

## **LINET shines again at Arab Health in Dubai**

Arab Health is the largest healthcare technology exhibition congress in the Middle East. During the event, participants have the opportunity to build relationships within the healthcare industry as well as space to present advancements and successes in the field. LINET was certain not to let this year's opportunity pass it by – as one of the events gold sponsors, it opened its booth to healthcare professionals from 25 to 30 January.

As with every year, the main star of LINET's portfolio – the Multicare intensive care bed with integrated Symbioso mattress – was on hand and was a huge success. On a ramp with a six-degree incline, visitors were able to try out the benefits of the fifth electric i-Drive Power wheel. Without evident exertion and effort, they were able to put the bed in motion and get a sense for the ease and safety with which the bed is maneuvered.

LINET's reputation as a highly innovative and advanced company was also promoted at the exhibition by Safety Monitor, another bed upgrade that ensures improvements in overall patient safety while providing continuous supervision over the patient's condition and that of the bed as well.

An attractive item livening up the colors of LINET's exhibition booth was the pediatric line Multicare bed featuring an unmistakable design by Pavel Šťastný known as the Giraffe. *"We introduced the Giraffe two years ago and showed just how far we can take the design of otherwise ordinary-looking beds. At Arab Health, we officially launched the bed and immediately took the first order from Qatar. There was immense interest in this pediatric bed; everyone really liked it, and we collected many valuable contacts,"* says Adriana Bašovská, Regional Manager for the Middle East and Africa. She goes on to say that *"the bed maintains its functionality and has added value in the form of a playful and unusual design that brings some welcome distraction to the sterile hospital environment and also has a positive effect on the spirits of young patients."*

The pediatric bed Tom2 also had its place at Arab Health. The bed can be used as a pediatric intensive care bed and features a beautiful design, advanced functions, and is constantly being improved upon.

The visitors who stopped by LINET's booth came from all over the world. *"We had important guests from Hamad Corporation, one of the most important purchasing organizations in Qatar, as well as from the UAE, neighboring Saudi Arabia, Bahrain, Egypt, South Africa, and Sudan. There were multiple representatives from Jordan, with whom we had spent two years negotiating evaluation of the Multicare for use in the country's military hospitals. We finally succeeded,"* says Bašovská. A historic first contract for a private clinic in the city of Algiers was also signed, and following the easing and cancellation of sanctions, there has been increased interest coming from Iranian customers.

Jiří Mlch, Regional Manager for Southeast Asia, the Pacific, and Australia, offers an assessment of the attendance of customers from his region: *"The majority of visitors to our booth were from the Indian subcontinent, namely from Sri Lanka, Pakistan, and Bangladesh. On the one hand, there were representatives from companies expressing great interest in long-term cooperation with LINET on the supply and service of our beds in the region; on the other hand, there were representatives of hospitals. We had an exceptional opportunity to demonstrate our beds to future users. The responses to our presentation were extraordinarily positive – all of the potential customers were particularly impressed with the level of technological advancement, design, and user friendliness of our beds."*

In cooperation with the Australian governmental organization AUSTRADE, and especially thanks to help on the part of its director, Petr Vodvářka, LINET succeeded in acquiring interesting contacts in the area

of healthcare staff education and establishing cooperation with two important education centers for postgraduate studies for nurses and home nurses with campuses throughout Australia.

*“During the exhibition, we met with representatives of the Australian consulate in Dubai. With the directors of these centers, we agreed on the specific steps to take to commence long-term cooperation, which will begin with a series of presentations and demonstrations of our Multicare and Sentida 7i beds,”* says Mlch. These LINET beds represent the technological pinnacle of the company’s production and will be presented directly in these centers. *“We trust that these activities will help develop the clinical processes and procedures that will later be put into practice. By doing so, we are promoting our sales activities in this distant country and also deepening awareness of the LINET brand as an important producer of healthcare and nursing care beds,”* adds Mlch.