

WHX Dubai

Formerly Arab Health

2025 Impact Report

Where the world of healthcare meets

Under the patronage of:

UNITED ARAB EMIRATES
MINISTRY OF HEALTH & PREVENTION



الإمارات العربية المتحدة
وزارة الصحة ووقاية المجتمع

Sponsored by:

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Our community's voice

“WHX Dubai is a premier global platform for healthcare innovation, bringing together leaders, investors, and experts to shape the future of health systems. It offers cutting-edge insights into AI, digital health, and smart hospitals while providing unmatched networking and business opportunities. Whether you're looking for strategic partnerships or the latest industry trends, WHX Dubai is the place to be.”

Khairunnissa Hooda
Chief Nursing Officer, Aga Khan University Hospital
Karachi, Pakistan

“We have been participating in Arab Health for a decade, and it has been an absolutely phenomenal experience for us! As the leading healthcare exhibition in the region, it has consistently provided an incredible opportunity to expand our reach.”

Hamda Baker
President of Beauty, Supercare Pharmacy

“WHX Dubai is a powerful platform for global networking and business growth, offering innovative solutions and exclusive opportunities. If you're looking to expand your reach or explore new markets, it's definitely worth checking out.”

Yousef Alnajjar
Division Manager, New Star Company, Kuwait




Quantifying 2025

 **68,000**
attendees

 **30,359**
high value attendees

From C-suite executives, directors, and senior government officials, to decision-makers in healthcare distribution, manufacturing, investment, and more.

 **4,042**
exhibitors

 **193**
countries

 **\$2.57 billion**
value of business generated



Visitor overview

WHX Dubai 2025 remains a pivotal event for healthcare professionals seeking innovation, strategic connections, and industry knowledge. The strong visitor turnout and engagement underscore its importance as a leading global healthcare platform.

Top reasons why visitors visit WHX Dubai



Discover new products / trends / innovations
Visitors were actively seeking to identify and evaluate new products that could improve patient care, streamline operations, and enhance their business offerings.



Network with new contacts
WHX Dubai served as a vital hub for networking, facilitating connections between healthcare professionals, industry leaders, and potential partners.



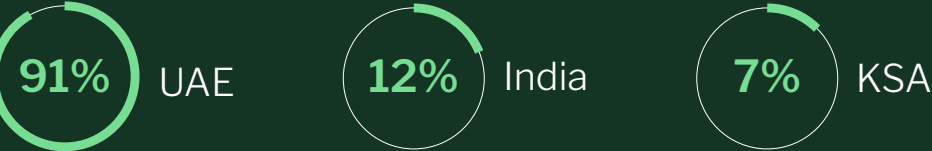
Keep up-to-date with the industry
The rapidly evolving healthcare landscape necessitates continuous learning and adaptation.



