Under the Patronage of

H.E. Sheikh Nahayan Mabarak Al-Nahayan

Minister of Culture & Knowledge Development



STH INTERNATIONAL CONFERENCE ON VITAMIN D DEFICIENCY AND HUMAN HEALTH

March 24 - 25, 2016 | Jumeirah Etihad Towers, Abu Dhabi, UAE



THE WORLD'S LARGEST VITAMIN D CONFERENCE

Organized by

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Under the auspices







The 5th International Conference on Vitamin D Deficiency and Human Health was held on 24-25 March, 2016 at Jumeirah Etihad Towers Hotel in Abu Dhabi under the Patronage of H.E. Sheikh Nahayan Mabarak Al-Nahayan Minister of Culture and Community Development.

The Conference offered a superb opportunity for all healthcare professionals in the Gulf and Middle East region to attend expert updates and to share the best practices and experiences on vitamin D and its impact on human health throughout the life cycle

Thank you to all speakers, participants, sponsors, exhibitors and all supporting organizations who have contributed to the success of our event and without whom our event wouldn't have been possible.

The UAE Vitamin D Conference 2016 was the world's largest Vitamin D Conference and signifies the importance of Human Health within both the medical and social communities.

The CME accredited conference received the highest attendance to date and the delegates' feedback was extremely positive.

Special thanks to the organizing and the scientific committees for their continue support and commitment to delivering high-quality education to the region.

The exhibition showcased the latest products and solutions by some of the biggest names in Diagnostics, Pharma and Medical Equipment sector. Attendees met and networked with industry experts, as well as attended the meeting sessions to discuss the latest research and clinical practice of vitamin D. The state of the art lectures were delivered by the foremost thought leaders, Scientists and Experts in Vitamin D from prominent institutes across the globe.

Next year, we will be looking forward to grow this conference and expand the streams to cover even more topics.

Thank you for your interest in Vitamin D Conference 2016 and for making this the World's Largest gathering Vitamin D Conference

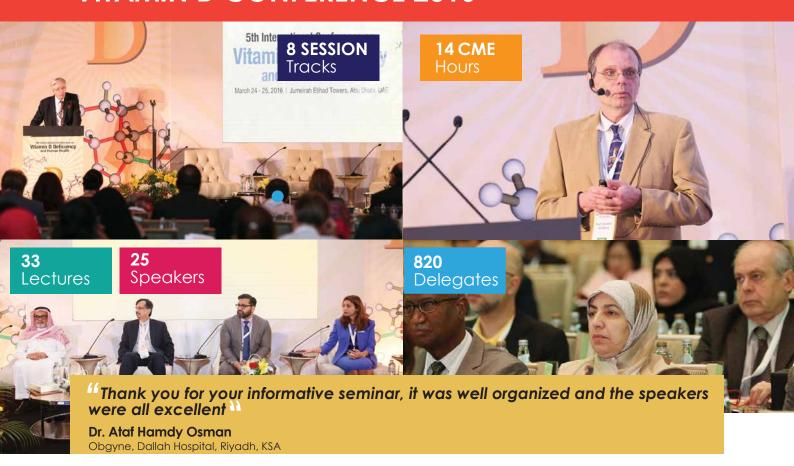
We look forward to seeing you next year on 16 - 17 March 2017 in Abu Dhabi

Organizing Committee
5th International Vitamin D Conference

820 Number of Delegates
25 Number of Speakers
21 Number of Exhibitors
900m² Exhibition Area
15 Media
77% Year on Year Attendee Growth



VITAMIN D CONFERENCE 2016



Speakers by Continent



Highlited Topics Include

- Vitamin D, calcium and bone
- Vitamin D and diabetes
- Vitamin D and cardio vascular diseases
- The role of vitamin D and cancer
- Vitamin D and reproduction
- Vitamin D and neurological disorders
- Vitamin D status and health in population studies
- · Vitamin D guidelines
- Vitamin D and respiratory diseases
- Physiology and biochemistry of Vitamin D
- Genome-wide actions of Vitamin D
- Vitamin D toxicity
- Immune-modulatory role of Vitamin D

