



ESMC

مؤتمر الإمارات للطب الرياضي
EMIRATES SPORTS
MEDICINE CONFERENCE



EMIRATES SOCIETY OF REHABILITATION & SPORTS MEDICINE
جمعية الإمارات للطب الرياضي وطب إعادة التأهيل

2nd EMIRATES SPORTS MEDICINE CONFERENCE

1 - 2 November 2025

MBRU

Dubai, United Arab Emirates

POST EVENT REPORT

Conference Secretariat





Thank You Message

It gives me immense pride to extend my heartfelt gratitude to everyone who contributed to the outstanding success of the 2nd Emirates Sports Medicine Conference 2025. Serving as the President of both ESRSM and this year's conference has been a privilege, and witnessing the enthusiasm, collaboration, and dedication of our participants reaffirmed the vital role our community plays in advancing sports medicine in the region.

This year's conference brought together leading experts, clinicians, researchers, and industry partners who enriched the program with cutting-edge insights and meaningful discussions. Your commitment to elevating standards of care and championing innovation has been the true driving force behind this event.

I extend my sincere appreciation to our distinguished speakers, valued sponsors, organizing and scientific committees, volunteers, and our international and regional delegates who traveled to be part of this gathering. Your contributions have strengthened our mission and inspired future progress within the field.

On behalf of the Emirates Society of Rehabilitation & Sports Medicine, thank you for your continued trust and support. Together, we look forward to building on this momentum and shaping an even brighter future for sports medicine in the UAE and beyond.

With appreciation,

Dr. Abdulla Alraahoomi

President, ESRSM & ESMC



Event Highlights

630

REGISTRATIONS



478

ATTENDEES



33

COUNTRIES



62

FACULTY



13

SUPPORTING AND
COLLABORATING
ORGANIZATIONS



24

SPONSORS &
EXHIBITORS



10

SCIENTIFIC
SESSIONS



5

WORKSHOPS



Organising Committee



Dr. Abdulla Al Rahooi
Conference President



Dr. Alan Kourie
Vice-President



Dr. Udesh Chaskar
General Secretary



Dr. Sebastian Kunz
Scientific Committee
Chairperson



Dr. Mariam Ahmed Hadid Aljneibi
PR & Media Committee
Chairperson



Ms. Shaikha Al Shamsi
Emirates Physiotherapy
Society, UAE



Dr. Naji Al Mestaka
Tawan / Al Wagan Hospital
Al Ain



Dr. Ibraheem AlZaabi
Sheikh Shakbout Medical City,
(SSMC) Abu Dhabi



Scientific Committee



**Dr. George
Nassis**

College of Sport Science
University of Kalba



**Dr. Ana
Alexandra Anjos**

Fatima College of Health
Sciences, Abu Dhabi



**Dr. Saida
Ayachi**

Sharjah Women Sports,
UAE



**Dr. Jose B.
Padilla**

Mediclinic WellCare
Hospital, Dubai



**Dr. Mourad
Ghairi**

HMS FIFA Medical Center of
Excellence, Dubai



**Dr. Ali
Ganai**

Mediclinic Wellcare
Hospital Dubai



**Dr. Iman Akef
Khowailed**

Sharjah University



**Mrs. Manal
AlHosani**

Sharjah Women Sports



**Dr. Mohamed
Abedraboh Jaber**

Sheikh Khalifa Medical City,
Dubai



Attendees Who Benefited from ESMC

As a platform to harness the sports healthcare and professionals in sports communities, this conference hosted over 600 attendees from various fields in sports medicine including audiences from across various industries. Amongst the mainlined professions are:



WHO ARE THE FACULTY & WHERE ARE THEY FROM?

To establish Dubai as a regional hub, the ESMC has invited 62 speakers and moderators from 13 countries to the conference. Countries are:

- United Arab Emirates
- Portugal
- United Kingdom
- South Africa
- Georgia
- Germany
- Jordan
- Egypt
- Saudi Arabia
- Canada
- Belgium
- Netherlands
- Hong Kong

This conference is designed for individuals from all backgrounds to participate in either the main conference or one of two sessions.



List of Countries Represented

United Arab Emirates	506	Portugal	3	Qatar	1
Saudi Arabia	27	Philippines	3	Georgia	1
Jordan	9	Australia	3	Netherlands	1
United Kingdom	8	Lithuania	2	Mauritius	1
Germany	8	Egypt	2	Hungary	1
India	7	South Africa	2	Belgium	1
Canada	6	Tunisia	2	Hong Kong	1
Oman	6	Iran	2	Bahrain	1
Kuwait	5	Sweden	1	Greece	1
Lebanon	4	Brazil	1	Japan	1
Palestine	3	United States	1	Singapore	1
Syria	3	Israel	1		
Turkey	3	Bangladesh	1		

TOP 10 COUNTRIES





Opening Ceremony





Conference Highlights



Exhibition Highlights





Exhibition Highlights





Workshop Highlights



EMIRATES SPORTS MEDICINE CONFERENCE
1 - 2 November 2025
 MBRU
 Dubai, United Arab Emirates

