

PureLIFE

A PURELAB INITIATIVE

LABORATORY INSIGHTS FOR EXCELLENCE 2023

24-25
NOVEMBER, 2023

ADNEC
ABU DHABI, UAE

POST EVENT
REPORT



Dear Colleagues,

We are delighted to present a post-event summary of the highly successful **PureLIFE - Laboratory Insights for Excellence, 2023 Conference**, which took place on **24-25 November, 2023** at the Abu Dhabi National Exhibition Centre (ADNEC) in Abu Dhabi. This conference brought together a remarkable assembly of professionals, experts, and visionaries in the field of pathology and laboratory medicine, creating an inspiring platform for knowledge sharing, innovation, and collaboration.

Throughout the two-day event, attendees were immersed in a program that encompassed the latest advancements, emerging trends, and transformative research that are shaping the landscape of pathology and laboratory medicine. Our esteemed speakers, who are leading authorities in their respective domains, delivered exceptional presentations, sharing their invaluable insights, igniting thought-provoking discussions, and challenging conventional practices. Their expertise and passion for their work left an indelible impact on all participants, inspiring them to push the boundaries of knowledge and practice.

Beyond the enriching educational sessions, the conference also provided ample opportunities for networking and fostering connections among like-minded individuals. Attendees were able to engage in meaningful conversations, exchange ideas, and forge collaborative relationships that will undoubtedly contribute to further advancements in the field. The spirit of camaraderie and shared dedication to excellence was palpable throughout the event, creating an atmosphere of synergy and collective growth.

We would like to express our heartfelt gratitude to all the speakers who generously shared their expertise and contributed to the success of the conference. Their commitment to advancing the field of pathology and laboratory medicine is truly commendable, and we are honored to have had the privilege of hosting them.

We extend our deepest appreciation to the delegates who attended the conference, as their active participation, engagement, and thirst for knowledge played a pivotal role in making this event a resounding success. Your presence and contributions enriched the discussions and elevated the overall experience for everyone involved.

We would also like to extend our gratitude to Abu Dhabi Convention and Exhibition Bureau and our sponsors for their invaluable support, as their partnership and commitment made it possible to create a conference of such high calibre. Their dedication to advancing the field of pathology and laboratory medicine is highly commendable, and we are grateful for their continued support.

Lastly, we would like to thank all the supporting organizations, volunteers, and staff members who worked tirelessly behind the scenes to ensure the seamless execution of the conference. Their hard work, professionalism, and attention to detail were instrumental in creating a memorable and impactful event.

As we reflect on the success of the PureLIFE - Laboratory Insights for Excellence, 2023 Conference, we are filled with gratitude and a renewed commitment to the advancement of pathology and laboratory medicine. We look forward to building upon this success and continue to foster a community of excellence, innovation, and collaboration in the years to come.

Thank you once again to everyone who contributed to this extraordinary event. Your dedication and support are truly appreciated.

