

Under the Patronage of
H.H. Sheikh Ahmed bin Saeed Al Maktoum
 President of Dubai Civil Aviation Authority, Chairman of Dubai Airports,
 Chairman and Chief Executive of Emirates Airline and Group



ENABLING COMMUNITIES INTEGRATING LIVES



AccessAbilities Expo 2022 Brochure

Creating the Best Future of Independent Living for our Communities

15 - 17 November 2022
Halls 5, 6 & 7, DWTC, Dubai

Organised by



For more information, please visit: www.accessabilitiesexpo.com

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MESSAGE FROM THE EVENT PATRON

A platform to create an accessible world



To contribute towards achieving our government's vision of making the UAE the world's friendliest destination for People of Determination, we take pleasure in announcing that Dubai will host the 4th edition of AccessAbilities Expo in November 2022.

The fourth edition of this much-awaited platform bears special importance, as it comes after the unprecedented challenges faced globally due to the Covid-19 pandemic. The UAE Government and private agencies across the country made exemplary efforts to ensure the safety and wellbeing of all its residents, especially the People of Determination, and provide them with the best possible services under the most challenging circumstances.

AccessAbilities Expo will give us an occasion to celebrate our achievements, combine our shared learning and shape our future policies and strategies to serve the over 50 million People of Determination living in the Middle East.

The event will once again welcome all the key regional rehabilitation centres and community development authorities, as well as top global companies specialized in manufacturing advanced technologies and devices that contribute towards empowering People of Determination.

The exhibition will be complimented with an international conference, demonstration and sports



H.H. Sheikh Ahmed bin Saeed Al Maktoum
Chairman and Chief Executive, Emirates Airline
and Group Chairman, Dubai Airports
Event Patron

areas and matchmaking programmes, giving attendees additional opportunities to build the connections vital to achieving our mission to ensure the integration and provision of best available opportunities to People of Determination.

I am proud of the success achieved by the event in its previous editions and look forward to your continued support and participation in creating a better future for People of Determination here in the UAE and beyond.



MESSAGE FROM THE ORGANISER

An even more dynamic edition awaits you!

AccessAbilities Expo (AAE) wishes to you and your family good health and happiness. Our thoughts are with people impacted by the coronavirus pandemic, especially the People of Determination. The world is struggling to keep itself safe. Social life has gone off the tracks. Social distancing has thrown the fun out of windows. Businesses have been severely impacted. The UAE has been maintaining a proactive approach and taking best practices to remain an active tourism hub. It undertook Home Testing Programme for the People of Determination, along with precautionary measures for the parents and caregivers. A platform had been launched for educational and rehabilitation services under the National Policy for Empowering People of Determination. The 'Rest Assured' initiative has shown ways to deal with adversity with pragmatism.

The semblance of life is slowly returning to normalcy and vibrancy will bounce back soon. AccessAbilities Expo, the region's leading and much-anticipated platform for People with Disabilities, will run its 4th edition from November 15 to 17 at the Dubai World Trade Centre (DWTC).

The Expo will have an impressive line-up of new medical equipment and technology which will highlight how technology has become vital in improving their quality of life. The AAE-2022 will play the role of a crucial catalyst in supporting the rehabilitation efforts for the 50 million People with Disabilities living in the Middle East region.

The UAE is an Assistive Technology hub, with the most innovative products and services getting launched to a global audience. For the disabled people, it has been a stress-laced life with day-to-day care and wellbeing going the whole nine yards. Through their products and services, exhibitors will keep their recovery and rehabilitation under sharp focus. The AAE's previous edition had been a resounding success and broke the records in terms of exhibition space, number of exhibitors and participating countries.

Exhibitors recorded good business and held successful meetings with

the decision-makers. Over 8,000 visitors thronged the pavilions of 245 exhibitors and Special Needs Centers from more than 40 countries. With the increase in exhibition space to 10,000 square meters, it recorded a 15 per cent growth. To make the AAE even more accessible and further friendly, improvisations to the offerings have been made based on their feedback.

We share with you information about the AAE-2022. It will be a tailor-made platform to reach out the targeted segments in the disabled community and their families. Considering the volume of business and leads generated, a record 75% of the previous edition's participants confirmed their return to benefit from deals and ably communicate with the People with Disabilities and the potential buyers.