Youth Investigation Award

Closing Ceremony

Ms. Maryam Al Shehhi
 Specialist Physiologist
 Sharjah Womens Sport
 United Arab Emirates

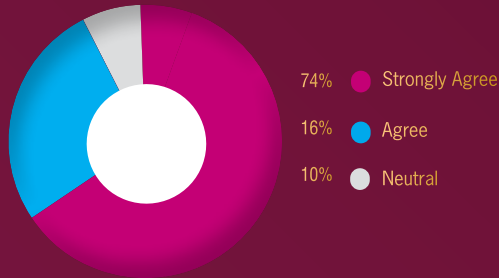
Lower Limb Asymmetry and Change of Direction Performance: An Integrative Analysis of Explosive Strength Metrics in Female Athletes

Maryam's research investigates the impact of lower limb strength asymmetries on change-of-direction (COD) performance in female athletes. The study of 44 athletes examined isometric mid-thigh pull (MTF) force, countermovement jump (CMJ) force, and CMJ stiffness for each limb. Findings revealed that asymmetries, particularly in CMJ stiffness and peak force, were significantly associated with slower COD times, highlighting the influence of dynamic, elastic characteristics over static strength measures. These results emphasize the importance of unilateral training and regular monitoring of stiffness to enhance agility and support injury prevention in sports performance.

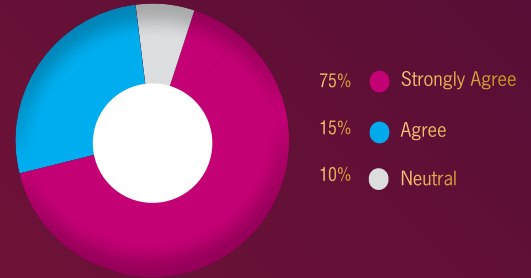


Conference Evaluation

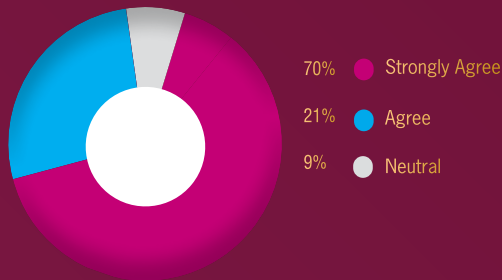
The program met the identified objectives.



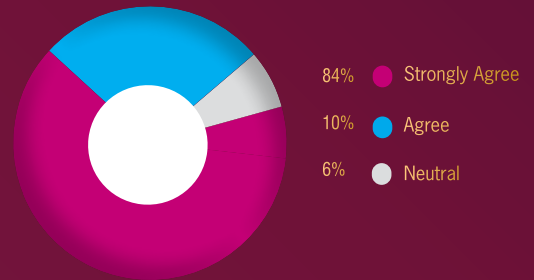
The content was relevant to my educational needs.



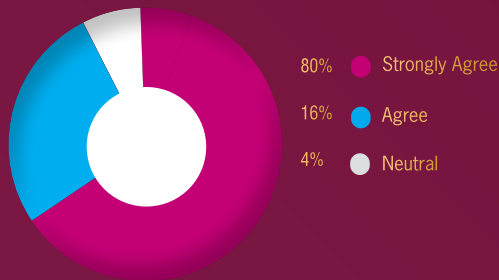
The program was well-structured and organized.



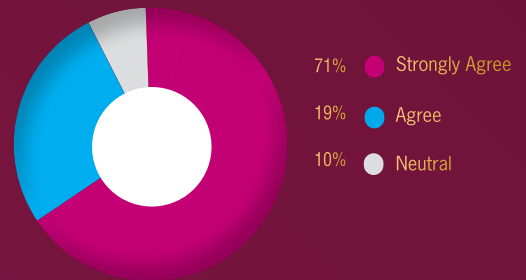
Presentations were given without bias or conflict of interest



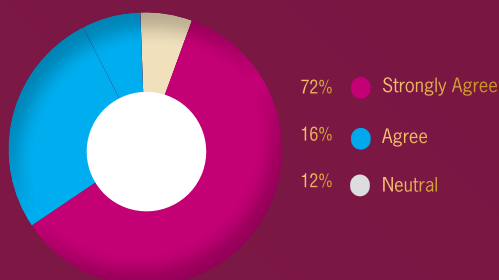
The over-all quality of the congress met my expectations.



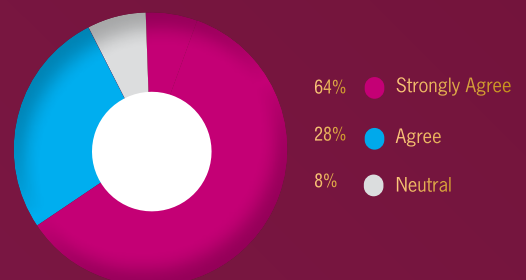
Competence (the ability to apply the knowledge).

