy, Human Resources for Health FZ LLE, Dubai, UAE

SPEAKER FACULTY
Abdul Razak, Director of HR and Administration, Al Abeer Medical Group, Dubai, UAE
Laurent Leclère, Senior Compensation Consultant and Data Services Leader ME, Willis Towers Watson, Dubai, UAE
Dr Osama Elhassan, Head of e-Health Section, Dubai Health Authority, Dubai, UAE
Ramya Halbhavi, Physician Recruiter, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE
PROGRAMME:

11:15 Welcome and Opening Remarks  
Chair: Ahmed Bahaaeldeen Youssef, Digital Marketing Manager, Medcare Hospital, Dubai, UAE

SESSION 1: UNDERSTAND YOUR CUSTOMER BEHAVIOUR TO CONTROL YOUR BEHAVIOUR

11:30 Digital marketing engagement – a Zulekha hospitals success strategy  
Gururaj Rai, Marketing Director, Zulekha Hospitals, Dubai, UAE

12:00 5 Tools for better social media management  
Amy Choi, Senior Digital Projects Manager, Socialize, Dubai, UAE

12:30 Healthcare content – what works and what doesn’t  
Rami Zahran, Multichannel Marketing Manager, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE

13:00 Digital media in healthcare – what do patients really want?  
Vanessa Batten, Senior Communications Officer, Mediclinic Middle East, Dubai, UAE

13:45 Break

SESSION 2: MAXIMIZE YOUR BENEFITS IN THE TECHNOLOGY ERA

15:00 Persona definition and development  
Saleem Ali, Founder, Innovation Hub, Dubai, UAE

15:45 How to track your digital efforts  
Ahmed Bahaaeldeen Youssef, Digital Marketing Manager, Medcare Hospital, Dubai, UAE

16:30 Guide to creating a healthy online brand reputation  
Adele Coelho, Head of Marketing, Meltwater IME, Dubai, UAE

17:00 End of Conference

OVERVIEW:

The level of competition between healthcare providers in the Middle East means it is more important than ever for institutions to fully understand how best to reach their target market and set themselves apart from the competition.

This year’s Social Media and Marketing Conference will focus on how to optimise your marketing capacity, with an emphasis on how social media can be utilized effectively and managed within a small team. It will provide all the tools you need to define and develop the persona of the audience you are trying to reach to ultimately improve the success rate of your campaigns and enhance user engagement with your healthcare facility.

KEY TOPICS:

- Persona definition and development
- Optimising social media with a small team
- Generating effective content
- How to digitally track the success of your campaigns

BENEFITS OF ATTENDING:

- Improve conversion rates by defining and developing the persona of your audience and targeting their direct needs
- Improve brand reputation by generating effective content that increases the relevance of your campaigns
- Maximise return on investment by digitally tracking the success of your campaigns

WHO SHOULD ATTEND:

- Marketing Managers/Directors
- Heads of Marketing
- Social Media Managers
- Content Managers
- Media Relations Managers
- Communication Managers
- Digital Marketing Managers
- Online Marketing Managers
- PR Managers
THEME: Medical imaging in Clinical Practice

OVERVIEW:

In the biomedical industry, scientists, physicians and engineers work together to invent, develop and test medical devices that improve people’s lives. Today, the best technologies strike a balance between reducing the overall cost of medical care and increasing safety and survival rates. The improvement of clinical engineering activities has become an issue of concern over recent years within the healthcare sector in the region.

This year’s biomedical engineering conference provides a perfect platform to keep up to date with the latest advancements in medical technology, while uncovering opportunities for further growth and innovation. It will address the current scope of biomedical engineering in the UAE as it grows in line with the wider healthcare industry, and explore innovations in medical technology, with a focus on medical imaging in clinical settings.

