

**Dubai Derma**<sup>®</sup>

Skin Health is our Concern

**Shaping the Future of  
Dermatology & Aesthetics**



**POST SHOW  
REPORT  
2024**

# Dubai Derma 2024 Overview

The 23<sup>rd</sup> edition of the Dubai World Dermatology and Laser Conference and Exhibition - Dubai Derma 2024, successfully concluded, marking the largest scientific conference and exhibition for dermatology and cosmetic procedures worldwide, with a **total deal value of AED 2.4 billion**.

Dubai Derma 2024 witnessed the participation of leading dermatology specialists, industry pioneers, and key decision-makers from across the globe.

## FACTS & FIGURES



*This was our second year as a Gold Sponsor for Dubai Derma and we were so happy to present our new innovative technology. We will produce much more and continue to work in this region and try our best to make this achievement again. Thank you very much, we think that the best place to showcase our first achievement was at Dubai Derma. We are looking forward to meeting everyone at the Dubai Derma 2025.*

### ABG Lab - USA

Elina Tester, President and CEO



*We have been participating at Dubai Derma for so many years. Our participation was good, we were visited by a lot of people from around the world including the Middle East, Saudia Arabia, Qatar, Oman, and UAE. It was a pleasure to be here and show our products which are focused on chemical peels, fillers, etc. that we sell around the world. It was a good opportunity to show them to our clients.*

### TOSKANI - Spain

Jordi Rusca, International Area Manager



*We are one of the major pharmaceutical companies in Korea. We manufacture medicine and cosmetics, aesthetic & medical devices, botulinum toxin & other various products. Our core technology is called DOT and we attended Dubai Derma 2024 to find new distributors and partners in the Middle East. It was our first time exhibiting in Dubai Derma, and we were very impressed with the organizer having a very good system that facilitates other manufacturers to visit Dubai Derma to find some good distributors. We believe it was a good chance for people from overseas to do the same.*

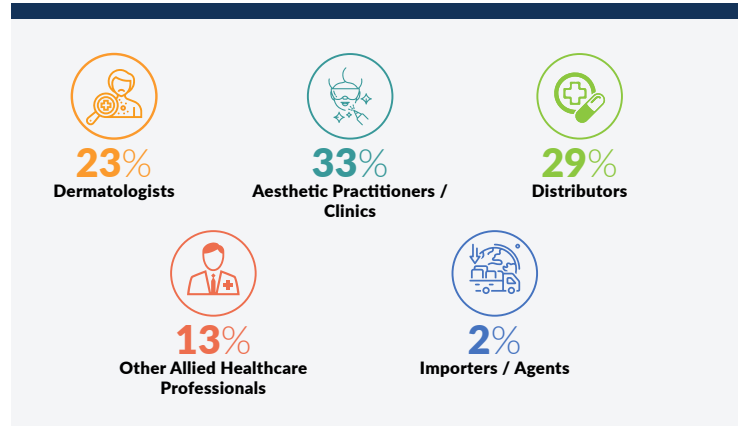
### PharmaResearch - South Korea

Jay Sim, Global Healthcare Business Department Team/Part Leader





## OVERALL ATTENDED TRADE VISITORS TOP 10 PARTICIPATING COUNTRIES



Dubai Derma 2024 marked another successful edition with more than **1,500 international brands** represented, by over **400 regional and global enterprises**. We have witnessed a great number of participating companies from South Korea, France, Italy, and Germany showcasing their premier products, machines, and equipment from leading global brands. The overall space of the event was **25,146 square meters** throughout all its exhibition and conference halls.

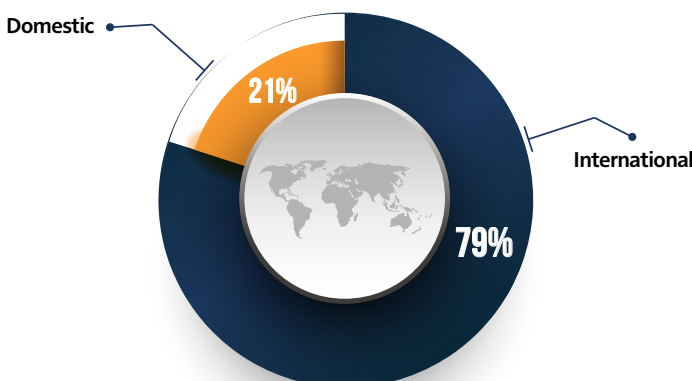
## TOP 10 EXHIBITING COUNTRIES



*It was our first time as an exhibitor, and it was very important because we were looking for a strong distribution partner in the region. Everything was great! We introduced new products, showed our innovation, and talked to doctors and distributors to extend our network within the industry and the region.*

