

*Arab Health 2023*

*The Arab Health 2023 is an****Annual Global Healthcare Medical Expo****held at The Dubai World Trade Centre from the 30th of January – 2nd February. It brings together healthcare professionals to ensure the health industry maximizes its positive impact on the world. This year more than 130.000 professionals visited Arab Health with 3.300+ exhibitors from 76 different countries.*

*In COOK we organised several meetings with our distribution partners off-site. The Business Manager, Division Support Managers, Indirect Business Manager, CSD representative and Market Development Manager came together to discuss business, opportunities, and improvements with the distribution partners. For 3 days, we met with almost 20 distribution partners from Middle East, Turkey, and Africa.*

*During Arab Health COOK organized a dinner for all distribution partners to thank them for their contribution in 2022 and present the 2023 and beyond focus of COOK. Rob Fraley, Director of IMM, presented on COOK’s focus, future, and our ability to develop towards our brand promise: ‘Relentlessly Inventive, Deeply Connected’.*

*The feedback of our Distribution partners of Arab Health 2023 was outstanding, for business, as well as relationship development. We are all looking forward to another successful 2023 and meeting each other again for Arab Health 2024.*

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