



THE MID-MONTH *Magazine* January 2023

15 Jan -15 Feb
Calendar

Tips & Tricks
Happy Valentine's
Day!

AEEDC 2023



BB insights
EFFECTIVE SOCIAL
MEDIA POSTING

**Arab Health
Dubai 2023**

Top Trends

World Cancer Day



Arab Health

Global Healthcare Medical Expo

Dubai 2023



Arab health is one of the largest events in the Middle East that contains medical and scientific manufacturers, wholesalers and distributors from the middle east & beyond.

Arab health will be held in Dubai, due to its location in the heart of the middle east, In addition it is one of the destinations that is considered as region's business hub and the ease of travel to this country.

The Arab health exhibition will showcase more than 4000 companies to display their newest innovations to more than 130,000 healthcare professionals attending from 163 countries. This event improves the medical & healthcare market and offers the option to learn new things.

4 reasons to be part of Arab Health live event:

- 1** An opportunity to strengthen communications, & relationships and to expand knowledge about the company's products and their latest updates.
- 2** An opportunity to stay updated through 9 product sectors, which includes medical equipment and devices, orthopedics and physiotherapy, healthcare and general services, disposable and consumer goods, wellness and prevention, imaging and diagnostics, IT systems and solutions.
- 3** An opportunity to expand your knowledge about new healthcare solutions and products across the venue.
- 4** An opportunity to expand your medical education by hearing from professional speakers.



**World
Cancer Day**
4 February

Uniting our voices and taking action

Cancer is a leading cause of death worldwide and the most common types of cancer are lung, breast, colorectal, and prostate cancer. **World Cancer Day** is an annual event that takes place on February 4th and is aimed to raise awareness of the impact of cancer on individuals, communities, and the world, as well as to encourage the prevention, early detection, and treatment of cancer. In this day, all we have to do is to encourage people to prevent cancer incidence by avoiding risk factors, promoting early detection as this increases the chance of successful treatment, and showing support for people affected by cancer.

The theme of the World Cancer Day of 2023 is “Uniting our voices and taking action” as every single one of the population has the ability to make a difference, large or small, and that together we can make real progress in reducing the global impact of cancer. This 4 February, we call on you, whoever and wherever you are, to play your part

As a medical marketing company, we recommend expanding your knowledge about preventing cancer and following a lifestyle that decreases the incidence of developing cancer! As early detection improves the chance of successful treatment and a healthy lifestyle can help prevent cancer.



AEDC 2023

66,000 Buyers and Delegates
from 155 Countries

ARE YOU SERVING THE DENTAL COMMUNITY?
YOU MUST ATTEND THE INTERNATIONAL DENTAL
CONFERENCE AND ARAB DENTAL EXHIBITION



AEEDC is one of the most important events that serve the oral and dental sector all over the world, as it give the chance to expand to new business opportunities as it will contains 4800 international exhibiting brands and 66,000 attendees coming from 155 countries around the world.

AEEDC Dubai started 26 years ago, to attract buyers from all over the world in order to establish connections with key decision makers, distributors, buyers and dentists.

Being in **AEEDC** will give evey person to expand endless business opportunities through :

- **Reaching** out to a huge area that includes the Middle East, Africa, Indian subcontinent and Asia to develop and expand to new markets.
- **Gaining** knowledge from professionals and keep up with upcoming prospects and developments in the dental field.
- **Having** a unique opportunity to bring the whole world's dental sector together in one location.



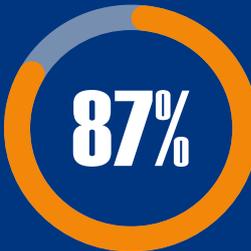
Statistics that every AEEDC visitor care about !