- Vitamin D and skin
- Vitamin D in mothers and neonates
- Vitamin D and osteoporosis
- Vitamin D therapy in chronic kidney disease
- Vitamin D deficiency in the Middle East
- Vitamin D and Women's Health
- \bullet Vitamin D and Parkinson's disease
- Vitamin D and Autoimmune diseases
- Public health measurement in preventing Vitamin D deficiency
- Daily high dose Vitamin D supplementation in critically ill patients
- Vitamin D Metabolomics

The Conference provides well organized program, many scientific research were discussed during the lectures. The staffs are very cooperative and are a great help. Looking to attend more conferences, in the near future. Thank you for the great job

Mouza Al Kaabi

Clinical Dietician MOI The seminar was very well organized and I got very valuable information from the lectures

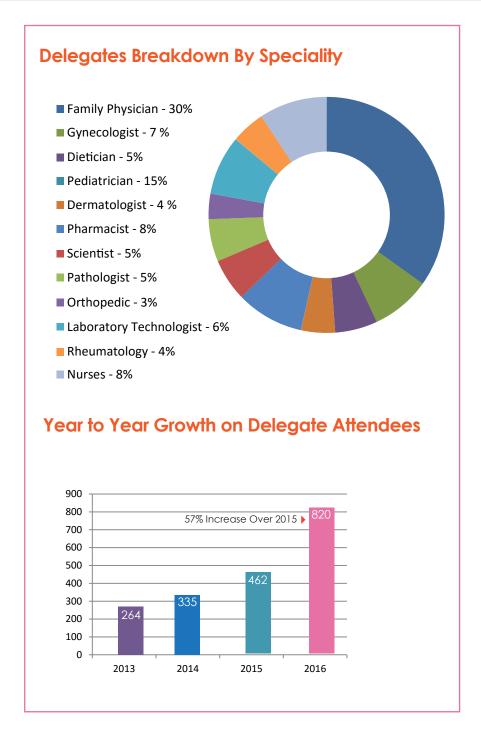
Dr. Zainab A. Hadi

Pathologist and Lab Director Yas Healthccare Center

DELEGATES SUMMARY

OVER 800 DELEGATES ATTENDED FROM 13 COUNTRIES





Why Delegates Attend Vitamin D Conference?

Keep up to date to the latest information in Vitamin D Deficiency 95%

Meet the industry colleagues

80%

Establish new contacts and collaborations

87%

Find / Buy specific product or service

65%

95% Of Attendees

ed the conference was a unique event to learn about updates in Neonatalogy

Delegates Feedback

Attended the event for scientific content

Described the conference as informative & well organized

91%

93%

Rated the speakers as excellent

94%



EXHIBITION SUMMARY

The world's largest conference on Vitamin D deficiency hosted by 21 Leading companies from the industry.

There is no other show in the region which brings together as many industry experts to show case and discuss the latest development in the field of Vitamin D.



Why our Exhibitors chose Vitamin D deficiency Conference

Seek immediate business 91%

Meet existing clients or partners 95%

Look for a local agent 73%

Seek potential clients 94%

Monitor competitor activity 64%

Create the brand awareness of company 98%

"Informative, cutting edge information and well presented audio visual. The conference was well organized and most objectives are met"

Dr. Jayaraj Jaganntah ShettySpecialist Pediatrician, Oxford Medical

Exhibitors Survey Results

Exhibitors have re-booked for Neonatalology Conference 2016 85%

Described the quality of visitors was very good 87%

Exhibitor generated business leads 74%

Exhibitors described the overall quality of the event as excellent 94%

Exhibitors who responded to the survey were satisfied with the quality of visitors

95%



MARKETING IN NUMBERS

Marketing and Promotions Highlights

The 5th international conference on Vitamin D deficiency and human health has a very comprehensive year round marketing campaign, designed to generate awareness, not only for the event but also for sponsors. which includes content email marketing campaigns, social media, direct marketing, newsletter, SMS marketing, outdoor advertising. We have an extensively local and international healthcare professionals database which has 100,00 records. We are constantly growing the audience which we are talking to in order to ensure that each year Vitamin D Conference will attract new entrants to the market and attendees are of the highest quality.



