

Surgical Innovations (SI), the designer and manufacturer of creative solutions for Minimally Invasive Surgery (MIS), has attended Arab Health 2014 in Dubai this week in a bid to further strengthen relationships across the Middle East.

Arab Health, which opened its doors on Monday, is the largest medical conference in the Middle East. The four day exhibition is a great platform for SI to maintain on-going relationships with surgeons and businesses, meet with key opinion leaders in the region to discuss the latest market trends and receive feedback on its innovative product ranges. Throughout the exhibition SI has also visited a state-of-the-art training centres in the region and delivered advanced training to its sales team based in the Middle East.

Being part of Arab Health has been an essential component of SI's event calendar for many years. The congress attracts approximately 80,000 healthcare professionals, surgeons and academics from all over the world every year.

Graham Bowland, CEO at Surgical Innovations said: "The Middle East is a key driver for SI's international growth strategy. For many years Arab Health has been an established platform for business development as it allows us to strengthen Middle Eastern relationships and showcase our innovative products in the region. We hope it will continue to be an important event for us for many years to come."