Be part of the region's largest exhibition for products, services and technology for enhancing lives of People with Disabilities and explore new business opportunities. The event will help in your efforts towards reenergizing and rebuilding the business and reconnecting with potential partners. This is an ideal platform to introduce your company's products and services to help People with Disabilities achieve better and independent lives. Our team will be happy to assist you with further information on the AAE; the Middle East markets and Accessabilities initiatives in the region.

Please feel free to reach us.

Stay safe.



LEADERS AND DECISION-MAKERS SPEAK ABOUT ACCESSABILITIES EXPO



The AccessAbilities Expo, hosted by the Emirate of Dubai, puts the decision-makers, stakeholders and all members of the society at the forefront of knowing about the requirements and needs of the stakeholders and enabling them to develop strategic plans to achieve comprehensive integration and sustainable development, by providing them with the best services.

The Expo has facilitated the Ministry's mission to achieve the high efficiency of the Code and enhance the vision of our government to make the UAE friendly to the People of Determination as an urgent task in order to achieve the best development indicators on the global competitiveness scale.

Her Excellency Hessa Bint Essa Buhmaid
Minister of Community Development, UAE



We pay great attention to our customers and employees, through programs and initiatives that comply with international best practices and standards. During its participation in the 3rd AccessAbilities Expo, DEWA showcased technology solutions, smart services and initiatives and programs that we provide to support the People of Determination.

His Excellency Saeed Mohammed Al Tayer
Managing Director of Dubai Electricity and Water Authority



Dubai Police has to its credit many achievements in terms of empowering and serving the People of Determination. This step is in line with the National Policy for Empowering People of Determination and in the implementation of the generous initiative, My Community... A City for Everyone, launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council, to transform Dubai into a friendly city by 2020 by supporting and strengthening the Emirate's current efforts in empowering People of Determination.

His Excellency Major General Abdullah Khalifa Al Marri
Commander-in-Chief of Dubai Police



The RTA has awarded the contract for the development of three stations on the Dubai Metro's Red Line, as part of a five-year integrated plan to develop the Metro stations and improve the infrastructure around the Metro stations and Maritime transport to enhance the integration of various means of transport, to achieve customers happiness and improve the experience of pedestrians and bicycle users in addition to providing a safe and easy transportation environment for People of Determination.

His Excellency Mattar Al Tayer
Director General and Chairman of the Board of Directors



We are proud to be associated with AccessAbilities as it showcases technologies and services that will impact the lives of specially abled people across the country focusing on spreading happiness in all segments of society. With Etisalat's long-term focus and strategy on 'Driving the Digital Future' we aim to get the best in technologies and services from across the world for all our subscribers that will improve their lives, integrate them in the society and enable them to overcome their daily challenges.

Dr. Ahmed bin Ali
Senior Vice President, Corporate Communications of Etisalat Group



Our participation in the Expo was a very successful and fruitful event. Our participation included the display of a smart platform that provides education and rehabilitation services to the Ministry's centres for the People of Determination. The expo has contributed towards enhancing the knowledge and benefit from the experiences of the participating international companies with the most important technologies and smart solutions to support the lives of People of Determination.

H.E. Wafaa Sulaiman
Director of the Department of Welfare and Rehabilitation of People of Determination (MOCD)

LEADERS AND DECISION-MAKERS SPEAK ABOUT ACCESSABILITIES EXPO



DHA is keen to provide the best experiences in supporting and promoting the best policies for the People of Determination to enable Dubai to become a friendly city for them.

The Authority is continuing its mission to promote the health tourism industry in Dubai and increase the Emirate's contribution to international tourism and strengthen the health tourism governance systems, with the aim of attracting 500,000 People of Determination as tourists.

**His Excellency Humaid
Mohammed Al Qatami**
Chairman of the Dubai Health
Authority (DHA)



The People of Determination are part of the society and our wise leadership has accorded great attention to this group, through the enactment of laws and legislations that ensures they conduct their daily lives and various activities with ease.

Dubai Municipality has adopted the Dubai Universal Design Code which has laid down the standards of comprehensive designs for buildings and takes into account all the requirements of the community.

His Excellency Dawood Al Hajri
Director General of Dubai
Municipality



The CDA is on the road to make Dubai a friendly city for People of Determination through the implementation of the legislations, directives, standards and relevant regulations aimed at achieving the initiative, A City for Everyone, and reach the goal of having a community friendly to the People of Determination.

Accordingly, the Authority has put forward several initiatives to our wise government that puts the People of Determination on top of its priorities.