"The Venue is conveniently located for everyone attending conferences. I like the fact that the speakers are experts from around the world, sharing their knowledge and expertise at the event. Excellent and keep it up!"

Dr. Sharif Zahooruddin

Sports Medicine GMS "The experience that I had attending this conference was outstanding. On the other hand, the Organization and scheduling of the event was excellent. Keep it up"

Aisha Yousif Alawadhi

Pharmacist
Zayed Military Hospital

Media Coverage

Vitamin D Conference has a comprehensive 10 month PR campaign that targets all healthcare professionals around the Gulf Region, Middle East, North Africa, Europe, Asia and North America. Throughout the 2015/2016 campaign there were 23 press releases announced. Over 8 online and 5 print interviews for our faculty in both Arabic and English in Gulf News, National, Abu Dhabi T.V al bayan, Emarat al Youm, Gulf Time, Gulf today, Siraj News, Al khaleej times.

الإمارات اليوم

العينة شملت أشخاصاً من مختلف فئات المجتمع

دراسة: 86٪ يعانون نقص فيتامين «د» في الدولة



نهيان بن مبارك آل نهيان خلال افتتاح المؤتمر.

ولي عهد أبوظبي ثائب القائد الأعلى للقوات السلحة. ولفت رئيس المؤتمر رئيس

قَسَم البحث والتَّطُوير في مؤسسة «في بي إس» للرعاية الصحية في أبوظبي، الدكتور أمروزول هاك، إلى أنه تم الانتهاء من دراسة شملت أكثر 30 ألَّف مواطَّن من مختلف الْأعمار، وبينت نتائجها الأولية أن فئة الراهقين هي الأكثر تأثراً بنقص

بناء منصات تعليمية وتدريبية تمكّن الصارسين والهتمين بالصحة، في منطقة الشرق الأوسط وشمال إف بقيا ، ك يتعرفوا على أحدث الأدلة والبحوث والمأرسات العلاجية في هذا للجال، مؤكداً أن كل تلك الجهود تأتي استجابة لتوجيهات صاحب السمو الشيخ خليفة بن زايد آل نهيان، رئيس الدولة، والدعم الكبير من صاحب السمو الشيخ محمد بن زايد آل نهيان،

عبدائهادي الشناق ـ أيوظبي

كشف مشاركون في للؤتمر الدولي لنقص فيتامين (د) في أبوظبي، أن هناك دراسة أجريت على عينة تمثل مختلف فئات الجتمع في الدولة، أظهرت أن 86٪ منهم مصابون بنقص في هذا الفيتامين. وأكد الشيخ نهيان بن مبارك أل نهيان، وزير الثقافة وتنمية العرفة، في كلمته الافتتاحية للمؤتمر، أن هذا المؤتمر أسهم في



وتطرق إلى وضع التشريعات والتوجيهات المعتمدة لتقليل معدلات ركـزت مناشط اليوم الأول من الـدورة الخامسة وشد على مساهمة المؤتمر في بناء منصات تعليمية وتعربيبية تعكن الخطر من جراء المكملات والتركيبات الرديلة للقيتاهين، مبيناً أنحا توجيهات معتمدة من جمعية الغدد الصماء ومعهد الطب الأمريكيين

وذكر رئيس قسم البحث والتطوير في مؤسسة ،في بي أس، للرعاية الصحية الدكتور محمد شوكت رزاق أن التطور الطبي وضع نهاية للتصور

المعرقة في كلمته الافتتاحية أن مؤتمرات الشرق الأوسط الامتمام المتزايد بأمراض نقص فيتامين د والتأثير على العيكل وينظم الحدث الذي يختتم أعماله اليوم تحت رعاية الشيخ نعيان بن مبارك آل نعيان في جميرا أبراج الاتحاد ـ أبوظبي.

على أحدث الأبحاث والممارسات الخاصة بالفيتامين وتأثيراته التعرف إلى أحدث الأدلة والبحوث والممارسات العلاجية في هذا المجال. من جمته، أشار رئيس المؤتمر واللجنة العلمية والباحث في قسم وأكد الشيخ نهيان بن مبارك آل نهيان وزير الثقافة وتنمية الطب والعدوى والمناعة في جامعة هارفرد الدكتور امروزول هاك إلى القائل بسمية هذا الفيتامين.

