

## **Richard Wolf at ARAB HEALTH 2016**

### International meeting point for medicine and healthcare in the Middle East

(Knittlingen / Dubai 25 January 2016) ARAB HEALTH held in Dubai from 25 to 28 January 2016 is the largest and most important exhibition and congress for healthcare in the Middle East. This event constitutes an important forum for medical technology manufacturer Richard Wolf to present its innovative instruments and systems for minimally invasive diagnostics and therapy to visitors with an interest in this area.

The professional public can rest assured that here at Stand 3G30 they will be able to find out all about the latest products, trends and developments in their particular disciplines.

ARAB HEALTH is an important contact trade fair for B2B marketing and offers access to a rapidly growing and exciting future market.

"As far as we are concerned, participation in this trade fair held in Dubai is a very important instrument – a hub for the sale of medical technology and for establishing new business relationships. In future, the Middle East will be an important target market for us. The new ENDOCAM Flex HD camera concept enables us to develop new submarkets for interdisciplinary markets, just to highlight one example," was how Jürgen Steinbeck, Managing Director of Richard Wolf GmbH, described one of the company's strategic goals. "Another aspect relates to innovation management, you might call it trend research: what is the direction of development for the market? ARAB HEALTH is an important platform for us because globalization, the rapid change in technologies, and changing market constellations demand fast exchange of information."

Instrument and imaging systems from Richard Wolf are supplied throughout the world. The mid-sized company manufactures medical instruments. It employs a workforce of more than 1,500 employees and maintains a global network of fourteen subsidiaries and 130 foreign representatives on all continents. The company develops, manufactures and markets a large range of products for endoscopy and extracorporeal shock wave treatment in human medicine. Integrated Operating Room Systems complete the product portfolio.

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