

PRESS RELEASE

**More than 50 million people in the Middle East
to benefit from world's latest robotics and
Assistive Technology products**

**World's latest Assistive Technology at
AccessAbilities Expo 2016**

**Expo to showcase products catering to
physical and cognitive disabilities**

January 13, 2016, DUBAI: More than 50 million people with disabilities across the Middle East stand to benefit from the world's latest Robotics and Assistive Technology products from over 30 countries, which will be showcased at the AccessAbilities Expo 2016, to be held from February 9-11, 2016, at the Dubai International Convention and Exhibition Centre.

AccessAbilities Expo is being held under the patronage of His Highness Sheikh Ahmed Bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority, Chairman of Dubai Airports, Chairman and Chief Executive of Emirates Airline and Group.

The exhibitors will showcase the latest technology catering to a wide spectrum of disabilities and disorders including neurological and physical disabilities. These products include aids for leisure and sports for the disabled such as running prostheses for recreational athletes, leg prosthesis systems that virtually make replication of physiological human gait possible to pre-hospital medical equipment, folding electric mobility scooters, specially designed cars allowing driving directly from



the wheelchair, high-definition silicone, orthotic, mobility devices, power wheelchairs, innovative solutions for sound sensory stimulation, voice synthesizers, Braille readers, and wireless monitoring devices and special tools and software that enhances language and learning through a simple reading protocol

Majed Mohtadi, Managing Director and Owner of East Gate Global FZE, distributors of Luggie Scooters, a versatile foldable travel scooter, said: "Technology has become a key to successful community participation. The innovative use of technology has changed the focus from people with disabilities as requiring treatment and intervention to empowering them and making them more independent through inclusion and community participation. We are keen to showcase our products, especially the Luggie Scooter, at the AccessAbilities Expo to all the people who can benefit from it."

An estimated over 750 million people in the world face some form of disability, 50 million of them in the Middle East. Robotic and Assistive technology is helping individuals with disabilities from cognitive problems to physical impairment to live more productive, independent and fulfilling lives.

Ladislav Brazdil Jr., Sales & Marketing Manager, Elbee, a special vehicle for wheelchair users enabling them to drive directly from the wheelchair said that technology has made a tremendous impact on many lives. He said: "Many of our users, who were never able to leave their home earlier, got their freedom of movement back and became much more independent. At AccessAbilities Expo, we would like to present Elbee in the Middle East for the first ever time to let people know that this unique product is there for them."

According to a recently study, the U.S. market for assistive technologies is projected to grow from \$40.6 billion (including eyeglasses and contact lenses) in 2014 to \$43.1 billion in 2015 and \$58.3 billion in

2020, with a compound annual growth rate (CAGR) of 6.2 per cent between 2015 and 2020.

Daniyal Qureshi, Group Exhibition Director, Reed Exhibitions, said: “AccessAbilities Expo will showcase innovative, creative and latest uses of Assistive Technology from over 30 countries, opening a wide range of possibilities for all those who can benefit from it. Not only will the visitors be able to access such a wide range of products and services on a single platform for the first time ever, the Expo will also provide a strong platform to explore B2B opportunities in the field of AT.”

AccessAbilities Expo is being strongly supported by government bodies including Dubai Health Authority (DHA), Dubai Electricity and Water Authority (DEWA), Dubai Municipality, Community Development Authority (CDA), General Directorate of Residency and Foreigners Affairs (GDRFA) in Dubai, Department of Economic Development (DED), Roads and Transport Authority and Dubai Customs as the strategic partners alongwith top centres for individuals with disabilities including Rashid Pediatric Therapy Centre, Sharjah City for Humanitarian Services, Al Noor Training Centre for Children with Special Needs, Autism Trust Foundation, Dubai Autism Centre and Mawaheb for Beautiful People; in addition to local and international companies in technology, telecommunication, healthcare, aviation, hospitality, tourism, education, infrastructure and facilities management sectors.

AccessAbilities Expo 2016, which will be held at the Dubai International Exhibition and Convention Centre, is being organised by Reed Expo and Nadd AlShiba PR & Event Management.

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