His Excellency Ahmed Julfar
Director General of the Community
Development Authority in Dubai



The AccessAbilities Expo is a global platform that confirms the status of the United Arab Emirates in caring for the People of Determination and highlighting their achievements and aspirations. Our participation in the 3rd edition of the AccessAbilities Expo was aimed at building relationship with the international participants and at the same time publicizing the efforts of the government to make Abu Dhabi a friendly city for People of Determination.

His Excellency Dr. Mugheer Al Khaili
Chairman of Community Development
Department, Abu Dhabi



Dubai Customs participation in AccessAbilities Expo was very positive because it was a chance to learn about the latest and most advanced technologies which serve people of determination. These smart solutions are intended to help people of determination live a natural life, rely on themselves and integrate them into work and schools.

**His Excellency Ahmed Mahboob
Musabih**
Director of Dubai Customs



The new technologies and scientific solutions to be showcased at the Expo will enable People of Determination to perform their functions in a manner appropriate to their nature, making it easier to fully integrate them into the community. It will also stimulate the institutions concerned and participants to better understand their needs and provide innovative and smart solutions.

His Excellency Khalifa Bin Darrai
Executive Director of Dubai
Corporation for Ambulance
Services

EVENT

KEY FEATURES

Dubai Accessible Tourism International Summit (DATIS)

DATIS is the only international platform in the MENASA to highlight and discuss the legislations, policies and requirements of tourists with disabilities.

It highlights the challenges they face while traveling in relation to infrastructure, transportation and communications and other equally important and socially-relevant issues.



DATIS-2022 will be held from 15 to 16 November, with government officials and international experts speaking out about the ground realities and ways to make all cities friendly for tourists of determination.



Knowledge Hub

The Knowledge Hub, in its three-day run, will see over 30 experts from the exhibiting companies and Centers for People of Determination sharing their innovations with key buyers and participants and discussing vital topics dealing with empowerment, employment and technology and their role in supporting People with Disabilities.



EVENT KEY FEATURES

Demo Zones

Demo Zones across the exhibition will give an opportunity for visitors to see and experience first-hand the new technologies and products which will be on display during the exhibition.



Sports Arena

The 800-square-metre Sports Arena celebrates the sporting talent, achievements and contributions of People of Determination, their families and well-wishers. The Arena will showcase how Adaptive Sports make life better and happier for people suffering from a variety of physical and intellectual disabilities.



Activity Area

Recreational activities like yoga, mixed martial arts and Brain Dance for children will be featured at the exhibition.



Smart Accessible Home

A display and demo area for innovative products and solutions for barrier-free living, from the kitchen, bathroom, bedroom, lift solutions and other requirements for people with disabilities for a comfortable, safe and independent living in their own home.



JOIN THE LEADERS OF YOUR SECTOR AT THE EXPO



AccessAbilities Expo 2022 will be a tailor-made platform to reach out the targeted segments in the disabled community to showcase the latest and best of products and services in the region keen on exploring what the world has to offer to them. Taking into account the volume of business generated and leads emerged, a record 75% of the previous edition's participants confirmed their return to the next edition. They expressed confidence of benefitting from their successful participation and hopeful about signing deals and ably communicating with the industry players along with meeting People with Disabilities and potential buyers.

2019 Event in Numbers



8,000
ATTENDEES

9,870^{SQM}
GROSS EXHIBITION
SPACE

2
CONFERENCES

50+
VISITING
COUNTRIES

1,200
BUSINESS
MEETINGS

60+
REGIONAL
SUPPORT
CENTRES

245
EXHIBITING
COMPANIES

EXHIBITORS PROFILE

AccessAbilities Expo works for you to make your business drive the maximum mileage and get the most of new sales leads and procurement opportunities.

Through best display opportunities, showcase your coveted technologies and prized services to a diverse audience of buyers, distributors and potential business partners. At the Expo, key sectors make it at a point to converge to enable the world to discover the state-of-the-art products and solutions to support the People with Disabilities to make the best of their lives.