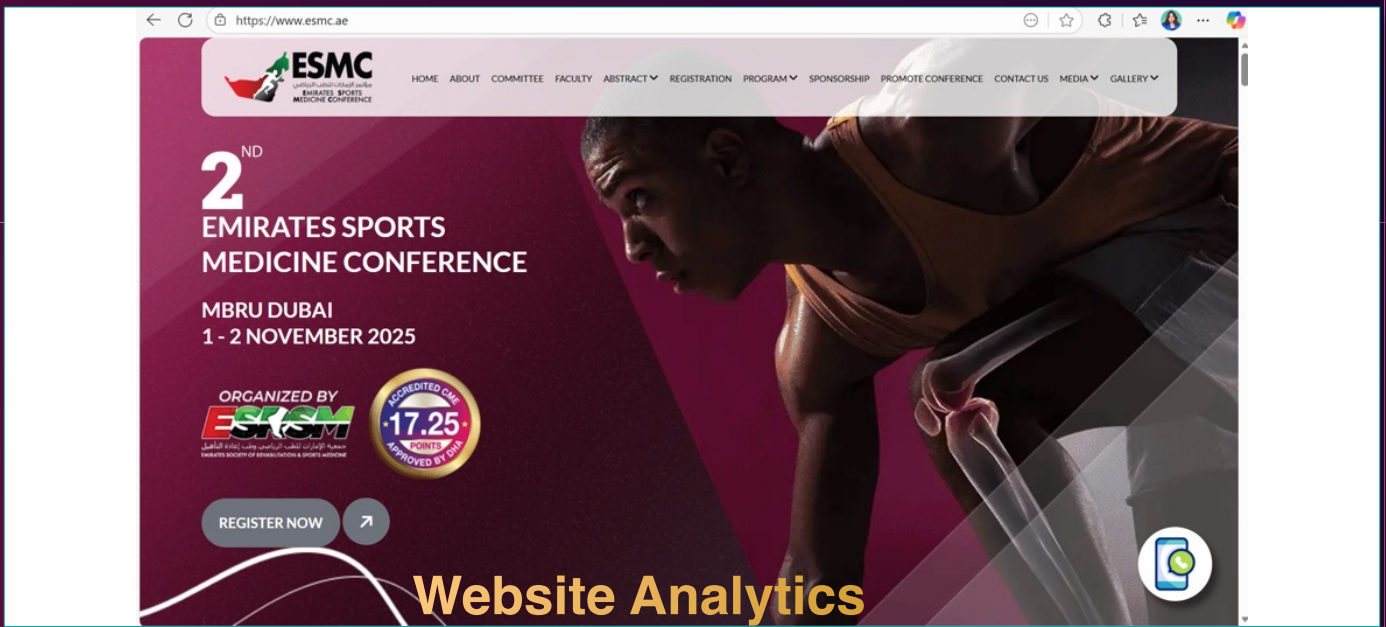


Knowledge of the subject



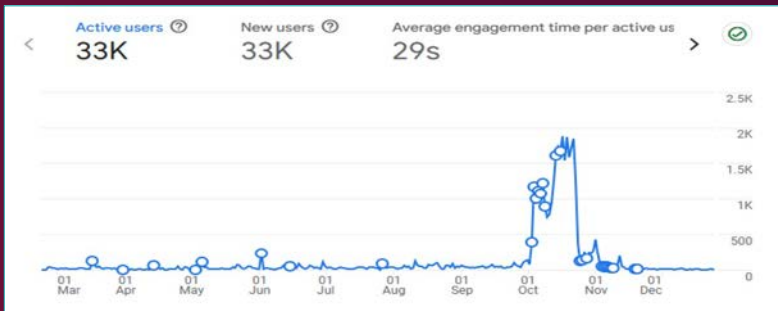
Performance (what is actually done in practice).



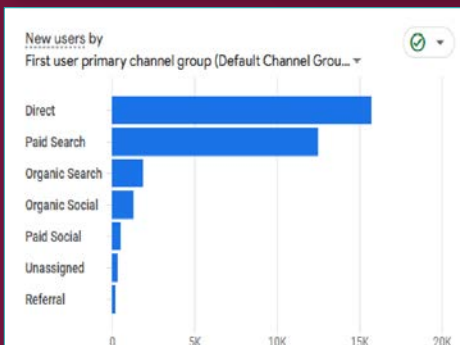


Website Analytics

SEO optimized event website was designed and developed to provide a seamless information hub for delegates, featuring clear navigation, speaker details, agenda highlights, and integrated registration funnels.



