



Nordic Home Care Solutions

AccessAbilities Expo Dubai - 2022

The Scandinavian Pavilion



اكسبو اصحاب الهمم الدولي

AccessAbilities Expo

International Exhibition for People with Disabilities

AccessAbilities Expo
15-17 November 2022
Dubai World Trade
Centre



Nordic Home Care Solutions

What

Dubai will host the fourth edition of AccessAbilities Expo to serve more than 50 million people with disabilities in the Middle East.

It gives us great pleasure to announce that the 4th edition of AccessAbilities Expo – the largest dedicated event for people with disabilities, their families and caregivers in the Middle East, Africa and South Asia will be held for its fourth successful edition from 15-17 November 2022 at the Dubai World Trade Centre.

Held under the patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman of Dubai Airports and Chairman and Chief Executive of Emirates Airlines and Group, AccessAbilities Expo 2022 will offer the widest range of interactive services and activities focused on Inclusion and Empowerment for People with Disabilities. The event will welcome more than 250 exhibitors, 10,000 visitors and 1,000 delegates, strengthening efforts to provide the best rehabilitation and treatment services and modern technologies to more than 50 million people with disabilities in the Middle East.

Why

AccessAbilities Expo will highlight the following key product groups: Daily Living Aids; Household and Nutrition; Personal Care and Hygiene; Barrier-Free Living; Physical Training; Mobility; Workplace and Occupation; Aids for Children; Communication; Orthopaedic Aids; Physiotherapy; Clothing; Education & Training; Nursing and Medical Care and Occupational Therapy.

Apart from a wide ranging selection of the latest technologies, smart solutions, innovations and services from across the globe, the Expo will feature dedicated areas for disability sports, technology, arts and crafts, medical and rehabilitation, as well as several conferences that will explore new ideas and partnerships that can help improve the lives of people with disabilities.

When & Where

The event will be held from 15-17 November 2022 at the Dubai World Trade Centre.

Who will attend

The Expo has strong support from regional Government Authorities and provides the most effective platform for global suppliers to showcase their latest products and services to support more than 1 billion people with disabilities worldwide, over 50 million of whom reside in the Middle East alone. The event also provides an ideal opportunity to meet with regional buyers and distributors, people with disabilities and their families, international experts and thousands of professionals from across the Government and Private sectors.

The Scandinavian Pavilion

Based on the great interest shown to us by government and private bodies in the region that work in the field of disability, people with special needs and the elderly with regard to the leading Scandinavian experience in welfare technology solutions, equipment and services provided in this vital sector. Our vision came to provide what can be offered of solutions, devices and services created by Scandinavian companies within an innovative framework of a comprehensive interactive experience in a harmonious environment of accessibility within an integrated Scandinavian pavilion. This experience allows decision makers and individual visitors to learn more about all the solutions that can create an independent, safe and smart environment for the disabled and people with special needs, whether at the airport, hotel, home, and health center etc.

Whether you are a large company with software or hardware solutions or a small company with one unique product there is a place for you in the Scandinavian Pavilion. Whatever place or size of your product is used, you can help us to furnish the perfect environment for the disabled. We have the concept ready in four environments, but we would be very delighted if you would share us your desire for a better and more efficient view of the furnishing.

The demo-show

The exhibition will open with a visual demonstration of a disabled person using all the devices, furniture and equipment in the four environments within the Scandinavian pavilion, in a continuous demo-show in which we follow the person from the moment he/she enters the airport, then the hotel, then the health center, and then the smart Welfare - home. During the demo-show the person will use every single equipment/equipment in front of the visitors in a continually demo-show based on a professional storyboard.

A special presentation before the official opening dedicated for decision makers and purchasing managers from government and private sector bodies in the region, will find place ONLY in The Scandinavian Pavilion to examine the solutions and equipment presented by companies.

The layout

The pavilion we have created is as follows:

- 4 blocks of 100 sqm each – for the following indoor environments: Welfare - Home care, Accessible Hotel, Accessible Health Centre & Gym, and Accessible Airport.
- 72 sqm – for companies' stands and information booths for the pavilion.
- Total space allocated: 472 sqm

The way the pavilion has been designed will have four large structures for the indoor environments (all with Walk-through paths open to traffic) and exhibition booth spaces in the main aisles and attracting the entire pavilion traffic. The pavilion is in the main aisle from the entrance and close to the conferences with their 1,000 expected delegates (a high traffic area).

Do you need your own place?

Our Scandinavian pavilion extends over an area of more than 400 m2 with the opportunity to expand to 600 m2, however, if you would like to design your own space to suit your product beyond the limits of the pavilion we will be happy to help you with that as well, because we believe that it is crucial to listen to our exhibitors's needs and express flexibility for these needs.

The Package

The cost of the space is as follows:

- Net chargeable space including construction and full service: **1 m2 x USD 799**
- **Free registration** for Nordic Home Care Solutions's co-exhibitors (usually charged at **USD 504** / company).
- ONLY 5% VAT.
- **The registration includes:**
 - Individual online profiles.
 - Matchmaking facilities.
 - Social media promotion.
 - Personalised marketing collateral for all The Scandinavian Pavilion exhibitors.
 - Your company will be minimum charges for 10 m2.

We look forward to welcoming you to Dubai in November 2022.

Med venlig hilsen/Best regards,

Mijbel AL-Swait

CEO & Founder

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Our expertise within health and homecare sector in Scandinavia has enabled us to combine experiences and products that provide added value to people who need help. Our deep knowledge of the culture and our understanding of the needs of different societies throughout the Middle East enable us to carefully select services and products to suit the needs of the people in this part of the world.