Top nature of business

> Healthcare Agent/Dealer/Distributor: 37%

> Top countries



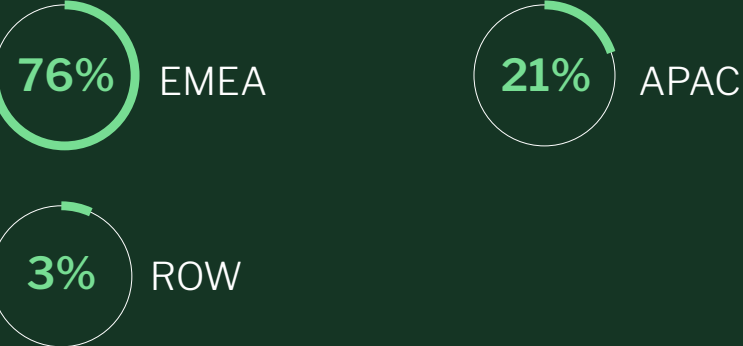
> Top job functions



> Top seniority level

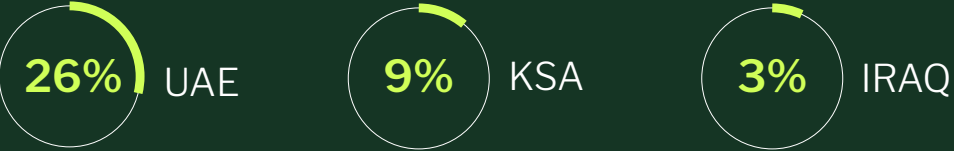


> Top regions



> Clinical/Medical Practice: 7%

> Top countries