**MT Derm - Germany**  
Joern Kluge, Founder and CEO

## EXHIBITOR BREAKDOWN BY REGION





Participating at Dubai Derma was a great opportunity and we have been doing that for 10 years. We are a manufacturing company for laser, skin, body devices, and HE fillers. It was a great opportunity to meet our doctors in the MENA region and worldwide to brand ourselves and build more communication and connections with them. We will be participating next year because it is a great opportunity to be in Dubai Derma.

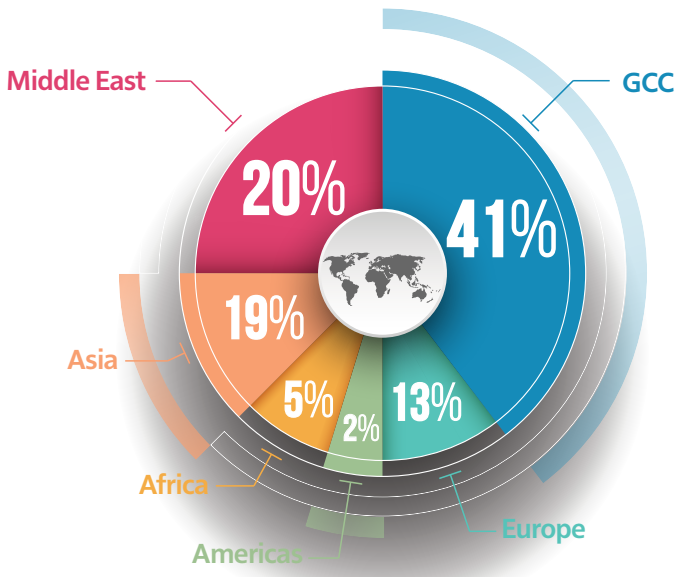
**Neauvia - Switzerland**  
Sulafa Al Dakheel , Marketing and Events Manager

Dubai Derma was a very important and exciting conference that gathered all the dermatologists across the region. We were very excited this year especially since we have a new launch of derma brands serving skincare patients and consumers in UAE, Gulf, and the region as well. We were excited to meet other experts at this conference. In addition to Bepanthen as a brand for skincare, we also have a very exciting portfolio for buyers like Priorin Capsules, Shampoo & Lotion for haircare patients, and haircare consumers. We are looking forward to participating next year in Dubai Derma 2025.

**Bayer - Germany**  
Mahmoud Magdy, Commercial Key Account, Region Gulf



## OVERALL ATTENDEES' DEMOGRAPHIC BREAKDOWN BY REGION



## EXHIBITORS' ENGAGEMENT & EXPERIENCE

- 94% of exhibitors were very satisfied with their participation and outcomes at Dubai Derma 2024.
- 91% of exhibitors believed that their participation delivered better ROI than other events.
- 89% of exhibitors already confirmed their participation for Dubai Derma 2025.

Vydence Medical is a Brazilian laser manufacturer based in São Paulo, Brazil. We were at Dubai Derma to promote our brand and devices, meet our existing distributors from the region, and introduce ourselves to new doctors from around the world. We love coming to Dubai Derma because we meet such a varied number of people, and it is a great show to come to. Events like Dubai Derma always help within the industry to know who we are and what we have to offer. Meeting lots of people from around the world gives us exposure and develops our brand even more.

**Vydence Medical - Brazil**  
Lee Boulderstone, EMEA Sales Director



# SCIENTIFIC & EDUCATIONAL ACTIVITIES HIGHLIGHTS

Dubai Derma 2024 delivered an extraordinary and elevating scientific program, delved into new updates and trends in Dermatology Sciences & Research, Cosmetic/Surgical Dermatology, Therapeutics, New Drugs, and interesting clinical cases. This year, we had an additional conference hall for dedicated sessions by Dermatology Associations/Societies.

