



ARABLAB 2018

Dubai International Convention & Exhibition Centre, United Arab Emirates

18 – 21 March 2018

Reported by Marketing Communication at Rigaku Corporation, Tokyo, Japan

ARABLAB, billed as the most powerful annual show for the global laboratory and analytical industry, is the largest B2B trade show for laboratory science and instrumentation in the Middle East. It is the buying and information platform for the most advanced technology in the fields of agriculture and food, biotechnology and life sciences, clinical diagnostics, drug discovery and development, energy and petrochemicals, forensics and security, laboratory technology, robotics and automation, etc.

The first ARABLAB convention, held in 1984, was attended by 40 exhibitors and 950 visitors from 12 countries. More than three decades later, and due to the international influence of the event, the number of participants has increased to over 10,000 from all over the world, with more than 750 exhibitors.

The 35th edition was held from March 18 – 21, 2018 at Dubai International Convention & Exhibition Centre, United Arab Emirates, about 20 minutes' drive from the airport. Not far from the venue was the world's tallest tower, standing 828 meters high, the Burj Khalifa, and the world's largest shopping mall, the Dubai Mall, both of which symbolize the dramatic transformation of the fastest growing metropolis.

This year, Rigaku held a booth as part of the Japan Pavilion arranged by JAIMA, the Japan Analytical Instruments Manufacturers' Association, to encourage our businesses expansion not only in the UAE but in the MENA (Middle East and North Africa) region.



As the world's leading provider of scientific and analytical instruments, we introduced XRF and XRD, putting the greatest emphasis on XRF for the petrol, soil and cement markets in this region. The beautiful graphics of the booth especially designed to emphasize Japan for the Japan Pavilion was created by RAC-GMG. Colleagues from RESE joined us in the booth, and the overall preparation and coordination were handled by RC-MARCOM. The success of this show was definitely a result of collaboration between the Rigaku Group companies.

Recently, there has been a rapid growth in the economics of the Middle East regions. Dubai, with its convenient location, is the global hub for international business, tourism and trade. It is acting as the door for starting businesses within the MENA Region, especially for African countries. This was obvious at ARABLAB 2018, as we had many visitors not just from the Middle Eastern countries but also many from African countries.

ARABLAB 2018 was definitely a great opportunity for Rigaku to expose its brand to the MENA region. We thank all the customers who had visited our booth and the people who worked for this project.