



Clinart MENA hosted its re-launch event on the 29th of January 2012, at the Address Downtown, Dubai and 21st of February 2012 at the Fairmont Heliopolis Towers, Cairo, Egypt. The re-launch officially introduced the newly appointed CEO, Dr. Alaa Assem, announced new branding, investment by Kuwait Life Sciences Company (KLSC) and unveiled a focused business plan for the expansion of clinical medical research in the region.

Dubai, United Arab Emirates

The launch party started off early evening with the registration and the networking of guests, who were excited to learn about the new development at Clinart.



Following the networking, an outstanding performance of a unique close-up magician entertained the event participants, and unveiled the **NEW logo** of Clinart MENA.



After the magic show there were presentations made by Dr. Alaa Assem, Clinart MENA President and CEO, who introduced the new company vision and strategy as a leading CRO in the MENA. This was followed by a presentation by Mr. Qais Marafei, Chairman of KLSC, who presented KLSC and the investment in Clinart MENA. The event ended off with dinner and networking among the guests.

Cairo, Egypt

The Cairo event was an opportunity to bring different stakeholders in the research industry together in one meeting, which included pharma representatives, investigators, and ethics committee representatives. The diverse background of the audience confirmed Clinart's dedication to reach out to all relevant parties in the industry. The event then kicked off with presentations by Dr. Alaa Assem who spoke about Clinart and discussed why the MENA region is set to become a new hub for clinical trials. Following to which Mr. Qais Marafei spoke about the investment injected in Clinart by KLSC. The event ended off and guests stayed around to network, enjoy food and drink, and took part to celebrate Clinart's achievement.



Clinart Team- Dubai and Cairo

About Clinart MENA,

Clinart MENA is a full service contract research organisation (CRO) headquartered in UAE, providing services across the MENA Region. Services: Clinical Operations, Project Management, Clinical Data Management, Medical Writing, Biostatistics, Training, Regulatory Services, Safety reporting. ClinArt is ISO 9001:2008 certified and Oracle Gold Partner capable of providing validated and audited clinical research data management services (OC/RDC).



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