



Dubai • 9-12 February

New name. New venue New opportunities.

Moderated By:

Tony Grant, Head of Commercial Marketing – Informa Healthcare

9-12 February 2026 | Dubai Exhibition Centre

worldhealthexpo.com



Agenda

- > **Introduction to World Health Expo Dubai: Our bold vision for the next 3 years**
Sally Thompson, Informa Healthcare - Group Event Director
- > **Healthcare trends in the GCC by 2030**
Mark Dagher, Advisory Manager, Healthcare and Life Sciences, Frost & Sullivan
- > **Commercial opportunities at World Health Expo Dubai 2026**
Ross Williams, Commercial Director; Lorena Diaz Palle, Sponsorship Director, Informa Healthcare
- > **Our new home, Dubai Exhibition Centre**
Rebecca Atack, Senior Event Manager, Informa Healthcare
- > **Dubai event services: hotels, logistics & local support**
Nadim Hamadeh and Doruk Onder, Client Partnership & Growth Director, Elevate
- > **Partnership excellence**
Balkiz Sumerler, Head of Events – International Region, Philips

Followed by Q&A

Introducing **World Health Expo Dubai**

Our **bold vision** for the next 3 years



Sally Thompson
Group Event Director

The world of healthcare is transforming fast and so are we... welcome to the next chapter



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World Health Expo is the world's largest network of healthcare events, where the brightest minds come together to shape the future of health. With 15 international events across the world, WHX connects people, governments, businesses, and ideas on a global scale, enabling discovery, innovation and opportunity.

- Global influence
- Health innovation & excellence
- Scientific content & policy





Dubai • 9-12 February

The world's largest healthcare event



235K+

Professional Visits



180+

Global Representation



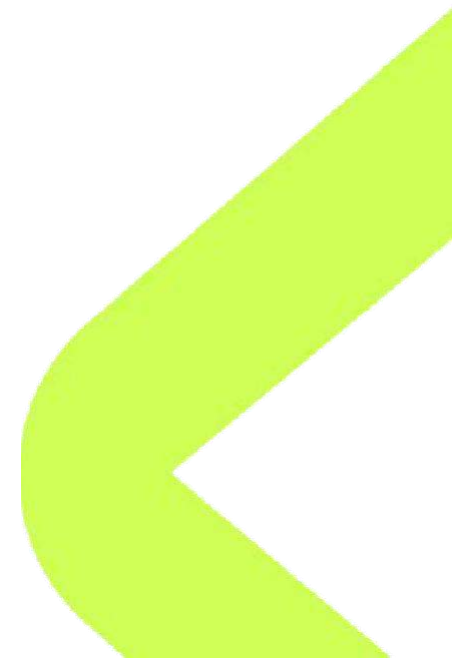
4300+

Exhibitors & Brands



250+

Global Experts





The New...

WHX WORLD
HEALTH
EXPO

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Ambition

- A stronger international footprint
- Global product demos
- A dynamic 4-day event
- A clearer promise: the right people, innovative products, investors, and new ideas!

Ease & Access

- Larger exhibition footprint
- Better visitor flow navigation
- Purpose-built for curated connections
- Better access, easier setup/break-down & elevated hosting spaces

Doing Business

- Global launchpad for healthcare innovation
- Whole health ecosystem buyers, distributors, investors, and policymakers
- Powerful deal-making
- A knowledge hub

> What it means for our exhibitors...

Unlocking commercial value

- Greater visibility - unified, premium brand
- Stronger buyer and distributor attendance
- New content
- More structured networking
- Higher on-site engagement

Enhanced ROI

- High-impact networking zones and improved features
- Investor and start up matchmaking
- Better navigation and analytics
- More conversations, better leads, more deals made

New offerings

- Thought leadership
- Curated experiences
- Deep-dive sessions
- New CME provider
- Networking experiences
- Partnership opportunities



The Evolution...