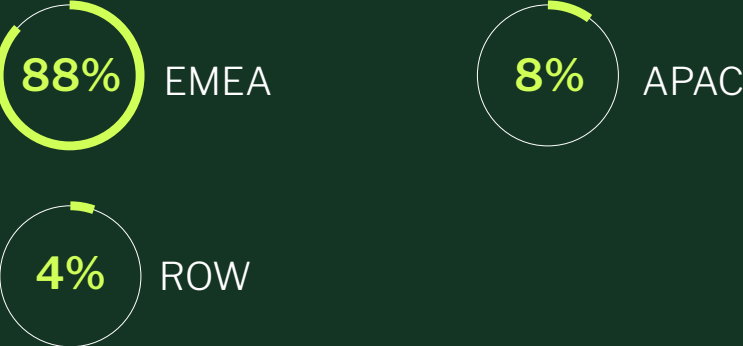
> Top job functions



> Top seniority level

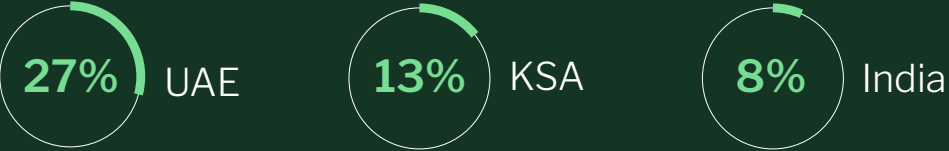


> Top regions



> Hospitals: 7%

> Top countries



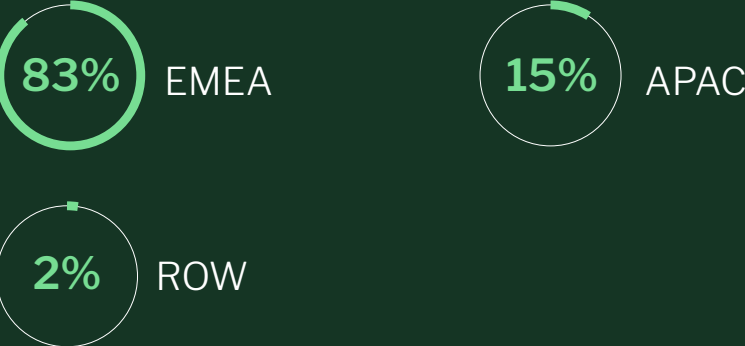
> Top job functions



> Top seniority level



> Top regions