Dr. Carlo Kaabar
Conference Chairman
Medical Director, Purelab-North
UAE



Event Summary

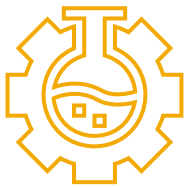


Dr. Carlo Kaabar
Conference Chairman
Medical Director,
Purelab-North
UAE

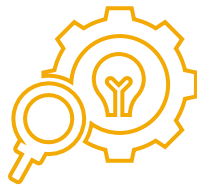




Conference Themes



**Excellence in
Laboratory
Management**



**Excellence in
Research and
Innovation**



**Excellence
in Clinical
Diagnosis**



**Excellence in
Quality
Management**



**Excellence in
Point of Care
Testing**



Committee and Speakers





Co-Chairman Scientific Committee



Dr. Carlo Kaabar
Medical Director,
Purelab-North
UAE



Dr. Stefan Weber
Medical Director,
Purelab-South
UAE

Speakers



Dr. Eyas Hattab
Kentucky, USA



Vivek Shukla
Dubai, UAE



Abdelkader Assaad
Abu Dhabi, UAE



H.E. Farida Al Hosani
Abu Dhabi, UAE



Dr. Erik Koornneef
Dubai, UAE



Dr. Karolina Kobus
Bahrain



Dr. Samer Ellaham
Abu Dhabi, UAE



**Dr. Ali Abdul
Kareem Al Obaidli**
Abu Dhabi, UAE



PureLIFE

A PURELAB INITIATIVE

LABORATORY

24-25 November, 2023 | ADNEC, Abu Dhabi



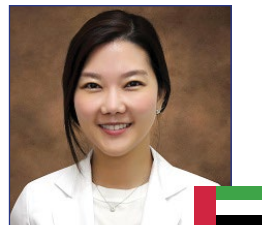
Speakers



**Dr. Ahmad Abou
Tayoun**
Dubai, UAE



Dr. Gehad ElGhazali
Abu Dhabi, UAE



Dr. Joowon Oh
RAK, UAE



Dr. Nashat Nafouri
Jeddah, KSA



Deepinder Singh
Dubai, UAE



Dr. Rana Nabulsi
Dubai, UAE



**Dr. Shiefa Necia Joan
Sequeira**
Dubai, UAE



Dr. Hady Elkhodary
Dubai, UAE



**Dr. Abubaker
Mohammed Elfatih**
Abu Dhabi, UAE



Dr. Stefan Weber
UAE



Speakers Summary

Speakers by Continent

17
Speakers



Bahrain

1



Saudi Arabia

1



United Arab Emirates

14



United States

1



Exhibitors Summary

Why Exhibitors Chose This Congress

- ✦ **91%** Establish brand awareness for the company
- ✦ **94%** Seek immediate business
- ✦ **90%** Seek potential clients
- ✦ **91%** Establish brands
- ✦ **92%** Meet existing clients or partners

Exhibitors Feedback

- ✦ **98%** of the exhibitors described the overall quality of the event as excellent
- ✦ **95%** of the exhibitors said the event was an effective marketing tool for their company
- ✦ **93%** of the exhibitors said the event was a unique platform to do business within the healthcare sector
- ✦ **97%** of the exhibitors said the quality of business visitors was excellent
- ✦ **94%** of the exhibitors booked their stands for next year

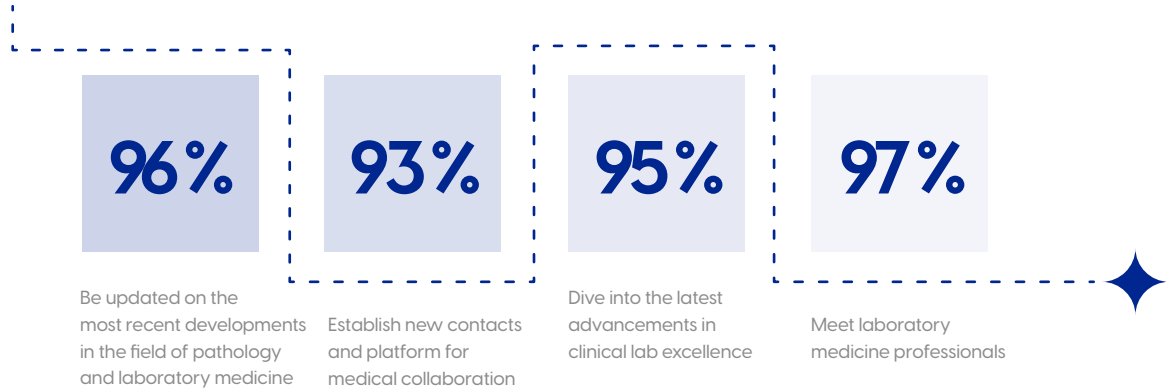


17
Sponsors and Exhibitors



Delegates Summary

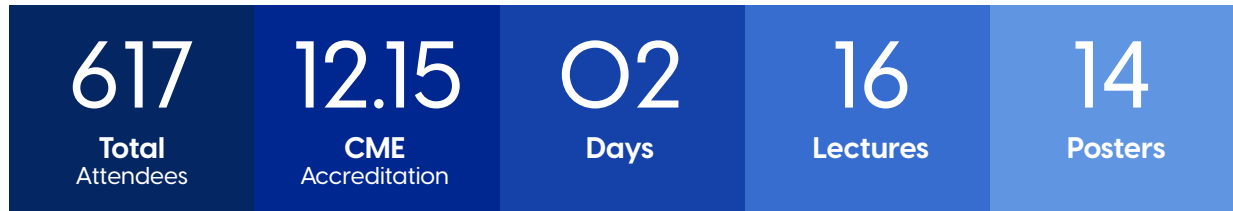
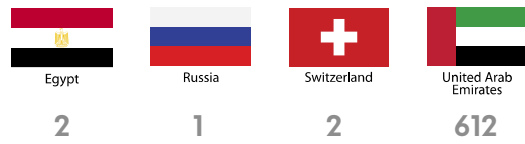
Why Delegates Attend the Purelife, A Purelab Initiative Laboratory Insights for Excellence 2023



