

Benmor Medical visited by Lord Darzi at Arab Health 2012



The annual Arab Health Exhibition and Congress is the largest event of its kind in the Middle East attracting more than 65,000 healthcare professionals from across the world with an opportunity for the medical and scientific community from the Middle East and beyond to converge.

With a growing recognition of the rising prevalence of obesity within the region, the Benmor Medical stand was constantly bustling with key health visitors from across the Middle East who were keen to understand how Benmor's innovative range of bariatric products could help them meet the challenge of supporting bariatric care.

Benmor Medical was also fortunate enough to be chosen for a personal visit on the second day of the exhibition by prominent figures within healthcare from the UK and the Middle East. UK Business Ambassador Lord Darzi of Denham and Dr Hanan Al Kuwari, CEO of Hamad Medical Corporation of Qatar were captivated guests on the stand as Managing Director, Peter Staddon presented the company and the Aurum, width expandable bariatric bed.

Speaking on the subject of UK-Middle East cooperation Lord Darzi said:

"The Middle East has long been a key trading partner for the UK, not only because it is one of the largest markets for medical equipment and healthcare products, but also because no other region in the world faces such rapid growth in demand for the latest technologies."

Benmor Medical certainly made a positive impression at Arab Health and will soon be helping to support bariatric care within the Middle East.