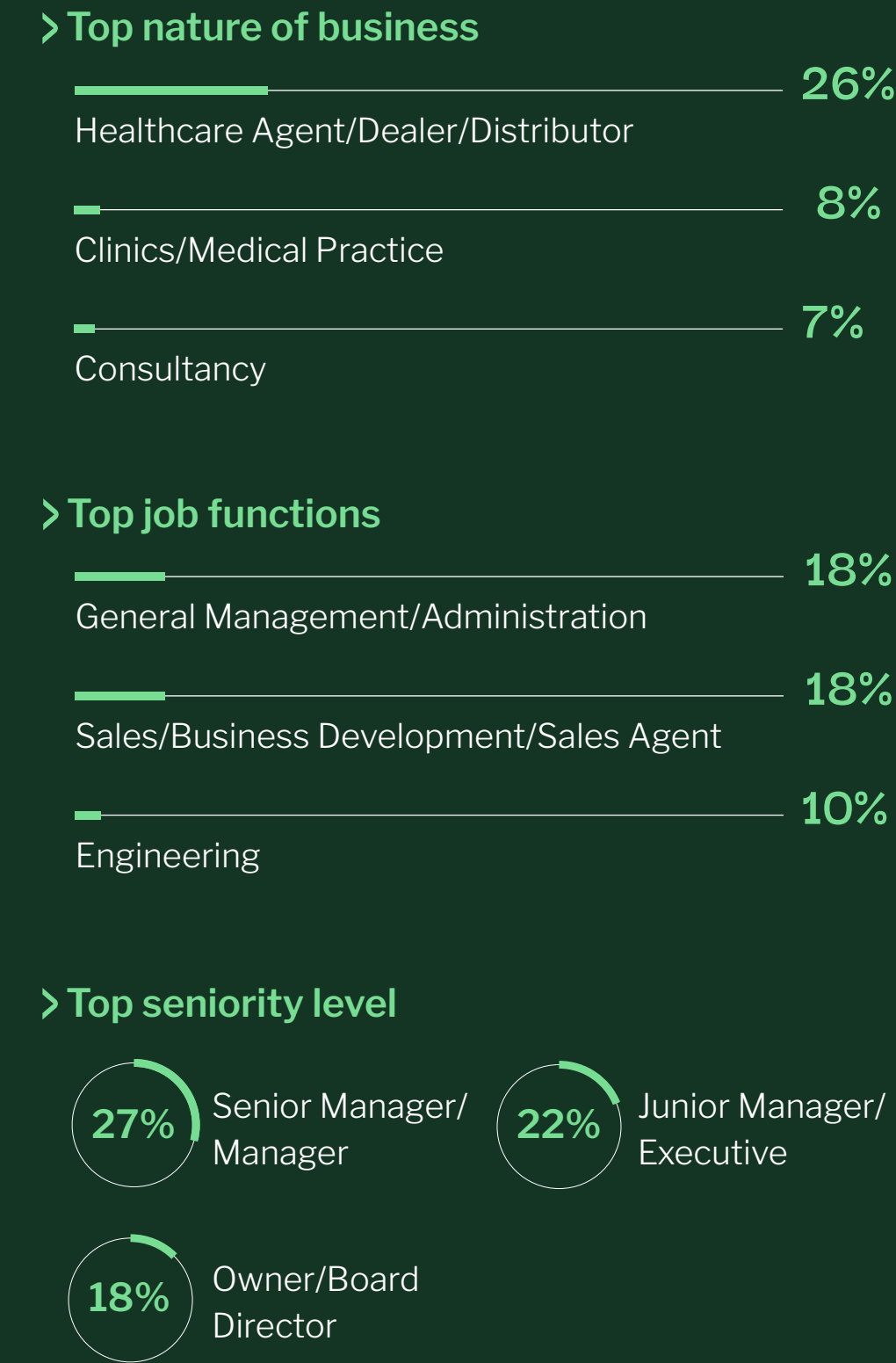


Top regions



Top visiting countries

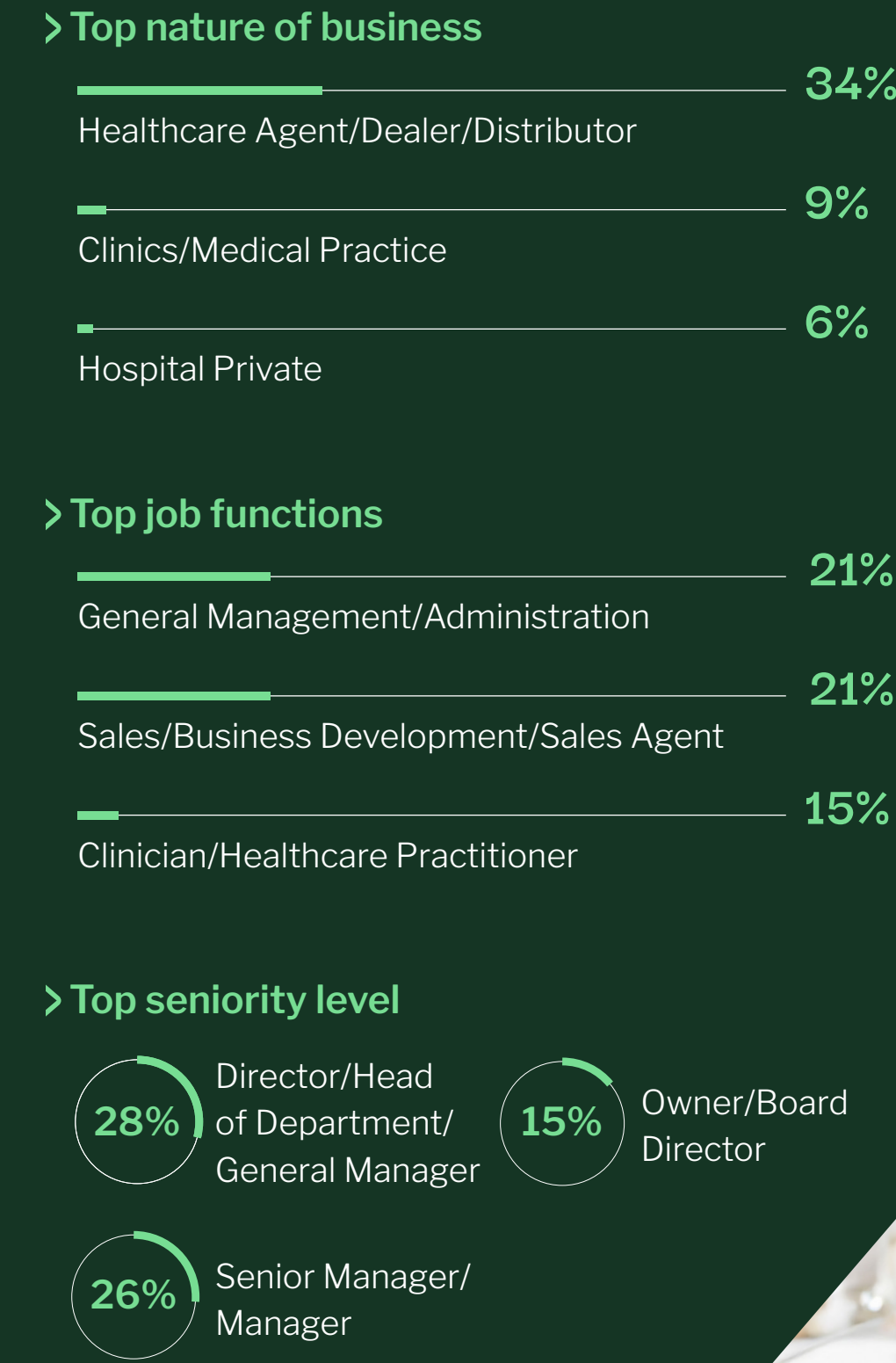
> United Arab Emirates : 23%



> India : 11%

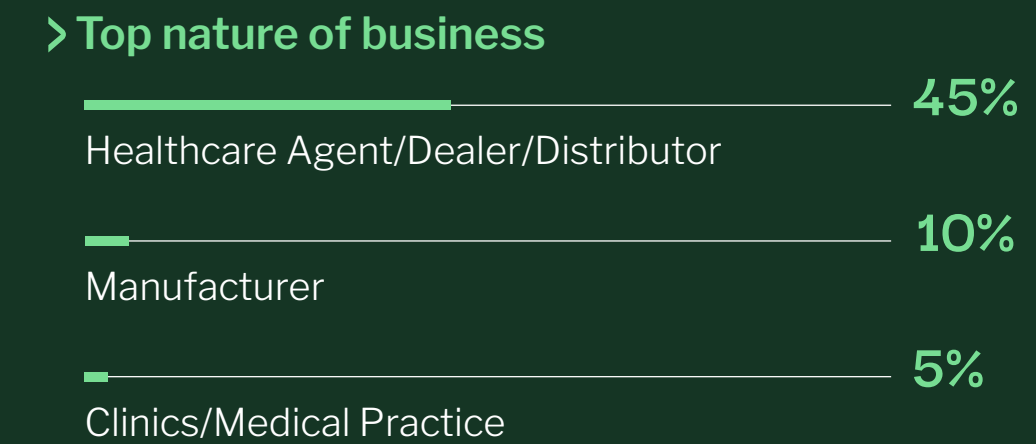


> Saudi Arabia : 7%

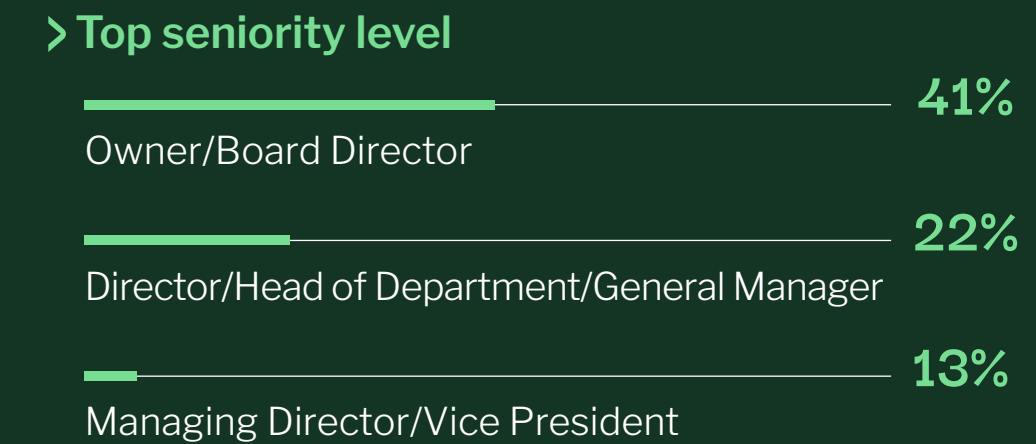
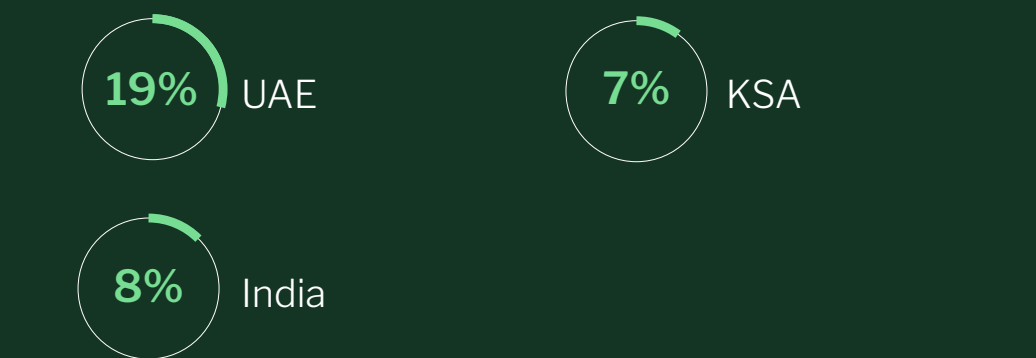