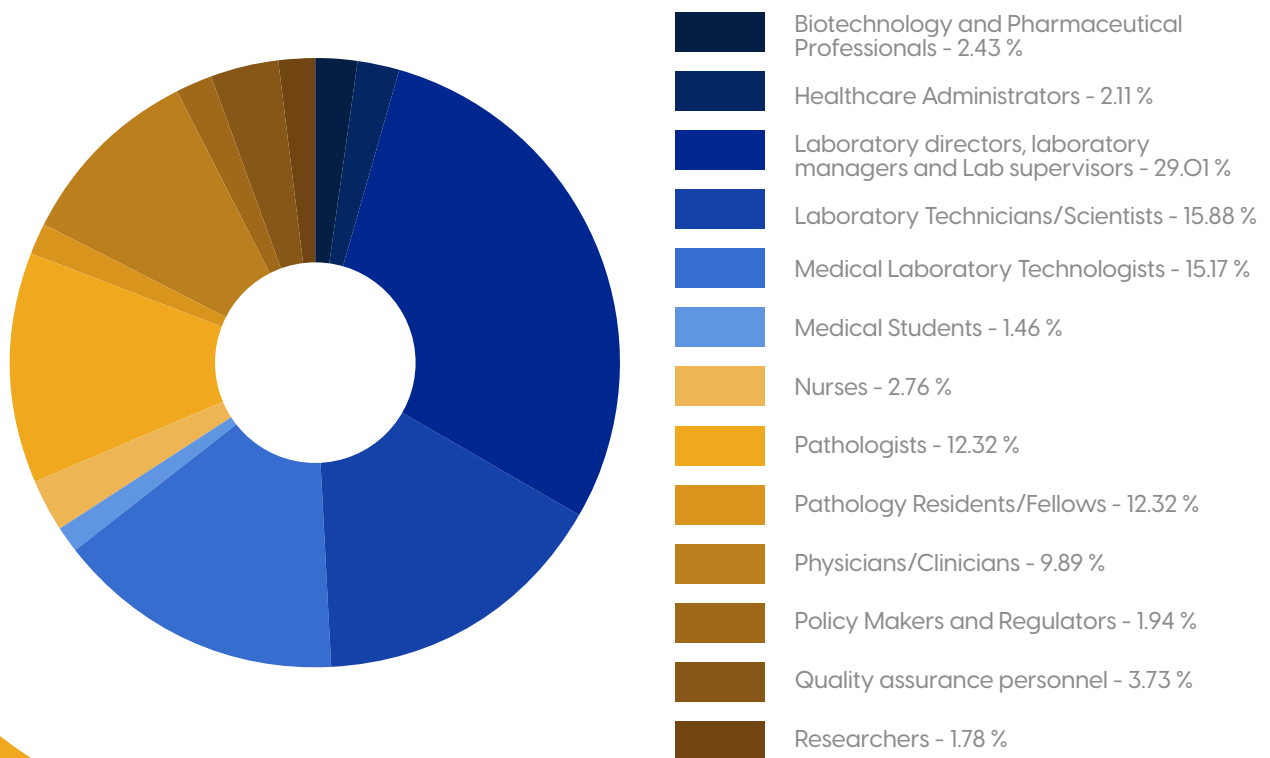
Delegates' Feedback



Delegates Participation by Country



Delegates by Specialty



Delegates' Testimonials

"Attending PureLIFE 2023 at Abu Dhabi National Exhibition Center was an extraordinary experience. It offered insightful presentations, innovative technology showcases, and invaluable networking with global experts, significantly enhancing my understanding of the latest laboratory advancements and trends. The event was impeccably organized, making it a highly enriching professional journey."

Mr. Mohamed Babikir Mohamed
Quality Management - Purelab, UAE

"Meeting brilliant minds gives a push for achieving even greater things. I feel so motivated after attending this session. Thank you."

Ms. Islam Izzeldin Yousif Dafalla
Medical laboratory technologist-Microbiology, UAE

"PureLIFE was an insightful event. The exhibition pattern and invitation to multiple healthcare stakeholders provides diversified knowledge about market practices and technologies."

Mr. Burhan Bashir
Operations Excellence and People Services Officer - Human Resource, UAE

"It is a great experience to attend the event and to be one of the poster presenters. The event was useful and I will attend it next year."