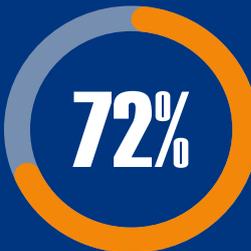
of people who visited AEEDC entered new markets.



of people who visited AEEDC strengthened their brand awareness in the dental and oral sector.



of people who visited AEEDC met their target customers.



of people who visited AEEDC launched new products.

AEEDC is one of the exhibitions that is beneficial in developing startups companies, as it gives them the chance to present themselves in front of the world dental industry. In addition, they will have the opportunity to interact and create networks and connections that accelerate their business.

BB insights

5 RECOMMENDATIONS
TO HAVE AN **EFFECTIVE**
SOCIAL MEDIA POSTING



Effective social media posting is a powerful tool for building your brand, connecting with your target audience, and driving business growth. Here are our recommendations for social media posting:



Define your audience and understand what type of content they prefer, as this will help in creating posts that are more likely to be seen and engaged with.



Use high quality images and videos that are relevant to your message.



Post regularly, as this can help you reach a larger audience and increase engagement.



Use storytelling through your posts, as this will increase engagement.



Run social media ads: Consider running social media ads to reach a larger audience and increase your reach.

Tips & Tricks

Happy Valentine's Day!



Here are some tips & tricks to do to increase your sales on **Valentine's day**:



Try to do **eye-catching packaging** for your products.



Offer **limited-time offers** for a specific product line.



Make an offer to your customers by choosing a special set of their favourite products at a certain **percentage discount**.



Offer a **free delivery service** for all orders that are held on Valentine's day.



Run a valentine's day sale using Valentine's day **promo code**.



Top Trends





Jordan

#البننس 14
#الكلاسيكو
#برشلونة
#مدريد



KSA

#برد_الشتاء
#صباح_الخير
#البننس 14



UAE

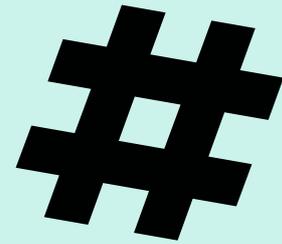
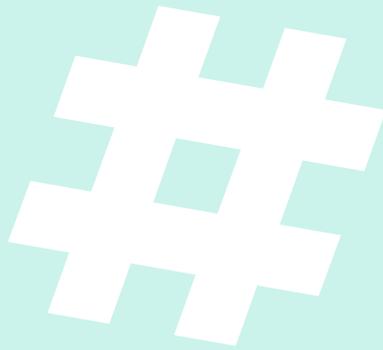
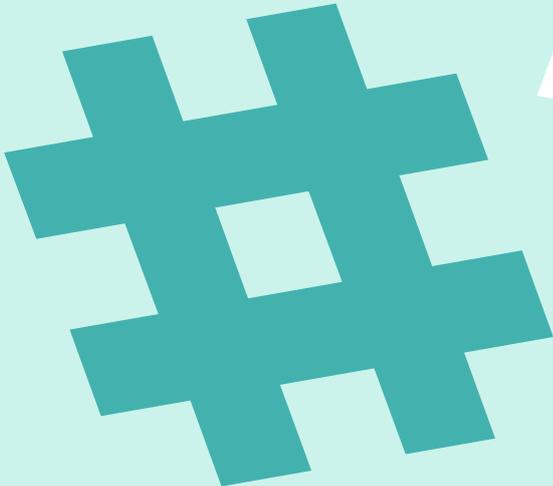
#اسبوع_أبوظبي_للاستدامة
#الزمالك
#العراق_قطر



QATAR

#Qatar

#برشلونة
#العراق_قطر



15 January

Calendar

15 February

Jan

26 Jan

IMCAS world congress

30 Jan

Arab Health - Dubai

Feb

4 Feb

World Cancer Day

7 Feb

AEEDC Dubai

14 Feb

Valentine's Day





BUSINESS BOX

MIDDLE EAST



Build . Boost . Bright



Amman - Jordan



info@businessboxme.com



+962 7 9585 3234