



# DUPHAT



29 - 31 March 2009

Dubai International Convention & Exhibition Centre | Dubai | UAE

The 14<sup>th</sup> Dubai International Pharmaceuticals & Technologies Conference & Exhibition was held between 29 - 31 March 2009, at the Dubai International Convention & Exhibition Centre, United Arab Emirates

DUPHAT 2009 was officially inaugurated by the patron H. H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance, and President of the Dubai Health Authority, along with H. E. Qadhi Saeed Al Murooshid, Director General Of Dubai Health Authority and other senior government officials.

Since its inception in 1995 by INDEX Conferences & Exhibitions Org. Est., a member of INDEX Holding in collaboration with the Dubai Health Authority, DUPHAT has emerged as the premier pharmaceutical and technology event in the Middle East achieving record success through display of the latest medical breakthroughs and technical developments attracting participants from over 100 countries.

DUPHAT has mounted the success ladder over the years with the support and recognition of the leading international organizations represented by the American Society of Health System Pharmacists (ASHP), European Federation for Pharmaceutical Sciences (EUFEPS), European Society of Clinical Pharmacists (ESCP), Society of Hospital Pharmacists of Australia (SPHA), International Association



The only **Largest** International Pharmaceuticals and Technologies Conference and Exhibition in the **Middle East**

of Therapeutic Drug Monitoring & Clinical Toxicology (IATDMCT), Canadian Pharmacists Association (CPhA), International Society for Pharmacoepidemiology (ISPE), Utrecht University, The Netherlands, European Society of Oncology Pharmacy (ESOP), Monash University, Australia and Health Management along with local government bodies represented by the Ministry of Health and the Dubai Health Authority.

*The Dubai Health Authority is always keen to support all Conferences and Exhibitions that add value to the health sector in the UAE and the region in general. DUPHAT is classified as one of the major exhibitions specialized in the latest technical updates from the pharmaceutical industry on regional and international levels, as it is recognized and accredited by the Dubai Health Authority and many international scientific organizations that serve the Pharmaceutical industry.*

H.E. Qadhi Saeed Al Murooshid  
Director General - Dubai Health Authority



## CONFERENCE:

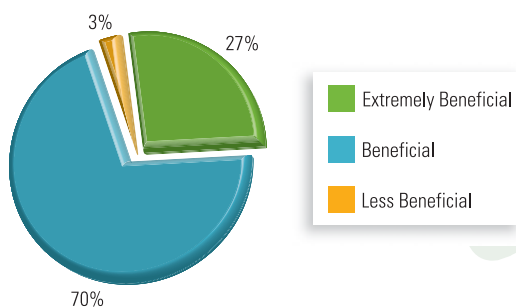
DUPHAT Conference comprises of three days extensive scientific program covering the following themes: Applications of Pharmaceutical Outcomes Research, Quality Measurement in Pharmacy Practice, the promotion of effective rational and safe use of medicines and the effect of genetic differences on the response to treatment and the outcome of these treatments.

DUPHAT 2009 featured distinguished pharmacy professionals from all over the world. Speakers from USA, UK, Australia, Japan, Canada, Sweden, Norway, Germany, Poland, Spain, France and the Middle East delivering 19 high quality lectures on pharmaceutical science and technology.



**Dr. Ali Al Sayed Hussain,**  
Chairman of DUPHAT conveyed his message during the opening ceremony

### Majority of the participants asserted that the DUPHAT 2009 conference was beneficial to them.



The speakers enlightened the attendees with interesting topics on Leading Effective Change in Pharmacy Practice, Quality Measurement of Pharmacy Practice Functionality, Directing Future Pharmacy Practice Toward Societal Needs, Regulatory Issues in Genomic Medicine and Emerging Trends in Outsourcing Health Care: Health Tourism.

The conference highlighted the role of the pharmacists in spreading awareness among community to reduce unhealthy habits such as smoking. The conference developed the pharmacists' skills and upgraded the quality of pharmaceutical services provided and introduce better medical tourism.