Ms. Nour A. Farajallah
Clinical Preceptor, UAE

"It was an academically enlightening event, very well-organized and covering a spectrum of topic relevant to laboratory medicine."

Dr. Aarti Vibhakar
Specialist Pathologist, UAE

"I thoroughly enjoyed being part of this activity; it was impeccably organized. I look forward to even more next year."

Mr. Muzzamil Elhadi Mahmoud Hassan
Medical Laboratory Technologist - RAK PHCs, UAE





"Conference venue is perfect for the event. Speakers met the focal points of the Conference agenda. Overall, thumbs up for the Purelife Laboratory Insights."

Mrs. Lorna Mendoza

Healthcare , UAE

"Program was really well organized and happy that I could attend; it's interesting to note that Sustainability and Longevity have become a part of laboratory medicine."

Mr. Mohammed Muhsin P V

Laboratory Technologist, Burjeel Medical City, UAE

"It was a great initiative and happy that such an innovative and important conference was conducted and organized in Abu Dhabi making it easier on Abu Dhabi residents to attend."

Ms. Hala Issa

Clinical Instructor Higher Colleges of Technology, UAE

"It was an extremely well put together event that provided us with current and up to date themes."

Ms. Degan Abdisalam

Microbiology Scientist G42, UAE

"It was great experience as the conference was well-organized with many interesting sessions."

Dr. Lama Musallam

Faculty of Hematology and Blood Banking- Med Lab Sciences- Higher Colleges of Technology, UAE

"The first Purelab event was so great and made me feel a proud Purelab employee."

Mrs. Sahar Taamalli

Senior Medical Laboratory Technologist, UAE

"Very well-organized conference with very interested topics."

Mr. Azmi Ali Abu Radwan

Lead operation management , Purelab, UAE

"Thank you. It was informative and insightful for the future of laboratory medicine."

Dr. Rania Herdan

Consultant Anatomic Pathology, PHD, Abu Dhabi, UAE

"It was a very useful event and very interesting lectures and visual aids. Enjoyed and learned a lot of new applications."

Dr. Mrudula Sadanandan

Laboratory Director Czech Rehabilitation Hospital, Al Ain, UAE

"This conference was an exceptional gathering of dedicated professionals, and experts in the field of pathology and laboratory medicine which created an inspiring platform where knowledge, innovation, and collaboration were covered."

Mrs. Maisa Ibrahim Dababneh

Senior Med Tech- SKMC, UAE

"The conference provided very informative and latest technologies in the region. It was organized the event in an impressive way."

Mr. Abdul Kareem Bin Ali

Specialist Quality, UAE

"Though the conference was organised for the first time by Purehealth, it was well organized and all the speakers were excellent. There was adequate coverage of main topics in the field of lab medicine. The hospitality and arrangement of food was also great. Thank you Purehealth for all the efforts."

Dr. Mallikarjuna Swamy

Laboratory Director, UAE

"The opportunity to attend PureLIFE - Laboratory Insights for Excellence 2023 provided invaluable insights into the latest advancements in laboratory practices. The diverse range of topics covered, and the interactive sessions fostered meaningful discussions among professionals, enhancing my understanding of current trends in the field. The networking opportunities were exceptional, allowing me to connect with experts and peers alike. Overall, PureLIFE 2023 was a well-organized and enlightening experience that significantly contributed to my knowledge in laboratory sciences. Excited to join again next year!"

Ms. Jaidy Floralde

Specialist - Sales Support, UAE

TESTIMONIALS



"This presents a remarkable chance to comprehend the vision of AI in the healthcare world, encompassing longevity concepts and a promising future for medical advancements benefiting humanity"

Mr. Muhammad Antique Ur Rehman Awan

Madinat Zayed Hospital Laboratory, UAE

"This was a very insightful experience. Very well done and very useful information delivered in an excellent manner. Truly learned a lot through this conference and enjoyed it as well."

Ms. Zoobia Zaheeruddin

Medical Laboratory Technologist SKMC, UAE

"The conference was very informative, selection of topics was excellent and engaging, very organized, time keeping was excellent, discussion was fruitful. One of the best conferences and we wish to have the same every year."

Mrs. Hala Imambaccus

Senior Supervisor - Pure lab, UAE

"It was great event managed by Mr. Carlo and It is an honor to meet such a group of bright minds."

Mr. Abdeen Wageallah Abdeen

Team Leader, UAE



"It was my pleasure to join such beautiful and knowledgeable event. Thank you all for your efforts."