KEY TOPICS:

• Current scope of biomedical engineering in the UAE
• Technologies on the verge of acceptance in the healthcare environment
• Health IT-Biomedical engineering interfaces
• PET in the UAE

BENEFITS OF ATTENDING:

• Discover how to transform patient experience in gastroenterology through the story of ENDOFLIP
• Discuss innovations in medical imaging to appreciate how the technologies are revolutionising healthcare
• Explore the current scope of biomedical engineering in the UAE to assess the gaps and identify opportunities for innovation

10:00 Welcome and Opening Remarks
   Chair: Prof Tim Mc Gloughlin, Chair, Biomedical Engineering, Khalifa University, Abu Dhabi, UAE

SESSION 1

10:15 Keynote – The story of ENDOFLIP
   John O’Dea, CEO, Crospon, Galway, Ireland
11:15 CT Imaging
   Speaker TBA
12:15 Tawam molecular imaging centre project, Al Ain, UAE
   Marek Szymanek, Head of Customer Services Middle East & Africa, Siemens Healthineers, Dubai, UAE
12:45 Break

SESSION 2

14:00 Cardiac MRI
   Dr Nishant Shah, Consultant Physician, Sheikh Khalifa Medical City, Abu Dhabi, UAE
14:20 Medical Imaging in aneurysm diagnostics
   Dr Naoufel Werghi, Associate Professor, Computer Engineering, Khalifa University, Abu Dhabi, UAE
14:50 Cardiac ultrasound
   Dr Abdalla Al Hajiri, Consultant Interventional Cardiologist, Al Zahra Hospital, Dubai, UAE
15:10 Capsule endoscopy
   Dr Jorge Dias, Professor, Department of Electronical and Computer Engineering, Khalifa University, Abu Dhabi, UAE
15:30 Panel discussion
16:00 BME club UAE
   Jamila Albloushi, Founder, Biomedical Engineering Club, Dubai, UAE
16:30 End of Conference

CHAIR

Prof Tim Mc Gloughlin, Chair, Biomedical Engineering, Khalifa University, Abu Dhabi, UAE

SPEAKER FACULTY

Dr Abdalla Al Hajiri, Consultant Interventional Cardiologist, Al Zahra Hospital, Dubai, UAE
Jamila Albloushi, Founder, Biomedical Engineering Club, Dubai, UAE
John O’Dea, CEO, Crospon, Galway, Ireland
Dr Jorge Dias, Professor, Department of Electronical and Computer Engineering, Khalifa University, Abu Dhabi, UAE
Marek Szymanek, Regional Director, Special Projects, Siemens Healthineers, Dubai, UAE
Dr Nishant Shah, Consultant Physician, Sheikh Khalifa Medical City, Abu Dhabi, UAE
Dr Naoufel Werghi, Associate Professor, Computer Engineering, Khalifa University, Abu Dhabi, UAE
THEME: Strategically Optimising Value Added Services and New Verticals

OVERVIEW:
Today, healthcare managers face a new set of challenges and opportunities. The MENA market is preparing for mandatory health insurance and medical tourism. Healthcare giants are entering the market, while other organisations are looking for new investors. Access how developing and diversifying well can keep you competitive in an evolving market. Find the best way to make value added services and new service verticals work for you.

KEY TOPICS:
• Explore ways to diversify your hospital’s services
• Take account of new market analysis to revise your business growth strategy
• Restructure finance in healthcare
• Implement reform interventions
• Implement education and research programmes

BENEFITS OF ATTENDING:
• Stay relevant by being business ready for mandatory insurance: oversee the hospital and ensure staff are prepared and adaptable to cope with major policy changes
• Analyse new markets and integrate them with your existing business strategy to diversify your hospital’s revenue stream
• Find out where healthcare investors are and how to get them to fund your new service lines to compete with healthcare giants entering the ME market

SESSION 1: HOW WOULD YOU DIVERSIFY YOUR HOSPITAL’S SERVICES?
Moderator: Dr Prof Farry Bruce Jeffrey, Vice Dean, King’s Centre for Professional Development, Assistant Professor Adjunct of Healthcare Management, College of Medicine, UAE University, Abu Dhabi, UAE

10:45 UAE vision 2021 and Dubai plan 2021
Dr Mazin Gadir, Senior Specialist, The Executive Office for Organizational Transformation, Dubai Health Authority, Dubai, UAE

