

## Arab Health 2014: Record Number of Product and Solution Launches



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Healthcare companies present latest products portfolios and solutions adopting e-health and automated processes, geared towards improving efficiency and quality in the industry.

With more than 3900 exhibiting companies from 63 countries, the Arab Health Exhibition and Congress is the Middle East's largest healthcare expo. This year, it is witnessing an unprecedented number of new product and solution presentations as the demand for healthcare services in the region continues to mount.

Authorities across the GCC are reviewing reforms and policies in order to promote private sector participation, and with the increasing use of new and advanced technologies, healthcare costs are on the rise.

The number of exhibiting companies has increased by 10% compared to 2013, and this year's event provides an opportunity for both regional and international healthcare organisations, institutions and professionals to share their latest innovations and contribute to the demanding patient needs.

One such company is GE Healthcare, who are showcased their latest innovative medical technologies, services and solutions for the first time in the Middle East.

According to Maher Abouzeid, President and CEO of GE Healthcare for the Middle East and Pakistan, one of the landmark products being introduced to the region for the first time at the event is the Revolution CT scanner, an innovative computed tomography (CT) system combining wide coverage, high spatial resolution and high temporal resolution technology into an 'all in one' CT system. Additionally, Mr Abouzeid explained that GE Healthcare also launched the Centricity 360, built on GE's Industrial Internet platform called Predix, which connects machines, people and data to improve outcomes.

At the Arab Health 2014 Congress which takes place at the same time, 19 healthcare conferences with 9000 delegates cover topics ranging from Anaesthesia and Big Data via Paediatrics to Urology and Wound Care.

Further information on the event can be obtained [from the Arab Health website](#).

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