Mrs. Shaniba Muttukaran Vayalilepurayil

Phlebotomist, DPSC Abudhabi, UAE

"I am truly grateful for the invaluable experience at the PureLife- laboratory insights for excellence event. The wealth of knowledge shared by experts in the field has left an indelible mark on my professional journey. Engaging discussions on cutting-edge technologies, innovative methodologies, and the latest advancements in medical laboratory practices have not only broadened my understanding but have ignited a newfound enthusiasm for excellence in my work."

Ms. Sara Mohamed Abdalla Emeira

Medical laboratory science Graduate - Sales Support, UAE

"The conference provided very informative and latest technologies in the region. It was organized the event in an impressive way."

Mr. Abdul Kareem Bin Ali

Specialist - Quality, UAE



Marketing and Social Media

The Purelife - A Purelab Initiative, Laboratory Insights for Excellence 2023 has a very comprehensive year-round marketing campaign, designed to generate awareness, which includes content email marketing campaigns, social media, direct marketing, PR activities, newsletter, SMS marketing, and outdoor. We have an extensive database of more than 250,000 local, regional, & international healthcare professionals.



21,000

LinkedIn
Followers



6,800

Facebook
Followers



1,021,373

Page View



8,125

People
networking online



17

Sponsors
and Exhibitors



250,000

Our
Data Base





**Glimpse of the
Purelife
A Purelab
Initiative**





Media Coverage





Events - Exclusive Event Coverage > Purelab's PureLIFE Conference 2023: A Historic Event in the Pathology and Laboratory...

Purelab's PureLIFE Conference 2023: A Historic Event in the Pathology and Laboratory Medicine Sector

By ME Web Desk



Abu Dhabi– Purelab, a subsidiary of PureHealth and the largest healthcare platform in the Middle East, concluded PureLIFE – Laboratory Insights for Excellence 2023, its inaugural in-person accredited Continuing Medical Education (CME) conference. Held at the Abu Dhabi National Exhibition Centre from November 24–25, 2023, the event facilitated collaboration and knowledge advancement in the field of pathology.

Accredited by the Department of Health – Abu Dhabi (DoH), PureLIFE provided a platform for healthcare professionals to engage with specialists, exploring the latest innovations in the sector. Also, The conference featured panel discussions with keynote speakers, including H.E. Dr. Farida Al Hosani, Executive Director of Communicable Diseases at Abu Dhabi Public Health Center, who shared insights on the role of laboratories in advancing public health.

Moreover, The conference facilitated the exchange of ideas, experiences, and the latest advancements in pathology. Renowned speakers challenged attendees to explore beyond conventional practices in the field.

“Sarstedt International, represented by Dr. Erich Mueller, expressed gratitude for participating in the PureLIFE Convention. Dr. Mueller noted, “Sarstedt International is honored to be part of the first-ever PureLife Convention-Laboratory Insights for Excellence 2023. We appreciate the opportunity to meet experts, recognize research and innovation, and contribute to improving the healthcare sector. We fully support this initiative by PureLab and look forward to participating in the next PureLife Convention in 2024.”

Furthermore, By focusing on innovative diagnostic techniques and technologies transforming pathology, PureLIFE provided attendees with the opportunity to enhance their knowledge and skills. Attendees learned the latest in interpreting laboratory tests and diagnostic procedures for accurate disease diagnosis at PureLIFE.

However, With a focus on exploring innovative diagnostic techniques, PureLIFE aspires to contribute to elevating the UAE's healthcare system. The conference's success highlights Purelab's commitment to advancing the field of pathology and promoting a collaborative environment for healthcare professionals.



PureLIFE - Laboratory Insights for Excellence 2023



This conference promises to be an exceptional gathering of brilliant minds, dedicated professionals, and esteemed experts in the field of pathology and laboratory medicine. The goal is to create an inspiring platform where knowledge, innovation, and collaboration converge.

Moreover, the conference will provide sample opportunities for networking, fostering connections with like-minded individuals, and nurturing collaborative relationships.



ADNEC Group
@ADNECGroup



Part of the activities of the first day of the "Pure Life" conference, which is hosted by ADNEC until November 25. The conference brought together a distinguished gathering of brilliant minds and experts in the field of pathology and laboratory medicine.



1:17 PM · Nov 24, 2023 · 114 Views



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Exhibitors



Travel Partner



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Supported by



Technology Partner



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ABU DHABI, UAE

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MENA CONFERENCE

Middle East North Africa Conference Company LLC