The offered courses were an essential opportunity for attendees to explore the latest advancements, diagnostic tools, and treatment modalities in Dermatology, Aesthetics, and Laser. With a distinguished lineup of international and regional speakers in their respective fields, the participants received comprehensive insights, practical advice, and valuable case studies, enriching their professional knowledge and practice.



## PRE-CONFERENCE COURSE ON DERMATOLOGY & DERMATOPATHOLOGY

2 - 5 March 2024

24 CME Hours

During the course, attendees had the privilege of engaging with a stellar lineup of experts in dermatology. Topics covered included "Biologics in Dermatology: Beyond Psoriasis", "Update on The Pathogenesis and Biological Treatment of Atopic Dermatitis", "Therapeutics & New Drugs", "Update in Acne", "Difficult Clinical Dermatology Cases", "Interesting Clinical Cases; Challenges in Diagnosis and Treatment", and many more.



© Dubai Derma 2024



*The pre-conference course was very important. I have attended it multiple times as a Resident. It was very important in preparing residents for their Arab Board exam and to add to their education while they are in their Residency program. Dubai Derma Conference and Pre-Conference Course were very important and essential to keep the doctors in the region and globally up to date with dermatology and up to the clinical standards that are applied everywhere else in the world.*

### Ameen Alawadhi MD

Consultant Dermatologist and Dermatopathologist, Head of Dermatology and Chairperson of Internal Medicine Department - Bahrain



# AADA FELLOWSHIP COURSE ON DERMATOLOGY, AESTHETICS & LASER

4 - 7 March 2024

The Arab Academy of Dermatology and Aesthetics (AADA) programs aim to offer participants opportunities to enhance their expertise into more advanced dermatological and surgical procedures.

The 4-day program comprised of basic surgery course, presented different suturing techniques, latest information, trends and advanced procedures in the Aesthetics and Laser fields.

**Basic Surgery Course**  
6 CME Hours

**Advanced Course**  
18 CME Hours



*The Basic Surgery Course was about Suture techniques. This course was advanced, very nice, and accurate and the organization was perfect. Dubai Derma was huge as always; new information was good for the new doctors and the senior doctors, and it was always perfect to reactivate the mind. Every year the number of people and presenters who attend the congress increases.*

**Qassim Ahli MD**

Consultant Plastic Surgeon  
Rashid Hospital, Dubai - UAE



*The Fellowship Courses were like a refinement of whatever you have studied during your residency and practice. It was more of an interactive session where you can learn new things about experiences from doctors who have been practicing for many years. Dubai Derma was a very good platform where we could interact with doctors from all over the world and for products and technologies on display.*

**Shweta Singh MD**

Specialist Dermatologist  
Minal Medical Centre - UAE





# DUBAI DERMA CONFERENCE

5 - 7 March 2024

The conference hosted 301 international speakers who have actively contributed their expertise and clinical experiences to thousands of dermatology & aesthetic doctors and allied healthcare professionals who attended the 3-day scientific gathering from the region and around the world. The scientific program featured 334+ lectures and 51 scientific sessions, addressed key trending topics and offered diverse insights from international experts. The conference served as a premier platform for the exchange of expertise and clinical knowledge.



*It was my sixth edition at Dubai Derma and I'm very happy to continue to be here. It was a great experience, every year it gets better and bigger with a lot of international faculties.*

**Giovanni Pellacani MD**

Chairman of Dermatology  
La Sapienza University of Rome - Italy



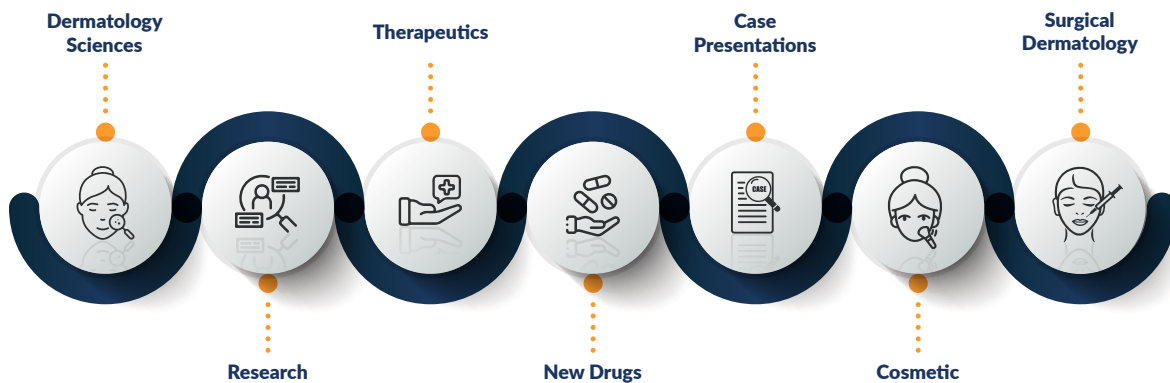
*Dubai Derma was a great event. A lot of interaction between the participants and the people who were delivering the courses. I think it was the biggest exhibition for medical devices and medical products in the Middle East and people can come and benefit from this event.*