EVENT NAME	EVENT COUNT
page_view	69K
session_start	52K
first_visit	33K
user_engagement	29K
scroll	11K
click	2.8K
file_download	396



The website demonstrates strong campaign-driven visibility, with traffic peaks aligned to conference promotion periods. The site performs well in Direct, Email, and Organic Search, indicating effective brand awareness and outreach. Strong file download activity as well (agenda, brochures, PDFs).
Key Metrics
 Active Users: 33,000
 New Users: 33,000
 Average Engagement Time: 29 seconds



Promote Conference Page

PROGRAM IS LIVE: PLAN YOUR ESMC 2025 JOURNEY
DATE: SATURDAY 1 NOVEMBER
TIME: 11:20 - 12:20

PARALYMPIC EMERGENCIES: WHAT YOU SHOULDN'T MISS?
DATE: SATURDAY 1 NOVEMBER
TIME: 14:05 - 15:05

TECHNOLOGY IN SHOULDER INJURY MANAGEMENT
DATE: SATURDAY 1 NOVEMBER
TIME: 14:05 - 15:05

THE ACL JOURNEY: PREHAB, SURGERY, REHAB
DATE: SATURDAY 1 NOVEMBER
TIME: 15:30 - 16:30

FUNCTIONAL TAPING & KINESIOTAPING TECHNIQUES FOR INJURY PREVENTION & REHABILITATION
DATE: SUNDAY 2 NOVEMBER
TIME: 10:35 - 11:35

A SYSTEMATIC APPROACH TO EVALUATING THE SPORTING WRIST
DATE: SUNDAY 2 NOVEMBER
TIME: 14:15 - 15:15

Promote Conference

Social Media Graphics

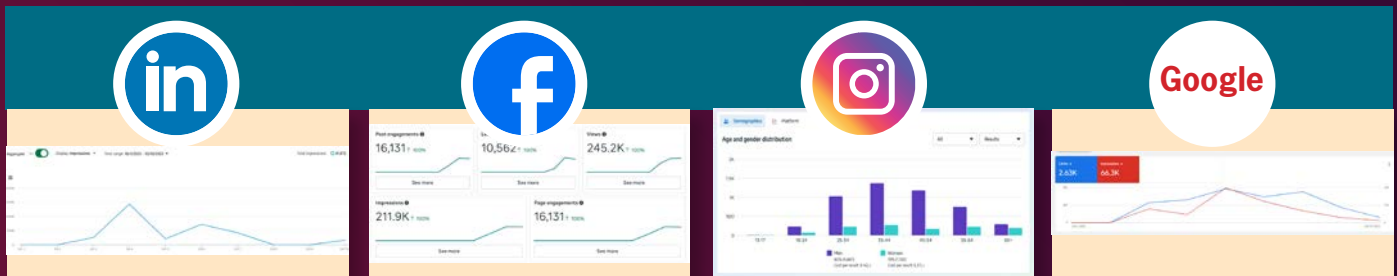
INTERNATIONAL SPEAKERS

LOCAL SPEAKERS

2nd EMIRATES SPORTS MEDICINE CONFERENCE
REGISTER NOW FOR ESMC 2025
1-2 November 2025 | MBRU, Dubai.



Social Media Pages Growth

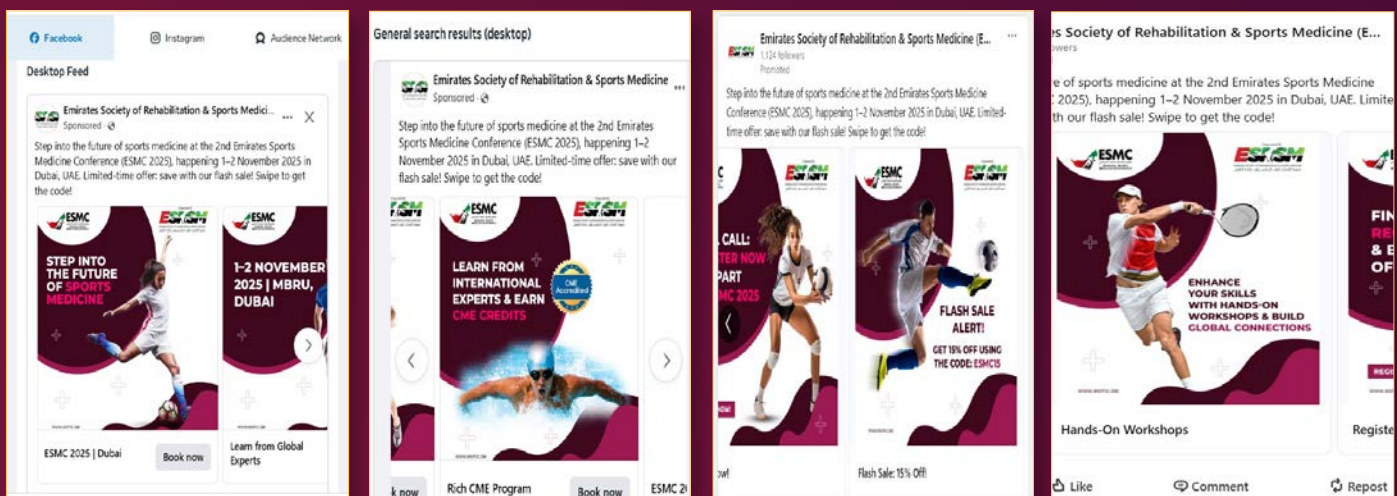


The LinkedIn campaign performed well among our professional audience, generating quality leads and high engagement. Targeted ads by job title and industry enhanced visibility and credibility within the sports medicine community.