WHX WORLD
HEALTH
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More Value

- Unlock bigger, more strategic commercial opportunities
- Future-ready event identity
- Deliver deep, curated value for our exhibitors, buyers, and partners
- Reflect the rapid evolution of healthcare in MENA and beyond

UAE's Strategy

- The UAE's healthcare strategy 2031 - technological innovation, infrastructure development, and preventive care.
- Dubai's vision – DEC expansion at Expo City
- Dubai as a premier destination for global business, exhibitions & innovation.

WHX Vision

- Co-timed flagship events—WHX Dubai and WHX Labs—becoming the world's largest healthcare event
- World Healthcare Week 2027
- Partner events, bringing the entire healthcare ecosystem to Dubai for a full week.

A hand holding a glowing DNA double helix structure in a laboratory setting. The background is dark with blue and purple hues, featuring a microscope and laboratory glassware. A large blue curved line separates the image from the text on the right.

The New Gulf Code: Programming a Healthier Future for the GCC

December 10, 2025

*The Growth Pipeline™ Company
Powering clients to a future shaped by
growth*

We are on the cusp of a massive transformation

We are in the process of building **3 new economies** for a population of **66 million** by 2030



The Bioeconomy (localized diagnostics, scaled genomic infrastructure, and pharmaceutical manufacturing)