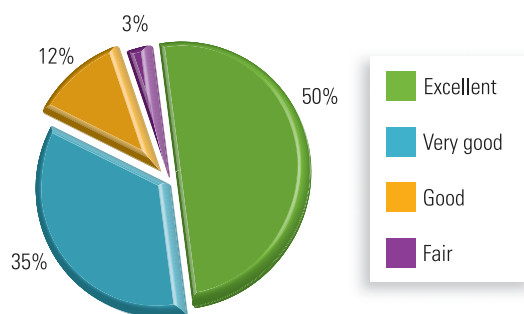
DUPHAT 2009 also raised the credibility of the conference by providing a new automated delegate registration system BlueICE® which helps in calculating the credit hours earned during the participation at the conference.

The conference was accredited by The Society of Hospital Pharmacists of Australia (SHPA), Dubai Health Authority (DHA) and Saudi Commission for Health Specialties (SCHS).

*This is the fourth time I participate in DUPHAT conference and exhibition. Dubai has reached a prestigious place due to the medical exhibition it is hosting on an annual basis. It is amazing how each year the Congress exceeds the accomplishments achieved in previous years. And this year, experts from Europe, Americas, Middle East and Asia made high presence at the conference.*

**Prof. Albert Wertheimer**  
Professor of Pharmacy Practice  
Temple University, Philadelphia, USA

### The quality of speakers as evaluated by the participants



## EXHIBITION:

DUPHAT 2009 exhibition ran parallel to the conference and witnessed the presence of more than 300 leading pharmaceutical companies from Europe, Asia, USA, Canada, and Australia.

With 90% of the exhibitors confirming their participation in next year, it is ascertained that DUPHAT has accomplished a distinctive place in the world of pharmacy where pharmacists and pharmaceutical manufacturers from the region and the Middle East congregate, creating an arena for mutual interaction between professionals,

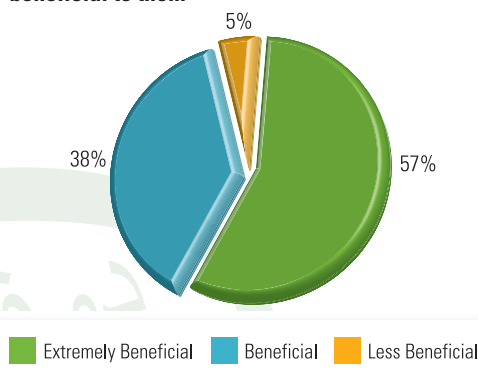


students and academics of pharmaceutical science.

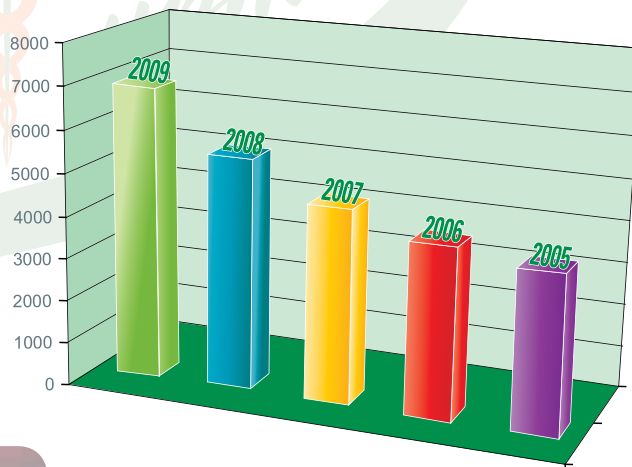
DUPHAT serves as a platform of B2B and B2C interactions in the pharmaceutical field for pharmacists, physicians, biotechnologists, dealers, agents, manufacturers, distributors, medical representatives, clinicians, pharmaceutical analysts and consultants, product specialists, key decision makers, pharmacy practitioners, scientists, researchers, paramedical professionals and academicians.