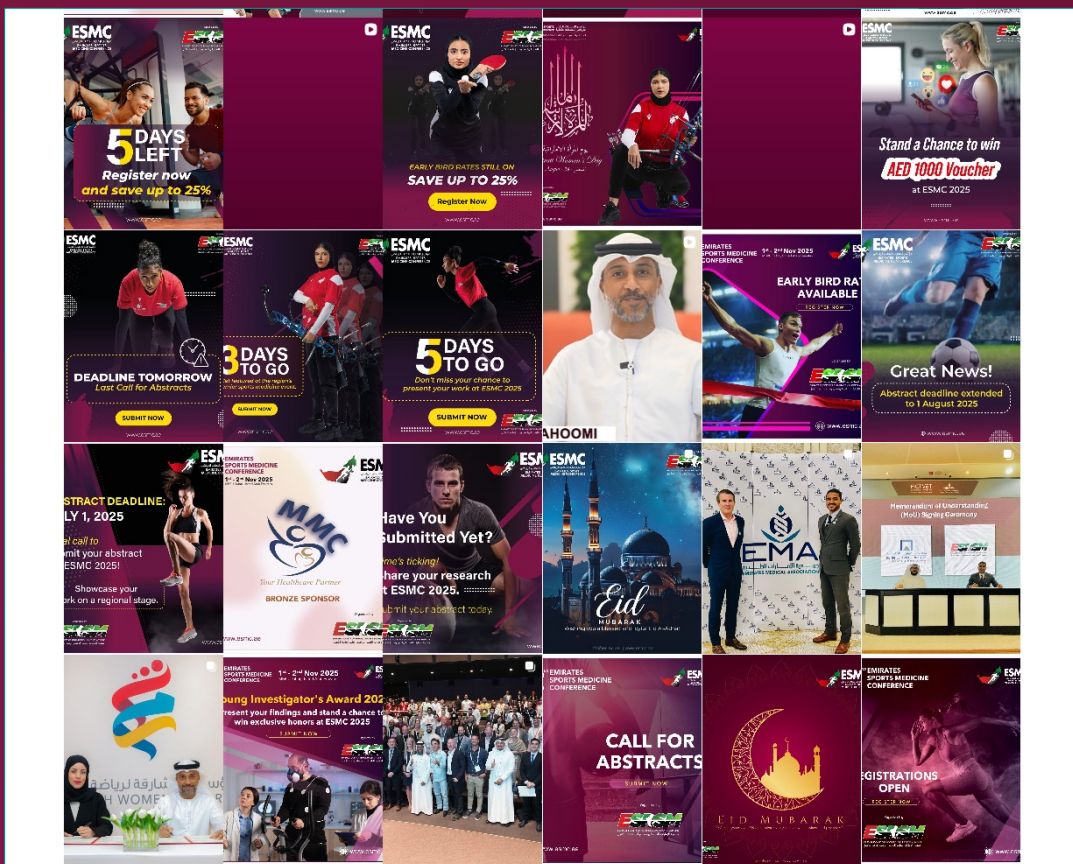
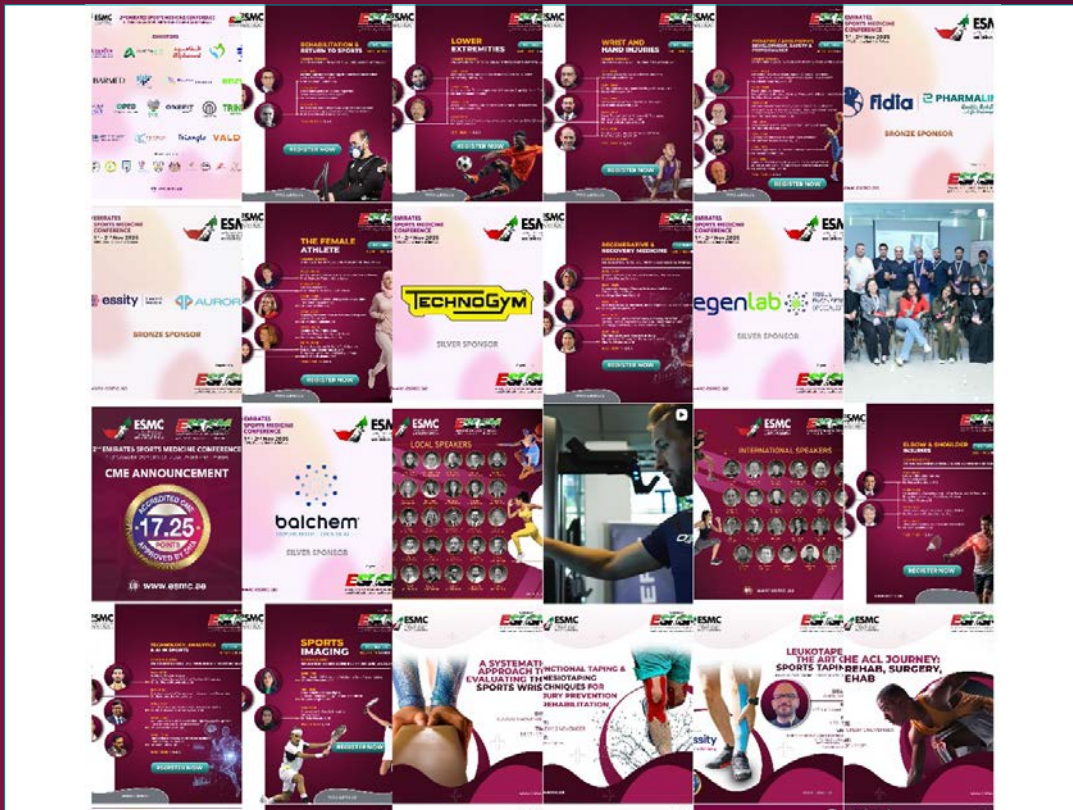
Our META campaign reached a wide audience of healthcare professionals, driving strong engagement and traffic to the registration page. Visual creatives and targeted messaging effectively boosted awareness and conversions.