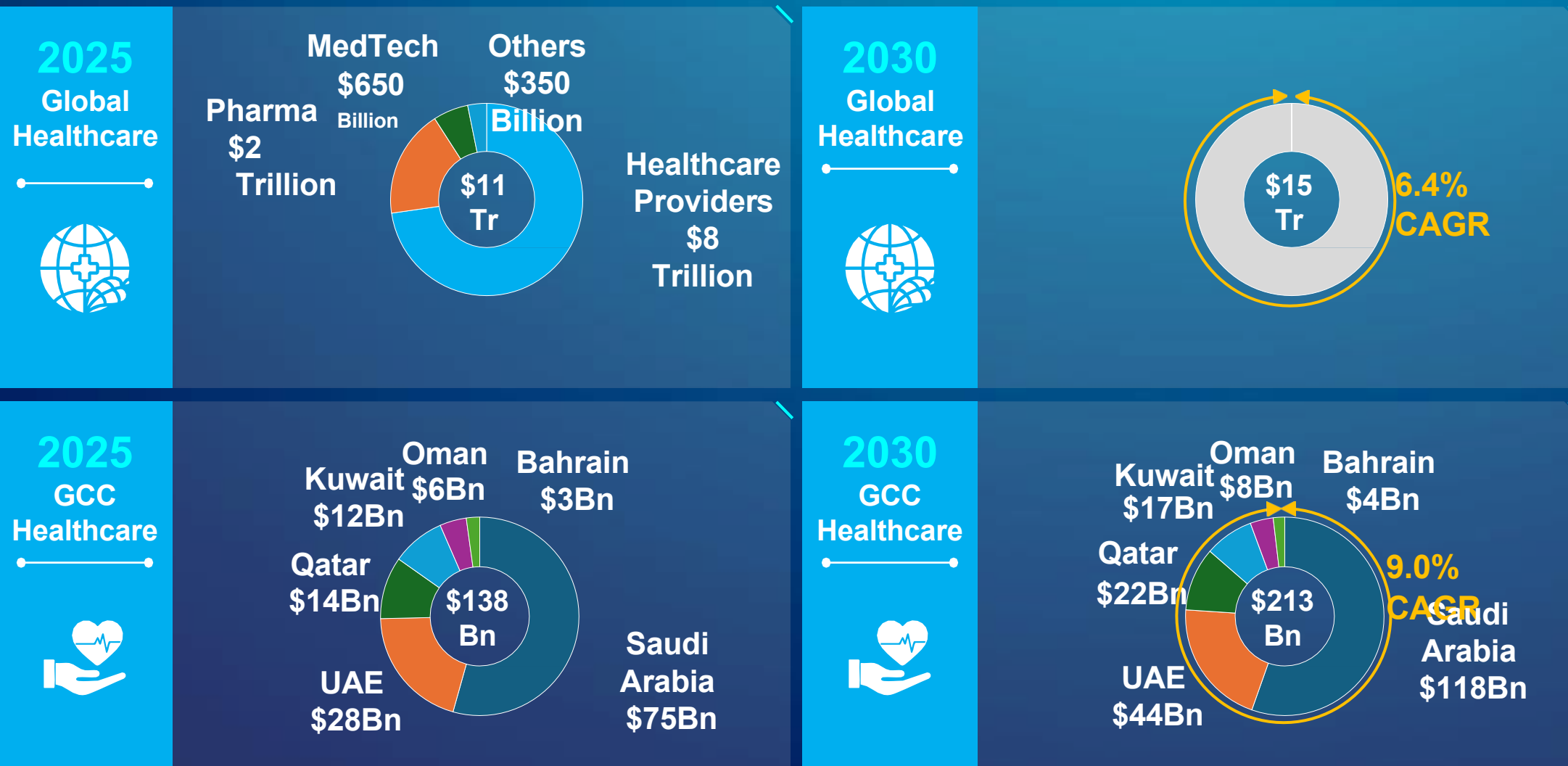


Creating a culture of a Wellness Economy (preventive digital dominance, experience-driven infrastructure, and corporate-led demand)