### Majority of the exhibitors proclaimed the event is beneficial to them



### The upward trend of visitors attending DUPHAT every year



Over 7000 visitors from the government and private sector utilized the event to conduct businesses.

85% of the Exhibitors and visitors declared the event as an excellent place for establishing new contacts, launching new products, expanding new markets and finding new clients, agents, distributors and importers.

The exhibition which is a trademark on its own serves as the marketing arm that enables exhibitors to network and seize valuable opportunities and prospects.



*It is essential for us to participate in DUPHAT Conference and Exhibition as all prestigious pharmaceutical companies and pharmacists are present there.*

*DUPHAT Conference and Exhibition in itself is a great chance for us to promote our products and services in the UAE and GCC market. We are actually proud to be part of this community that provides millions with better life and health.*

**Mr. Mohi-Din A. Binhendi**  
President of Serum Indo Gulf L.L.C

## WORKSHOPS AND OTHER SCIENTIFIC PRESENTATIONS



Rational Drug Use in UAE, Improving Patient Adherence through Health Behavior Change, Pharmacists Becoming Better Preceptors, New Concept for Chromatographic Peak Purity Assessment and Identification of Drugs in Multi-Component Pharmaceutical Preparations and Patient Education with emphasis on patients with chronic rheumatoid conditions.

With an objective to provide Continuing Medical Education to pharmacist and health care providers 15 pharmacy workshops were scheduled focusing on Households Poisoning, Pharmacogenomics and Personalized Medicine, Protection Against the Sun, An Important Pharmacy Practice and Research Issue, Medical Tourism and Globalization of Health Care, Advances in Transdermal Drug Delivery Technologies, Medication Reconciliation, Clinical Pharmacist Establishing and Operating Anticoagulant Clinic in Ambulatory Care,

In addition DUPHAT 2009 included 17 parallel Presentations delivered by outstanding speakers in conjunction to the Conference and Exhibition.

Managerial skills workshops were featured on Getting Results Without Authority and the Art of Coaching presented by Dr. Medhat Sweillam and Dr. Roger Saba.

An exclusive session on Pharmacovigilance & Pharmacoepidemiology was organized on the 29<sup>th</sup> and 30<sup>th</sup> April 2009.



One of the popular highlights of DUPHAT is the **Poster Presentation Competition** that witnessed the participation of 32 professional posters of which 8 was verbally presented and 55 student poster evaluated by a jury from highly reputed universities and 10 winners were announced during the closing ceremony.

## Concurrent Activities



**Gala dinner**, desert safari and Dhow cruise were aligned with the scientific gathering to amalgamate fun and networking among the conference delegates.

“It becomes almost a tradition that Utrecht University is again well represented at DUPHAT 2009. It is a great pleasure and honour for our university to participate in such a prestigious event, DUPHAT is a very recognized event in the pharmaceutical sciences and practice in the Middle-East and beyond. The conference has gained sincere recognition through stimulating lectures, topics and latest pharmaceutical science and practice.”

**Dr. Hubert G Leufkens**

*Chairman of Pharmaceutical Sciences, Utrecht University*

The event concluded with a **closing ceremony** where DUPHAT crystal momentos and certificates were distributed to chairpersons, speakers, professional poster presenters, student poster presenters, participants, schools, schools exhibitors and scientific committee members and for their active participation in making DUPHAT successful.



## See You at DUPHAT 2010

**15 - 17 March 2010**

Dubai International Convention & Exhibition Centre | Dubai | UAE

Organised by:



For more information please contact:

**INDEX® Conferences & Exhibitions Organisation Est.**

P.O. Box: 13636 | Ibn Sina Bldg. #27 | Block B | Office 203 | Dubai Healthcare City | Dubai | United Arab Emirates

Tel.: +971 4 362 4717 | Fax: +971 4 362 4718 | E-mail: duphat@index.ae | Website: www.duphat.ae