**Seema Satyapal Singh MD**

Specialist Dermatologist  
Minal Medical Centre - UAE



## The conference program comprised of important scientific tracks:



## CME ACCREDITATION



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



*Dubai Derma was a huge event and well organized. I am impressed with the organization and scientific program. It was so interesting, and everybody can find something for his practice, we have the medical dermatology, and the aesthetical aspects of dermatology. Also, it was necessary to underline the exhibition, I have never seen such a huge exhibition and I congratulate the organizers for this event.*

**Jacek C. Szepietowski MD**

Chair of the Department of Dermatology, Venereology and Allergology  
Wroclaw Medical University, Wroclaw, Poland





# CLINICAL CASE PRESENTATION & COMPETITION

The scientific program featured captivating clinical cases and studies, meticulously evaluated by the esteemed scientific jurors, and recognized the most exemplary cases during the awarding ceremony.



# POSTER PRESENTATION

Approximately 30+ digital poster presentations were showcased, each offering a unique insight from international professionals, enriching the event with a diverse array of perspective and expertise.



*Dubai Derma was always a pleasure to come to. I have been here before and it's always very meticulously organized with a good number of Pharma companies' participation, as well as the lectures. Dubai Derma has participation from the UAE and all over the world, so there was a great deal of exchange of ideas, and it was very good.*

**Rashmi Sarkar MD**

Director - Professor, Dept of Dermatology  
Lady Hardinge Medical College and Associated Hospitals, New Delhi, Delhi University - India



*This was my first time in Dubai Derma, and I was very happy to be here. I was surprised by the number of people who attended the exhibition and scientific sessions. It was an honor and a pleasure to be here. I enjoyed being with all my colleagues, speakers, and the industry.*

**Jose Luis López-Estebarez MD**

Head of Dermatology Department  
University Hospital Fundación Alcorcon, Madrid - Spain





# BRAND ACTIVITIES BY INDUSTRY EXPERTS

## PRACTICAL WORKSHOPS | 5 – 7 March 2024

30+ Practical Workshops led by industry experts was another highlight of the event, this activity provides a platform for the demonstration of state-of-the-art products and technological innovations. Attendees had the opportunity to engage directly with experts, gaining a deeper understanding of emerging trends and acquiring hands-on experience with the latest advancements and equipping them with practical knowledge to implement in their respective fields.



## INDUSTRY PARTNER SESSIONS | 5 – 6 March 2024

Over 10 Industry Partner Sessions were successfully facilitated, this activity remains in-demand for major industry players engaging the right attendees to get to know the latest information about their products, technological innovations, and special trainings. These sessions served as a bridge between theory and practice, allowing attendees to explore cutting edge tools and solutions. Ultimately empowering these professionals to stay at the forefront of their practice.

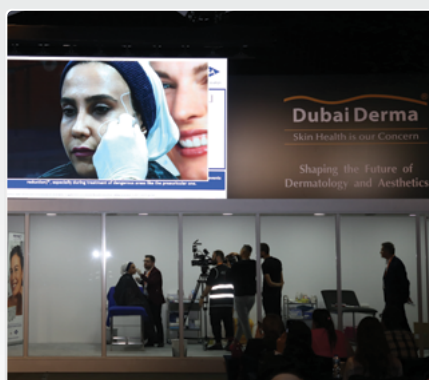


“We participated at Dubai Derma to launch our latest technology and product with a special focus on laser machines. We also have live lectures and hands-on event sessions. We believe that Dubai Derma is the best place to launch and show our latest technology, especially in the UAE market.”