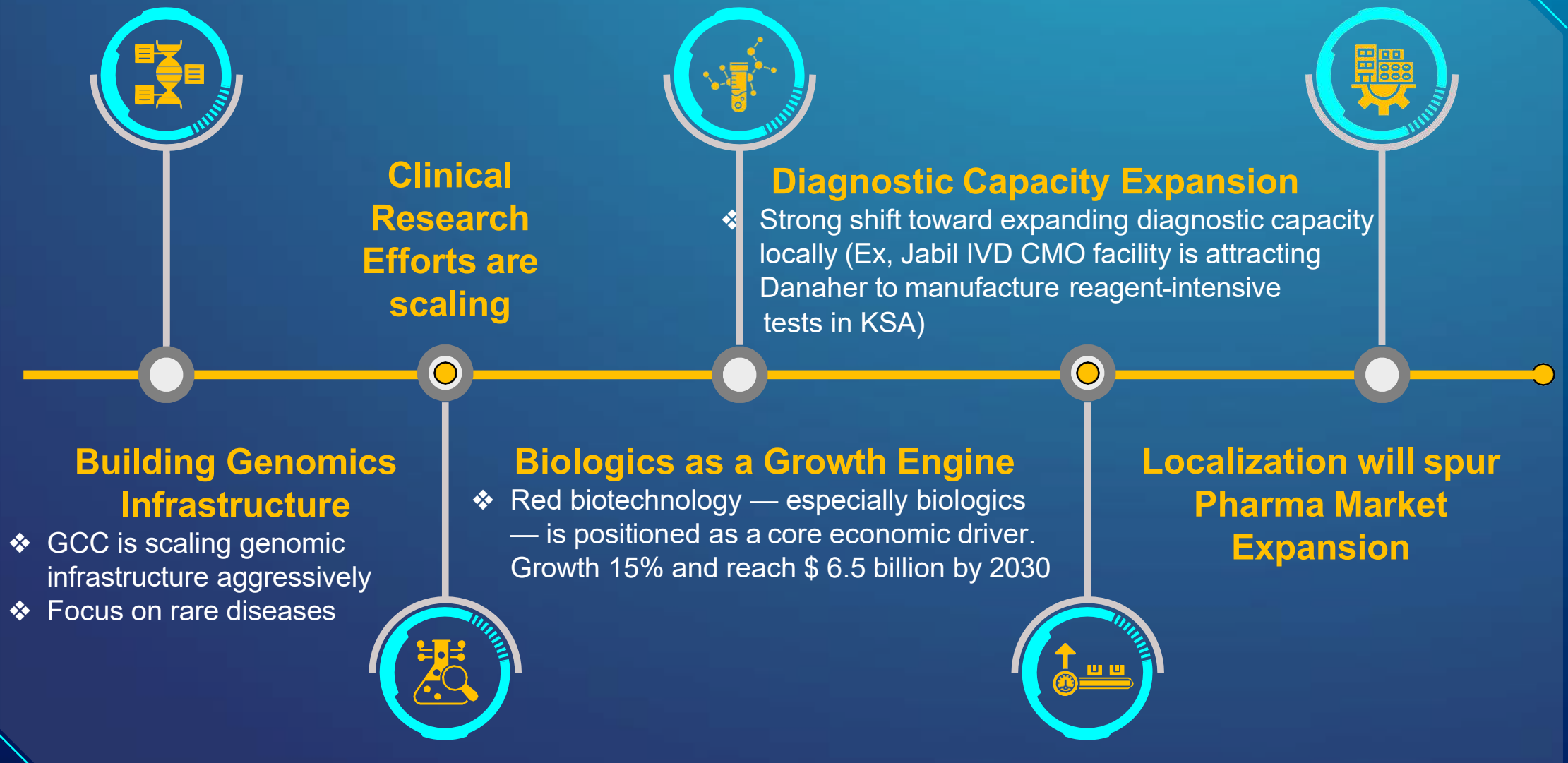


Building the Care Service Economy (integrated care continuum, building the tools, technologies, and people)

Saudi Arabia, UAE and Qatar are poised for DOUBLE DIGIT GROWTH outpacing the global average (6.4%)



ON THE ROAD TO A BIOECONOMY



CREATING a culture of a wellness economy: a 40% pivot



Preventive Wellness Dominance

Preventive wellness applications (mHealth, remote monitoring and personalized nutrition) will comprise 40% of the total digital health market



Investments in Large- Scale Ultra-Luxury Projects

Initiatives like the \$27 billion Red Sea Project and \$17 billion investments in AMAALA combine luxury accommodations with health, longevity, and restorative experiences, driving regional wellness tourism growth



The Rise of Urban Wellness Sanctuaries

Cities are expanding wellness infrastructure with high-tech health centres, urban resorts, and facilities, blending modern luxury with traditional practices (Ex, \$600 million investment in Therme Dubai, \$2 billion in Atlantis Jeddah)



High-Growth in Digital Mental Health

The integration of digital tools (Ex, Calm, Headspace, Moodpath, MindShift CBT) is projected to post an impressive 18%–20% annual growth rate



Corporate Wellness Program

Employers will play a bigger role in promoting corporate wellness programs through technology incentives

BUILDING THE CARE SERVICES ECONOMY

By 2030 25,000 new beds are expected to be built increasing capacity by 30%

- In KSA, we expect to privatize 290 hospitals and 2,300 primary health centers, shifting the Ministry of Health's role to a regulator, and increasing private sector participation from 40% to 65% by 2030
- In KSA, UAE and Oman EHR adoption is between 90 to 100%
- Both Oman and Qatar will institute mandatory health insurance to be operational by 2027 (UAE and KSA already have it)

UAE is expected to continue to lead in Medical Tourism, but stiff competition anticipated from KSA and Oman

Building collaborations for Centers of Excellence



Workforce Requirements and Training Priority

- The new beds require a consistent workforce (351K nurses, 141K doctors, 105K allied health professionals). Specialised training and education, including cardiology, oncology and neurology

Role of Public-Private Partnerships

- PPPs are indispensable cornerstones for financing and efficiency
- Examples - Al Ansar Hospital PPP in Saudi Arabia and Qatar's planned Long-term Care Services and Mental Health Services PPPs

Thank You!

Contact



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Healthcare and Lifesciences,
Frost & Sullivan

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Commercial opportunities at World Health Expo Dubai



Ross Williams
Commercial Director



Lorena Diaz
Sponsorship Director

Exhibition Space



4,300+ Exhibitors



28 Pavilions



24 Halls



75,000m2 of Exhibition Space
(12,000m2 increase on 2025)



8 Product Sectors

- Disposables & Consumer Goods
- Healthcare and General Services / IT & Digital Health
- Infrastructure
- International Halls
- Medical Equipment & Devices
- Orthopaedics & Rehabilitation
- Pharma & Wellness / Lifesciences
- Radiology

SPACE IS ALMOST SOLD OUT

Limited opportunities within:

Pharma and Wellness – including Lifesciences Mixed Sector Hall
NEW Exhibitor Zone

Exhibition space packages starting from
US\$ 7,650 + VAT

Floorplan

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Exhibition Space

Be part of the world's largest healthcare event – joining global and regional leaders such as Philips, Draeger, GE Healthcare, Steris, Karl Storz, Siemens Healthineers, Canon, Masimo.