Google Ads captured high-intent users actively searching for medical conferences. Optimized keywords and ad formats delivered strong click-throughs and consistent registration traffic.

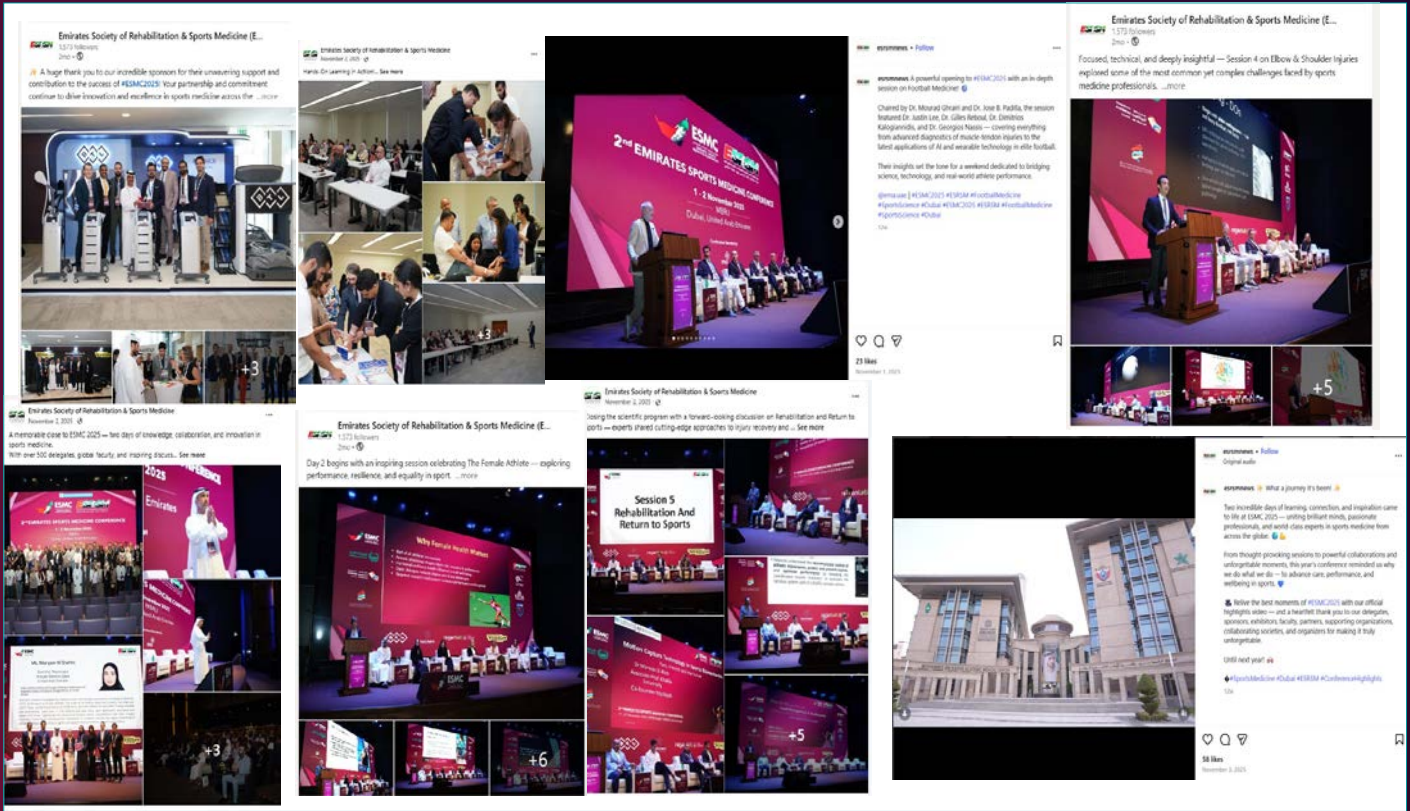
Digital Ad Design and Placement



Social Media – Posts



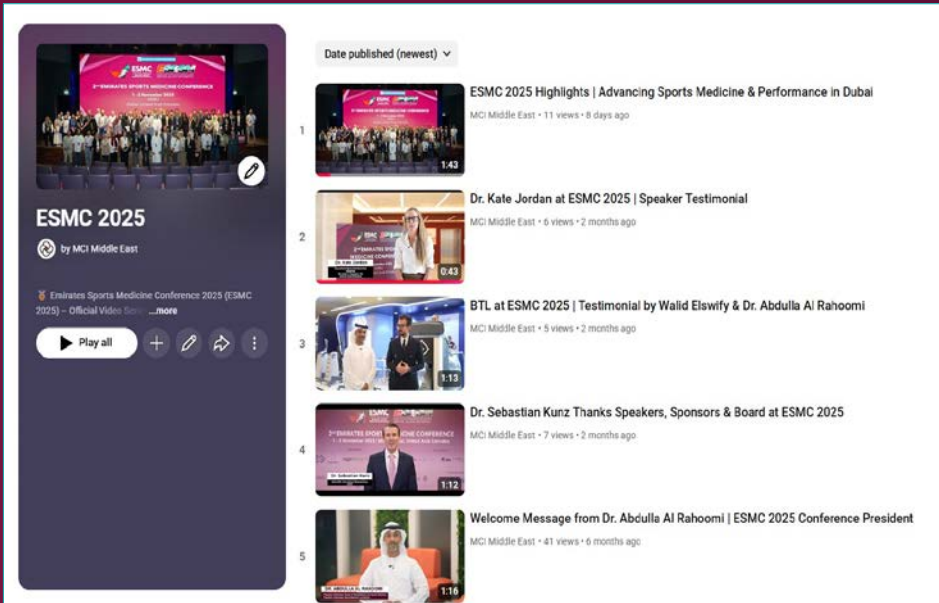
Social Media – Posts Onsite



Email Marketing Designs

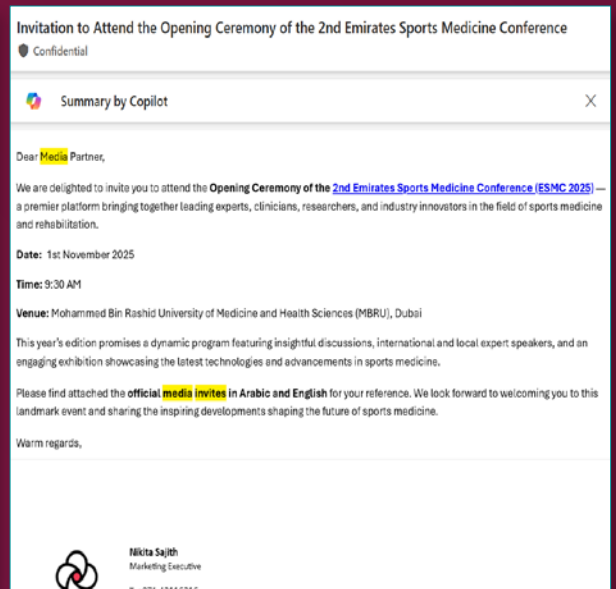


Video Marketing



We've captured the energy and impact of ESMC 2025 through dedicated video marketing that brings the conference experience to life. From committee insights and speaker testimonials to session highlights and key moments across the congress, this playlist showcases the people, ideas, and conversations that shaped ESMC 2025.

PR – Media Invites



We invited key media representatives to attend the ESMC 2025 Opening Ceremony and actively liaised with them onsite, welcoming them and providing branded media gifts to support their coverage of the event.



Media Kits

ESMC 2025 Header Banner



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ESMC Logo



DOWNLOAD NOW

ESRSM Logo



DOWNLOAD NOW

Post Event Press Release

Dubai, UAE - 3rd November 2025

ESMC 2025 Concludes at MBRU, Showcasing Global Collaboration and Innovation in Sports Medicine

The 2nd Emirates Sports Medicine Conference (ESMC 2025) concluded successfully at the Mohammed Bin Rashid University of Medicine and Health Sciences (MBRU), Dubai, on 1-2 November 2025, bringing together a distinguished lineup of experts, healthcare professionals, and industry leaders from around the world.

Organized by the Emirates Society of Rehabilitation & Sports Medicine (ESRSM), the two-day event welcomed over 600 delegates and numerous VIP guests, including His Highness Sheikh Abdullah Bin Hamad Al Thani, Her Highness Dr. Haya Al Qasbi, and Her Excellency Hana Al Mahomed, marking another milestone in advancing sports medicine, rehabilitation, and performance science in the region.

Global Expertise, Regional Excellence

Building on the success of its inaugural edition, ESMA 2025 featured 18 interactive sessions covering a wide range of topics, including football medicine, imaging and diagnostics, technology and AI in sport, injury prevention, female athlete health, pediatric performance, lower extremities, and rehabilitation.