**Quanta System - Italy**  
Douaa Elkassem, Product Specialist

## LIVE CLINICAL SESSIONS | 5 – 7 March 2024

A new stimulating activity to the event was the introduction of the Live Clinical Sessions, where key industry experts conducted various clinical procedures and practical applications of cutting-edge products and technologies, including injections and lasers in a dynamic, real-time setting. The conference attendees have exclusive access to these sessions and indeed attracted great attendance throughout the event. This interactive format allowed the attendees to have deeper understanding of advanced techniques and clinical procedures through observation, engagement and interaction in Q & A sessions.







The Derma Business Hub emerged as a pivotal platform, that facilitated over 580 meetings among 270+ key industry players, decision-makers, buyers, and distributors. Through these business networking opportunities, the hub empowered stakeholders to forge meaningful connections, partnerships and explore business ventures.



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*Dubai Derma was a very good event to be updated with the latest trends and technologies regarding any products or equipment. The Derma Business Hub helped my attendance to be more efficient because I was able to fix my schedule by pre-arranging business meetings with my suppliers and brands of choice.*

**Al Wasi Aesthetic, United Arab Emirates**  
Omar Al Jumaili, General Manager

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*The process of the Derma Business Hub from A-Z was very organized. We have arranged several pre-arranged meetings, and it was productive.*

**Martinez/Allianza LLC (M & D Trades SA), Russia**  
Marina Rubtsova, Manager

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## DUBAI DERMA 2024 AWARDS | 5 – 7 March 2024

The Dubai Derma 2024 Certificate of Excellence Awards recognized the exceptional presence and impact of a few exhibiting companies chosen by the Dubai Derma Organizing Committee for their outstanding contributions to the event, highlighting their dedication to driving innovations and elevating standards of excellence in the industry.

### BEST BOOTH DESIGN



**Best Booth Design Awarded to Pierre Fabre - France**

### BEST STAND SPACE OPTIMIZATION



**Best Stand Space Optimization Awarded to FotoFinder Systems GmbH - Germany**



# REGIONAL ASSOCIATIONS ASSEMBLY MEETING

The Dubai Derma event marked another milestone with the hosting of the Regional Associations Assembly Meeting, which welcomed distinguished representatives from various dermatology associations and societies from the region. This premier gathering engaged in constructive conversations aimed at strengthening support and collaborations for regional events and driving positive change within the dermatology community through collaborative efforts and shared commitment of excellence.



## A GLIMPSE OF DUBAI DERMA 2024 NIGHT

The traditional Dubai Derma Night dazzled attendees with exceptional talents and captivating performances, that provided a vibrant atmosphere to welcome distinguished guests from all over the world. Beyond the captivating entertainment, guests seized the chance to mingle and network with peers and embraced coming together to share in the excitement of the evening celebration while reconnecting with familiar faces and forging new relationships with the industry.





## Attendees' Engagement and Experience

- 90%** of attendees were satisfied with their participation and visit to Dubai Derma, this year.
- 98%** 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.
- 88%** of attendees confirmed that they will attend Dubai Derma 2025.

## Conference Delegates' Engagement and Experience

- 92%** of attendees were satisfied with the quality of the speakers.
- 93%** of attendees were satisfied with the quality of the presentations.
- 98%** of attendees were satisfied with the scientific content they acquired during the conference sessions.

## MARKETING & PROMOTION



### EMAIL CAMPAIGNS

Monthly and weekly e-shots to 79,808+ dermatology professional database.



### WEBSITE [www.dubaiderma.com](http://www.dubaiderma.com)

Dubai Derma website received **128,036** unique website visitors **459,901** page views from the last edition on **4<sup>th</sup> March 2023** until **7<sup>th</sup> March 2024**.



### SOCIAL MEDIA

Dubai Derma social media platforms gathered **40,834** fans and followers across Facebook, Instagram, X, 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 our dedicated media partners through its magazine/ publications and online advertising platforms.





# SPECIAL THANKS TO OUR PARTNERS AND SUPPORTERS

Dubai Derma 2024 was held in cooperation with the Pan Arab League of Dermatology, Arab Academy of Dermatology Aesthetics (AADA) and GCC League of Dermatologists.



رابطة أطباء الجلد العرب  
Pan Arab League of Dermatology



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