



The 4<sup>th</sup> edition of the Saudi International  
**Medlab Expo 2025**

**10 - 12 Nov, 2025**

**19 - 21 Jumada Al-Awwal, 1447**

**RICEC**



## The fourth of the Saudi International 2025

Saudi International Medlab Expo 2025 is a unique platform in the Kingdom of Saudi Arabia, which has brought the Laboratory & Clinical Industry from all over the globe under one roof. The Expo showcases the latest invention & development in Laboratory Technology and brings together the leaders in the medical laboratory industry, aiming to create maximum interaction and meeting opportunities where manufacturers, dealers and distributors can promote their brands, meet potential customers and entertain existing clients. If you're looking to find products, make new investments, gain new knowledge or strengthen business ties with the global clinical laboratory market, we are definitely your right destination.



## Why exhibit?

Build relationships that will propel your business. The fourth of Saudi International Medlab Expo 2025 will bring you face-to-face with the entire spectrum of medical laboratory industry professionals in order to maintain and grow existing relationships. The fourth of Saudi International Medlab Expo 2025 turns on the spotlight for your business.

## Health sector in the Kingdom of Saudi Arabia

The healthcare services in the Kingdom of Saudi Arabia have developed significantly in recent years.



### KINGDOM OF SAUDI ARABIA



## Targeted Sectors to Participate in the Exhibition

Laboratory devices

Clinical laboratories

Diagnostic laboratories

Medical Laboratories

Laboratory education services

Marketing companies

Laboratory technology

Processing and building laboratories

Ministries and government agencies

Universities and medical colleges

Hospitals and health care centers

Transport and supply companies

Technology and telecommunications companies

Medical equipment and tools

Healthcare Services Companies

Medical Devices and Disposables producers

Sub- Agents & Distributors of Healthcare Goods/ Equipments





## Marketing Plan



1st Arabia headquarter is in Saudi Arabia and its subsidiary offices are in Jordan and UAE, in cooperation with its local and international partners, 1st Arabia is implementing a thorough marketing plan to ensure the success of the exhibition in terms of participation and organization through the following means:





## Visitors

The exhibition is expected to attract more than 5,000 visitors from all regions of the Kingdom and the Gulf countries. A special international presence is also expected to attend such as :



- Managers of Medical Labs.
- Hospitals and Health Centers Managers.
- Businessmen. Health Sector Investors.
- Marketing and Transportation Company Officials.
- Suppliers of Medical Equipment. Lab Specialists.
- Doctors.
- Students of Medical Collages.
- Officials from Ministries and Governmental
- Agencies.
- Media professionals Academics

## Special Features and benefits of Participating in the Exhibition (Why participate?)

- Explore new business and investment opportunities
- Direct communication with suppliers
- Communicate with local and international companies
- Learn about the latest and advanced technology
- Present your company products and services on an international platform
- Highlighting your brand
- Marketing and offering products and services to target customers.
- Promotion through the media and social media platforms.
- Meeting businessmen and investors in the health sector
- Communicate with government agencies and health authorities
- Identify the local and global market needs
- Holding agreements with the participating parties
- Exchange experiences and expertise with the participating parties





## 1st Arabia headquarter is in Saudi Arabia

1st Arabia Tradeshows & Conferences, the top notch Tradeshows & Conferences organizing company, has grown to become one of the most challenging MICE organizing and management firms in the Middle East and internationally. Located in KSA with 20 plus years of rich industry experience, 1st Arabia has rapidly expanded to where today it has several fully owned & operating offices in the markets of Jordan, Dubai, Bulgaria & opening shortly in Egypt. We pride to be a member of the most important International Organizations like ICCA, SITE, MPI, IAEE and UFI . We also partner with some of the most prestigious and established organizations in the world, like Messe Frankfurt company , which always makes us the choice of excellence .





Organized By

**1<sup>st</sup> ARABIA**

Tradeshows & Conferences

Saudi Arabia

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