🧓 عبد الموجود شحاتة . أبوظبي

لمؤتمر نقص فيتامين د الدولي وعلاقته بصحة الإنسان ممارسي وممتمي الصحة في منطقة الشرق الأوسط وشمال أفريقيا من

وشمال أفريقيا مبادرات رائدة لتعزيز الجودة العالية في المجال العظمي للإنسان.

ىحث تأثير فیتامین د فى الصحة



وزير الثقافة: قيادتنا مستمرة في تطوير الرعاية الصحية

في تطوير الركاياة المحداة المنافرة الم

دراسته على الخدار الله د الله المراحد مواطن من كل الأعدار، ووجد أن المراحدين هم الأعلز دائراً بلغ على المراحدين هم الأعلز دائراً هذه النتائج في الجريدة الدولية للمواجد المواجدين الشهر العاشي،

الوسائل العلاجية المعالة. واشار إلى أهمية المؤتمر في يداء متصات تعليمية وترزيبية تصكن المسارسين الطبيين والمهتمين بالصحة في منطقة الشرق الأوسط وشمال إرتيطيا من اللحوف إلى الصحت الأفاء في هذا المجال. في هذا المجال.

ي مدا عجس. وتناقش هـده الـدورة مـن المؤتمـر الـدي يختتـم فعاليتـه بسن الموقصر الداني يكتتم فباللبت المسكن في الامارات الدين الجن الجن الجن الجن المعارضة في الامارات مصابق المسلم ا

عنى مدى الحياة. وقال الدكتور امروزول هاك، ولان المؤتمر واللجنة العلمية في «هيلت كير» وليه بحوث وتجارب مهمة عن فيتامين «د،

@Gülf

Teenagers at highest risk of Vitamin D deficiency: Expert

ABU DHABI: To solve the crisis of

ABU DRABI: To solve the crisis of vitamin D deficiency, and to have a better understanding of vitamin D treatment and prevention, top scientists and clinicians from various parts of the world, have gathered in Abu Dhabi to attend the 5th International Vitamin D Conference.

Held under the patronage of Sheikh Nahyan Bin Mubarak Al Nahyan, Minister for Culture, Youth & Community Development this year's conference entitled "Vitamin D Deficiency and Human Health" will focus on the latest research and clinical practice of vitamin D and its impact on human health throughout the life cycle.

The conference — with more than 800 delegates from 22 countries — is an important meeting point to inspire and

scientists, technologists, public servants and academics, to enhance awareness, quality and safety practices. It will also increase understanding and prevent vitamin D deficiency and how best to bring it to fruition in policy and practice for government and private sector.

and practice for government and private sector.

The conference is of utmost importance for the UAE, as 86 per cent of the tested population is grappling with the deficiency or insufficiency.

The two-day "6th Internation Deficiency and Human Health" was inaugurated by Sheikh Nahyan.

Dr Afrozul Haq, Chairman of the Conference and Scientific Committee, Principal Scientist, R&D Division, VPS Healthcare, Abu Dhabia, said that they plan to change vitamin D guidelines for the whole of GCC after consulting researchers and purtners in the field of

vitamin D from KSA and Kuwait.

"Lack of guidance on the indications for 28OH D measurements, the interpretation of the results and the correction of vitamin D deficiency has resulted in confusion among patients and health-care professionals."

Haq studied more than 30,000 UAE nationals of all age groups and found that teenagers are the ones who suffer the most from vitamin D deficiency.

These results have been published in the Journal of Steroid Biochemistry and Molecular Biology last month.

According to Haq, and Dr Shamsheer Vayaili, Founder and Managing Director, VPS Healthcare, to date, there are various reports signifying Vitamin D deficiency impact on autoimmune processes, several cancers, accordionaged as these subsettions.







GLIMPSE OF Vitamin D Conference 2016









GLIMPSE OF Vitamin D Conference 2016









GLIMPSE OF Vitamin D Conference 2016









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6TH INTERNATIONAL VITAMIN D CONFERENCE:

DEFICIENCY, NUTRITION AND HUMAN HEALTH



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