11:15 Sourcing funding for new value added services
Dr Prof Farry Bruce Jeffrey, Vice Dean, King’s Centre for Professional Development, Assistant Professor Adjunct of Healthcare Management, College of Medicine, UAE University, Abu Dhabi, UAE

11:45 Keynote address: Diversifying services for new market capture
Dr B R Shetty, Founder and Chairman, NMC Healthcare, Abu Dhabi, UAE

12:15 Q and A
12:30 Break

SESSION 2: TAKE ACCOUNT OF NEW MARKET ANALYSIS TO REVISE YOUR BUSINESS GROWTH STRATEGY

Moderator: Dr Mazin Gadir, Senior Specialist, Dubai Health Authority, Dubai, UAE

Dr Ashraf Affan, Smart Transformation/Operational Excellence/Telehealth Expert, President & Founder, Angel Kids Pediatrics, Jacksonville, Florida, USA
Dr Atef Albitar, Director, Zone Maker Healthcare Investment, Abu Dhabi, UAE
Dr B R Shetty, Founder and Chairman, NMC Healthcare, Abu Dhabi, UAE
Dr Varun Katyal, Regional Director, VPS Healthcare, Abu Dhabi, UAE
Dr Prof Farry Bruce Jeffrey, Vice Dean, King’s Centre for Professional Development, Assistant Professor Adjunct of Healthcare Management, College of Medicine, UAE University, Abu Dhabi, UAE

14:30 Break
SESSION 3: GROUP PROJECT FOR HEALTHCARE MANAGERS

15:00 Round Table Discussions
• Interactive round table format
• Facilitators moderate discussion
• Delegates select which table to join for the parallel discussions
• The last 30 minutes will be used to bring together the groups and summarise findings

Discussion Tables:
1. Restructuring Finance in Healthcare
2. Reform Interventions
3. Implementing Education and Research

Dr Mazin Gadir, Senior Specialist, Dubai Health Authority, Dubai, UAE
Dr Ashraf Affan, Smart Transformation/Operational Excellence/Telehealth Expert, President & Founder, Angel Kids Pediatrics, Jacksonville, Florida, USA

16:00 Summary and Review
16:10 End of Conference

CHAIR
Dr Mazin Gadir, Senior Specialist, Dubai Health Authority, Dubai, UAE

SPEAKER FACULTY
Dr Ashraf Affan, Smart Transformation/Operational Excellence/Telehealth Expert, President & Founder, Angel Kids Pediatrics, Jacksonville, Florida, USA
Dr Atef Albitar, Director, Zone Maker Healthcare Investment, Abu Dhabi, UAE
Dr B R Shetty, Founder and Chairman, NMC Healthcare, Abu Dhabi, UAE
Dr Prof Farry Bruce Jeffrey, Vice Dean, King’s Centre for Professional Development, Assistant Professor Adjunct of Healthcare Management, College of Medicine, UAE University, Abu Dhabi, UAE
Dr Varun Katyal, Regional Director, VPS Healthcare, Abu Dhabi, UAE

"The experience was great. This is my first time attending a huge conference here in UAE. I hope there will be more of these."

Rodessa Mapagu, Registered Nurse, Bright Point Royal Woman’s Hospital, Abu Dhabi, UAE
DELEGATE BOOKING

BUSINESS & LEADERSHIP CONFERENCES*

- Hospital Administration  225  61  350  95
- Sales Training  FOC  FOC  FOC  FOC
- Social Media & Marketing  FOC  FOC  FOC  FOC
- Biomedical Engineering  FOC  FOC  FOC  FOC
- HR in Healthcare  FOC  FOC  FOC  FOC
- Healthcare Management  FOC  FOC  FOC  FOC

CME ACCREDITED CONFERENCES

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*Limited seats available for the Free-To-Attend Non-CME conferences. Book your place now to avoid appointment.

BOOK YOUR DELEGATE PLACE TODAY

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📞 +971 4 3367334  
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Alternatively, complete the online registration form at  
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