

## **BERCHTOLD at Arab Health 2010 in Dubai**

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Arab Health is viewed as the top-notch event in the Middle East for biomedical technology, as all levels of the industry's value-adding chain are present - from manufacturers to distributors to key decision-makers of the Arab world.

The trade show, which has been running for three decades, is considered to be one of the most important events in the healthcare sector today. Above all else, the show offers companies the ideal opportunity to present their products to one of the most rapidly expanding and attractive markets. The trade show's success has been reflected particularly in the high growth in recent years. This year, over 2,500 exhibitors from 65 countries presented their products and services to more than 70,000 expert visitors from around the world.

With a fresh design concept, the BERCHTOLD stand was positioned in the main hall, occupying 42 square metres. The entire range of products could be presented in a space with a highly professional and very attractive backdrop. In addition to the OPERON

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