92% OF EXHIBITORS HAVE RATED THE EXPO AS VERY IMPORTANT FOR THEIR BUSINESS

250+ COMPANIES FROM 30+ COUNTRIES EXPECTED TO PARTICIPATE THIS YEAR

SMART SOLUTIONS, TECHNOLOGY AND SERVICES AT ACCESSABILITIES EXPO

 DAILY LIVING AIDS	 HOUSEHOLD AND NUTRITION	 PERSONAL CARE AND HYGIENE	 BARRIER-FREE LIVING	 CARS AND TRANSPORT
 PHYSICAL TRAINING	 WORKPLACE AND OCCUPATION	 LEISURE, SPORTS AND RECREATION	 AIDS FOR CHILDREN	 AIRPORT
 MOBILITY	 COMMUNICATION	 ORTHOPAEDIC AIDS	 PHYSIOTHERAPY	 AIRLINES
 CLOTHING	 EDUCATION AND TRAINING	 NURSING AND MEDICAL CARE	 OCCUPATIONAL THERAPY	 HOTELS & HOSPITALITY



The Expo is an important event in the world and I was keen to visit it every year from America. When I started implementing the project of Sanad Village in the Sustainable City of Dubai, I decided to announce it through the Expo. The interaction we had with various governmental and private entities and their interest in the Sanad project, during our participation in the Exhibition, has exceeded our expectations by far, and I was very pleased with the volume of public turnout at our Stand whether for work, support or inquiry.

Dr. Muhanad Fraihat
Founder and President of Sanad Village

VISITORS PROFILE

From over 250 companies across the world, the Expo visitors get a unique opportunity to discover the advanced technologies and solutions and learn about the emerging trends and innovations designed to enhance the lives of People with Disabilities



Technology has been playing a significant role in various ways toward improving the lives of people with determination. Last year, during our participation in the expo, we explored the latest assistive technology from across the world and this year we look forward to more. The latest innovations in technology give access to better learning and enable a person to function much more independently.

Majid Abdulla Al Usaimi
Member of Dubai Executive Council
& Executive Director of Dubai Club for People of Determination

TOP COUNTRIES REPRESENTED BY ATTENDEES

 United Arab Emirates

 Saudi Arabia

 Germany

 India

 China

 United States of America

 United Kingdom

 Egypt

 Italy

 Bahrain

 Kuwait

 Jordan

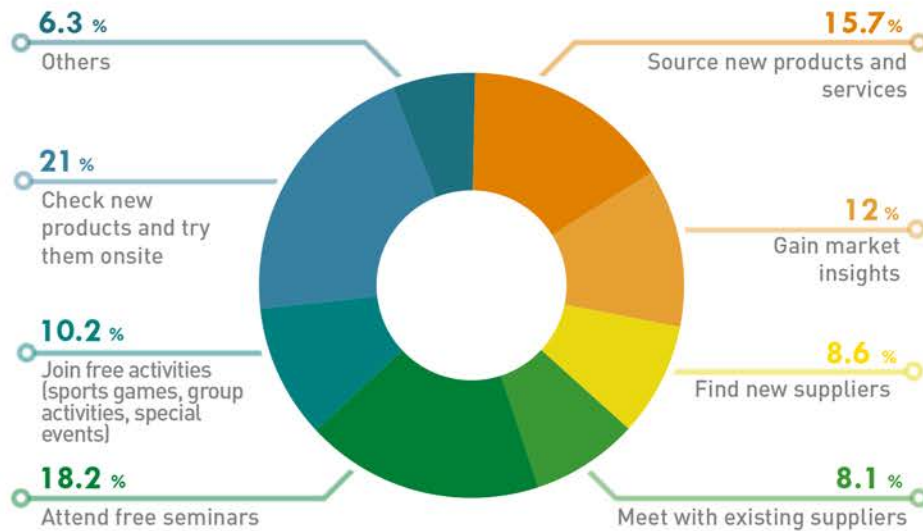
 Japan

 Canada

91% Of the visitors in the previous edition were satisfied with the quality of exhibitors