The conference hosted a global faculty representing over 15 countries, with renowned speakers such as Prof. Eelke Hulse (Netherlands), Prof. Doug Campbell (USA), Dr. Mergo Moushey (Canada), Ed Clarke (UK), Dr. Jaan Dooze (Germany), and leading UAE experts Dr. Abdullah Al-Rakawi, Dr. Ibrahim Al-Khawasli, Dr. Naama Galbi, and Dr. Khaled Jordan, among many others.

A Platform for Innovation and Impact

ESMC continues to grow as a leading international platform fostering collaboration between clinicians, scientists, and industry experts to advance athlete care and performance," said Dr. Abdullah Al-Rakawi, President of ESRSM and Conference President. "We are proud to see such strong engagement and enthusiasm from the sports medicine community."

The event also featured an interactive exhibition that showcased the latest innovations in sports science, rehabilitation, and health technology from global and regional exhibitors, further reinforcing ESMA 2025 as a hub for innovation and knowledge exchange.

Accredited Excellence

ESMC 2025 has been accredited by the Dubai Health Authority (DHA) with 17.25 CPD points, emphasizing the conference's strong educational value and commitment to professional development.

Key Highlights

- Dates & Venue: 1-2 November 2025 | MBRU, Dubai
- Organizer: Emirates Society of Rehabilitation & Sports Medicine (ESRSM)
- Attendance: 600+ delegates | 15+ countries represented
- Program: 10 sessions featuring international and UAE experts
- Special Guests: Distinguished VIPs and key healthcare leaders
- Accreditation: 17.25 CPD points (DHA)

With its continued focus on excellence, collaboration, and innovation, ESMA solidifies its position as the leading sports medicine and health science conference in the Middle East.




For more information, visit www.esmc.ae.

For Media Queries Contact Nikita Sajith

Nikita Sajith
Marketing Executive, MCI Middle East
nikita.sajith@wearcmi.com

Social Media

Follow our social media channels to stay updated:

[DOWNLOAD PRESS RELEASE - EN](#)

[DOWNLOAD PRESS RELEASE - AR](#)

Dedicated media kits were prepared and shared, including press releases and official assets, enabling media partners to easily publish and promote ESMA 2025 across their platforms.

News Coverage

Article 1



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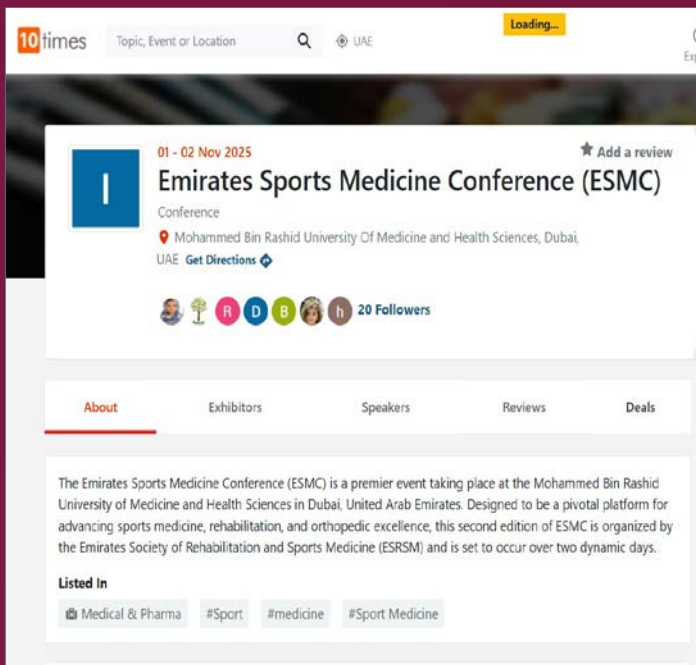
SMS Campaigns

Campaign	Recipients	Delivered	Estimated Open Rate	Estimated Opens	Estimated CTR (Clicks)
Campaign 1	2,737	2,725	98.00%	2,671	6.00%
Campaign 2	2,737	2,722	97.50%	2,655	7.00%
Campaign 3	2,737	2,730	98.50%	2,687	8.00%
Campaign 4	2,737	2,728	98.00%	2,674	5.50%
Campaign 5	2,737	2,726	97.80%	2,667	6.50%
Campaign 6	2,737	2,724	97.60%	2,659	7.20%



- Campaigns 1–2 and 5-6 focused on Abstract Submissions, and Registration awareness plus push.
- Campaigns 3-4 focused on Workshop promotion
- Strong delivery rates remained consistent across all campaigns, with increasing engagement during workshop-focused pushes.

Event Listing



The conference achieved strong online visibility, with listings secured across regional and international event-listing platforms, further extending its reach to a global sports medicine audience.

ACKNOWLEDGEMENT

Silver Sponsors



Bronze Sponsors



Exhibitors



Supporting Organizations

