

Natiris – Promoting responsible supplementation use in the Middle East

Natiris is a pharmaceuticals company from Portugal that specializes in producing and marketing food supplements. They also tend to pioneer innovations in food supplementation through their research and development team. Their products are shipped worldwide in countries such as the Middle East, South America, Africa, Canada, and Europe.



They planned to participate in the Arab Health Exhibition show at Dubai DICEC, which is a prestigious show for the healthcare industry in the Middle East.

EDS Middle East was commissioned to build a corner booth for their 7x3 square meter exhibition space that provided ample opportunities to engage in productive discussions with clients and customers.

A considerable large amount of space was dedicated for comfortable seating. Four variants of seating arrangements were made to create engagement spaces all over the booth, which would allow Natiris to engage with a wide number of audiences at any given time. We designed a distinct angular display shelf for them to showcase their products. An info counter was built to facilitate more engagement with the audience. A 58" LED screen was fitted in the middle of the booth, which displayed video presentations from Natiris.



Natiris was pleased with the booth's strong potential to engage a diverse number of audiences.