

Why we exhibit



By Leslie Morgan
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As I write there's a postcard of Jumeirah beach from my marketing manager sitting on my desk. He was lucky enough to attend the Arab Health Show in Dubai in January and, as well as keeping in touch daily via email, he also sent this card – maybe to cheer up a gloomy English winter!

For the first time in years I didn't attend the show due to other work commitments. I must confess, however, to a spot of envy at missing the biggest medical gathering in the Middle East region. I love Dubai and its people, and reports from my colleague confirm that, as usual, Arab Health 2007 was one of the best medical events in the annual calendar.

From my personal experience, a typical delegate will visit a few hundred booths over the course of the four-day show. At the end of each day, they will carry away armloads of promotional material. They will also tackle the busy Dubai traffic to make their evening appointment. So how do we

grab his or her attention? From an exhibitor's point of view, we only get a few precious minutes with each delegate to showcase our products and services and to ensure they think of us the next time they make a purchase. From the exhibitor's end, we also have to assess whether or not they're a potential lead – do we keep their details for future promotional campaigns or not?

As a general rule, we exhibit to help make sure that the Durbin brand is the name on the lips of every medical importer and buyer in the world. As well as that rather ambitious goal, we also exhibit to bring to attention the latest breakthrough products that all medical professionals need to know about. As you may know, Durbin are experts at exporting pharmaceuticals all over the world, and we also distribute products on behalf of many manufacturers. One such product, and the star of the Arab Health show on our exhibi-

tion stand this year, is the TT380 Slimline intrauterine contraceptive device. Since its launch in the UK in June 2005, it has been incredibly successful and, to be honest, that's not surprising. It has a ten-year life in the patient (other products in the Middle East market offer eight years). The copper device also has additional bands of copper on the horizontal arms to ensure highest efficacy. In 2007, the overall length of the IUD was reduced, plus the introducer tube, with its easy loading system and no capsule, was made longer and narrower. Its 'banded copper T' design is regarded as 'The Gold Standard' by leading UK authorities and meets the UK National Institute of Clinical Excellence (NICE) guidelines for LARC (Long-acting reversible contraception).

A sister product, planned for launch in the next couple of months, is the Mini TT380 Slimline – the only banded copper T device designed for use in the nulliparous and suitable for a minimum uterine length of 5cm. It has a five-year life in the patient.

Back in London, although I was disappointed not to be at the show to meet up with the usual mix of delegates, customers and friends, I'm pleased that Durbin PLC was there. My colleagues came back with positively glowing reports and several new leads, and the new products were well received. I hope to be able to see you all there next year. ■

Durbin PLC is a British company based in South Harrow, London. Established in 1963, the company specialises in supplying quality assured pharmaceuticals, medical equipment and consumable supplies to healthcare professionals and aid agencies in over 140 countries. As well as reacting rapidly to emergency situations, Durbin PLC responds to healthcare supply needs from local project level to national scale programmes.
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