Local government authorities – Ministry of Health and Prevention, Emirates Health Services, Dubai Health, Dubai Health Authority, Department of Health Abu Dhabi, Emirates Drug Establishment

Local and regional groups – Pure Health, Mubadala Bio, American Hospital Dubai, Dr Sulaiman Al Habib Medical Group, Gulf Drug, Leader Healthcare, Modern Pharmaceutical Company, Al Mazroui, Al Hayat

among many more...

Book your stand today!



Ross Williams

Commercial Director

sales.whxdubai@informa.com

Venue branding

- We offer a wide variety of branding options throughout of the venue , from LED screens to branded entrances or arches.
- Interactive and immersive 360 tours



Thought leadership

- Partner with WHX Dubai by sponsoring a conference to gain exposure to a targeted audience of healthcare professionals.
- We also offer Live demos & showcases which is the perfect opportunity to introduce your product/solution to the market

Location	DAY 0 - 8 Feb	DAY 1 - Mon 9 Feb	DAY 2 - Tue 10 Feb	DAY 3 - Wed 11 Feb	DAY 4 - Thu 12 Feb
Royal Dining, Cheval Maison Expo City	WHX Leaders**				
VIP room, Cheval Maison Expo City		Clinical Excellence & Surgical Innovation: General Surgery (CME)	Clinical Excellence & Surgical Innovation: General Surgery (CME)	Clinical Excellence & Surgical Innovation: Obstetrics & Gynaecology (CME)	Clinical Excellence & Surgical Innovation: Urology (CME)
Dubai Exhibition Centre		Total Radiology (CME)			
Connect Conference Centre C3		Public Health (CME)		Quality Management & Patient Safety (CME)	
Connect Conference Centre C1		Masterclass: Leading with precision: Surgical leadership in action	Bootcamp: MESH Incubator: Innovation Acceleration	Bootcamp: Leading with vision: Driving change in the age of AI	Masterclass: Healthcare Sustainability
Visionary Stage (C3)		> Healthcare Investment Forum > AI & Digital Health		> Healthcare Leadership > EmpowHER: Women in Healthcare	Healthcare ESG
Frontiers Stage		Biotech & Lifesciences	Women's Health 360	Oncology	Wellness & Longevity
Future X Stage		> Keynotes > Xcelerate Start-Up Competition > Live Demos & Showcases			
Royal Dining Hall, Cheval Maison Expo City			Future Health Summit by WHX**		

*CME: Continuing Medical Education Accredited

**Invite only event

WHXperience

- With the move to DEC, we have access to more event space than ever before.
- WHX Dubai offers a selection of conveniently located venues near the DEC to host your **networking events**.



Contact Us

For any information regarding sponsorship opportunities to help you maximize your participation at WHX Dubai, please contact:



Lorena Diaz Palle
Sponsorship Director
Lorena.diazpalle@informa.com

Our new home Dubai Exhibition Centre



Rebecca Attack
Senior Event Manager

Welcome to our new home





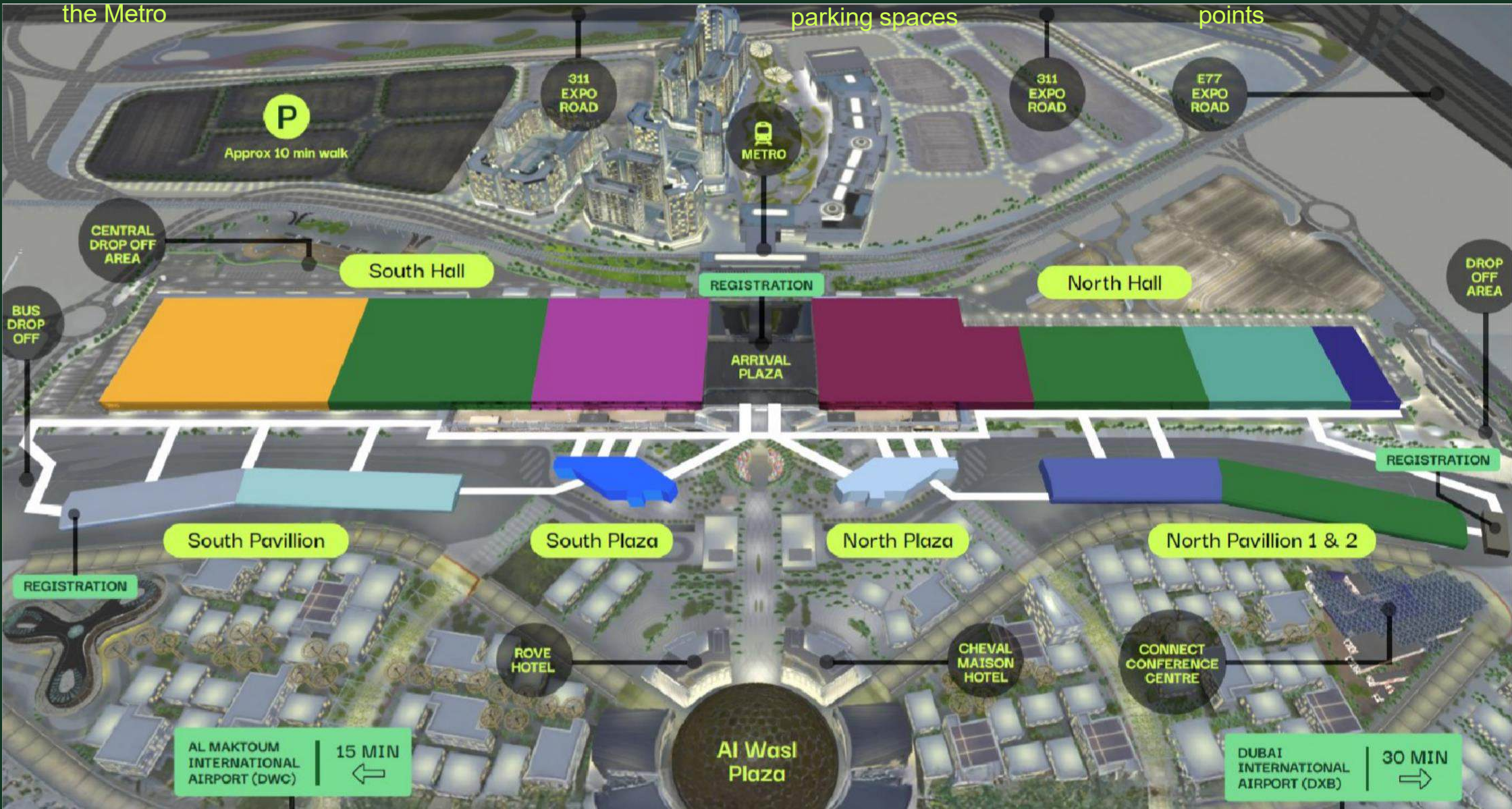
Direct
Access on
the Metro

2 major, multi-lane highways

10,000
dedicated
parking spaces

Comprehensive traffic
system, with multiple drop
points

3 Registrations



WHX WORLD
HEALTH
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Formerly Arab Health

Floor plan

- Medical equipment & Devices
- Disposable & Consumer goods
- International halls
- Infrastructure
- Radiology zone
- Wellness & Prevention
- IT/Digital healthcare & Gen services
- Ortho & Rehabilitation

A linear hall layout, making navigation around the show far simpler



Halls and Pavilions are connected via pathways and plaza areas – a unified layout





Landscaped outdoor areas, increased seating, more F&B outlets and reduced queuing
Wellness Zone, WHX Bar and our Tech and Labs activations

Creating better opportunities for **connection** and **enjoyment**.