72% Of the visitors in the previous edition will definitely attend next edition

TOP REASONS OF VISITING THE EVENT

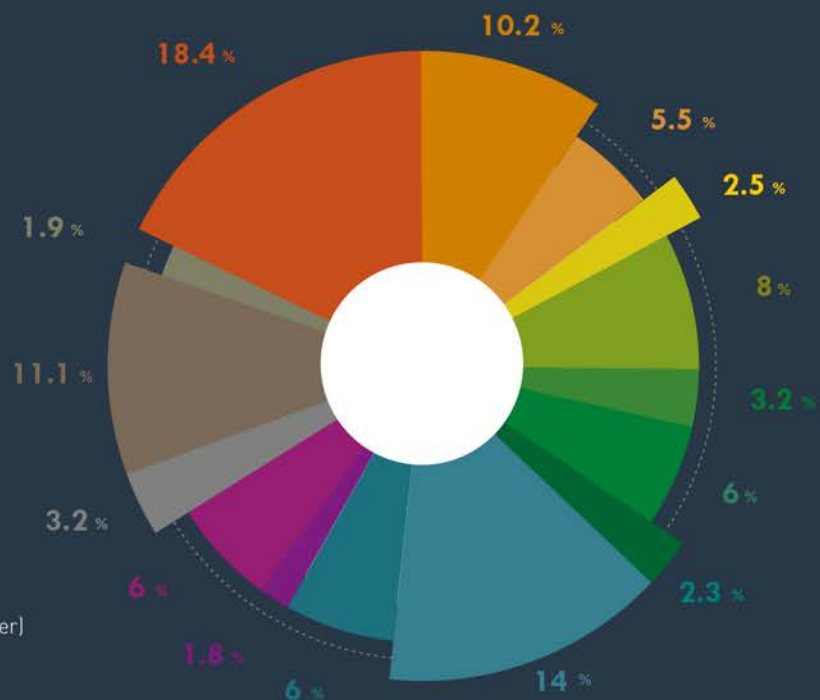


Who visits the Expo?

AccessAbilities Expo-2019 attracted over 8,000 visitors from 56 countries across a wide-range of company activities:

VISITOR COMPANY ACTIVITY

- Charities
- Community Development Officers
- Disability Advocates
- Disability Centres
- Government Authorities
- Hospitals/Clinics
- NGOs
- Rehabilitation Centres
- Research Associations
- Schools, Universities and Technical Colleges
- Disability Sports Organisations
- Disability Support Groups
- Free Service Providers (such as wheelchair service provider)
- Travel Associations
- Others



HOSTED BUYER PROGRAMME



Our unique Hosted Buyers and Matchmaking Programme provides experts and decision makers the opportunity to pre-schedule meetings with exhibiting companies and to meet face to face during the event.

1,200
Business Meetings



The Hashemite Kingdom has to its credit several achievements in the field of empowering People of Determination through the development of laws and legislations that guarantee the rights of this group and access to an open life away from isolation, exclusion and restriction. Jordan has put the issue of accessible tourism under the spotlight and has started to implement model initiatives that includes all the tourist and health facilities for the People of Determination in the cities of Aqaba and Petra and the Abdali, an area in the heart of Amman.

His Royal Highness Prince Mired bin Zaid
President of the Higher Council for the Rights of Persons with Disabilities (HCD), Jordan



MASS EXPOSURE FOR YOUR BRAND

With an experienced team of marketing professionals and a powerful multi-channel marketing and PR campaign worth over AED13 Million, AccessAbilities Expo ensures a targeted campaign that reaches the right audience and sectors across various marketing channels



30+
MEDIA PARTNERS



10,000+
INDUSTRY
PROFESSIONALS



15,202
ENGAGEMENT ON OUR
SOCIAL MEDIA
COMMUNITY



28,277
FOLLOWERS



600,323
REACH



40,443
WEBSITE PAGE VIEWS



15,215
NEW USERS



19,435
SESSIONS

Approximate Value of

AED 13,649,783 PR COVERAGE



27
ENGLISH

33
ARABIC

Number of Press Releases/Articles/ Interviews
Published about **AccessAbilities Expo 2019**

NUMBER OF MEDIA



20 ENGLISH PRINT
55 ARABIC PRINT



220 ONLINE ENGLISH
258 ONLINE ARABIC

For a tailor-made PR and marketing campaign to highlight your participation in AccessAbilities Expo, please contact our Sales Team at accessabilitiesexpo@naddalshiba.com / +971 4 409 6898 to discuss relevant packages and rates.

OUR PARTNERS IN SUCCESS



MAKE ACCESSABILITIES EXPO WORK FOR YOU

LAUNCH

Exhibit new products and services to more than 10,000 trade buyers from over 50 countries

EXPLORE

New business opportunities with the Middle East's leading decision-makers

NETWORK

Connect with professionals from a wide range of industry sectors from across the world

GAIN

First-hand insights into regional disabled care provision through face-to-face meetings with local healthcare and disability experts

STRENGTHEN

Build stronger relationships with existing clients, source new contacts and increase your ROI

For advertising, sponsorship and exhibition opportunities tailored to your objectives and your budget, contact our global sales team now.

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اكسبو اصحاب الهمم الدولي

AccessAbilities Expo

International Exhibition for People with Disabilities

15 - 17 NOVEMBER

2022

BOOK YOUR
STAND TODAY

**ENABLING
COMMUNITIES
INTEGRATING
LIVES**

Organised by



NADD ALSHIBA