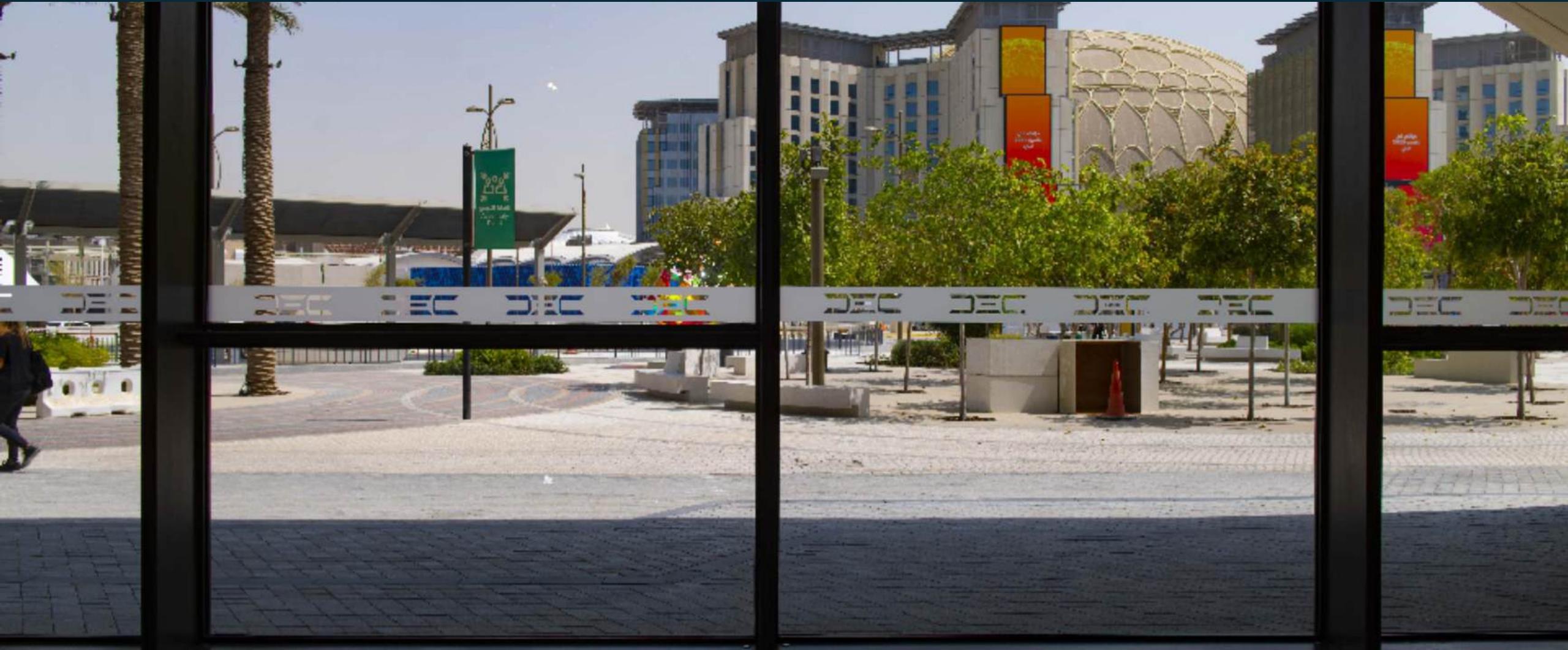


WHX

Dubai

Formerly Arab Health

Dubai Exhibition Centre



Dubai Event Services: Hotels, Logistics & Local Support



Doruk Onder
Director



Nadim Hamadeh
Client Partnership &
Growth Director

About Elevate

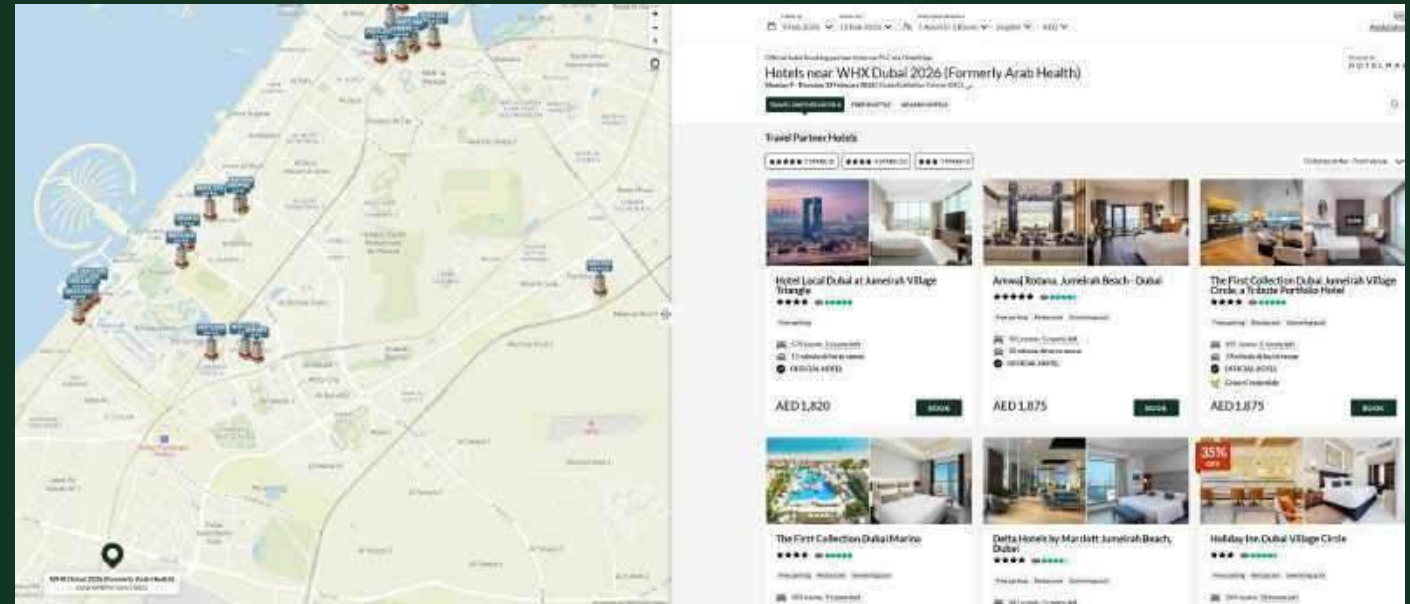
Elevate is the fastest-growing, multi-award-winning, and largest independent tourism group in the UAE.

Our professional and creative team delivers tailored services across the globe.

With fully established offices in Dubai, Oman, Qatar, KSA, Maldives and Thailand, we act as your in-destination product and marketing team, ensuring every aspect of your business needs are met.

Elevate is a group with distinct verticals across destination management, business events, wellness, luxury cruising, and lifestyle, delivering tailored experiences across every touchpoint.

elevate



Offerings

Exhibitors and visitors booking their stays through the Housing Program will enjoy a seamless, fully supported journey; aimed to maximize the customer experience with a boutique approach in a large-scale event.

From pre-arrival coordination to on-site hospitality and thoughtful welcome touches every detail reflects the Housing Program's and Elevate's commitment to comfort, care, and exceptional service.

- Advantageous & Competitive Hotel Rates
- 24/7 Customer Service
- Seamless Meet & Greet Services*
- Airport & City Transfer Services*
- Hospitality Desks at the Hotels**
- Concierge Services
- Complimentary eSIM
- Discounted City Attractions
- Complimentary Shuttle Services at Pre-Defined Hotels
- Complimentary Shuttle Services**

** Services available on request*

*** Services available for hotels with above 20 rooms*

WHX Dubai

Partnership Excellence

Balkiz Sumerler

Head of Events – International Region

25 November 2025

Scitihp

✦
Better care for
more people



Sarah Phillips

Questions & Answers



Thank You