Top job functions

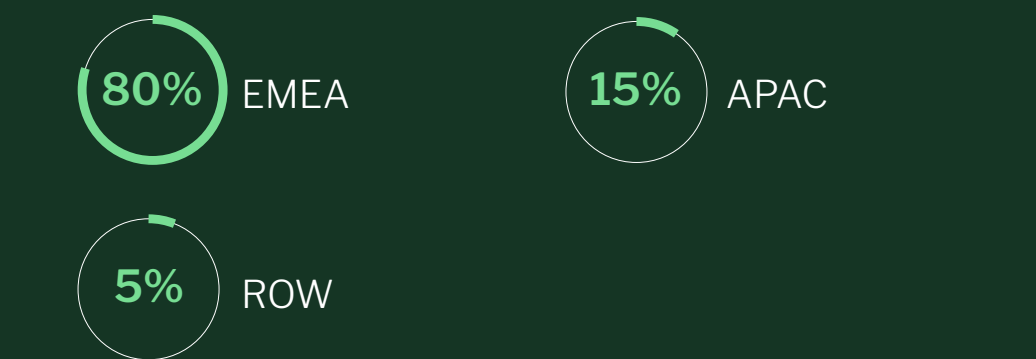
> General Management/Administration : 23%



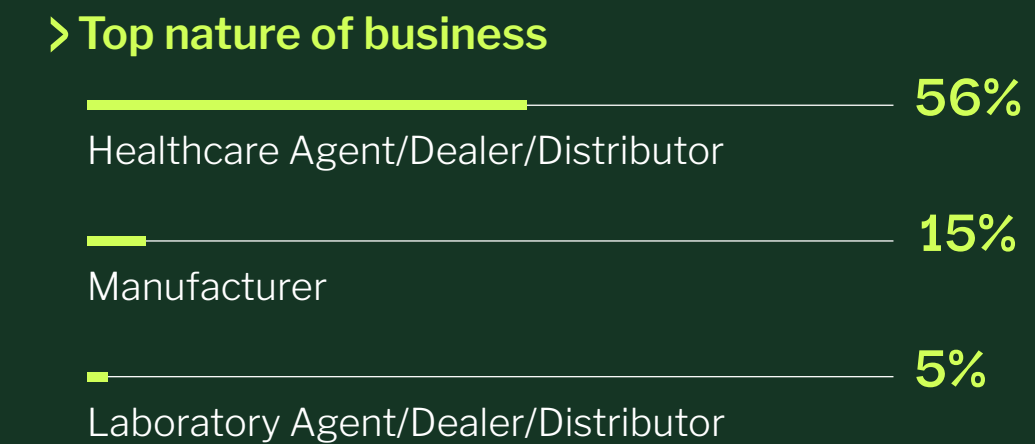
> Top countries



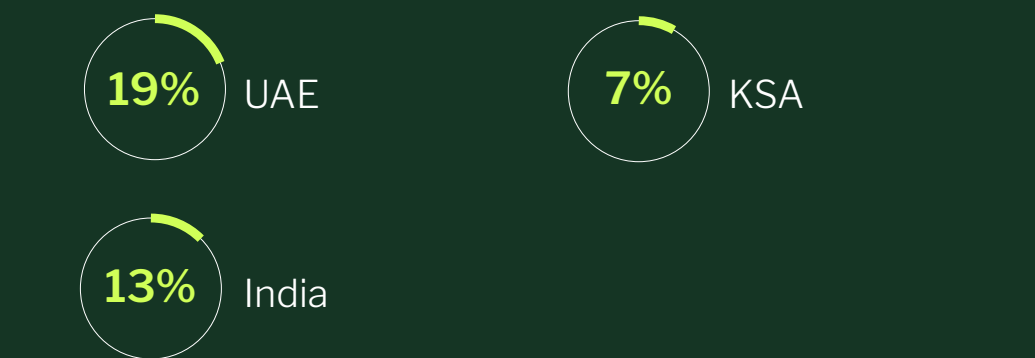
> Top regions



> Sales/Business Development/Sales Agent : 23%



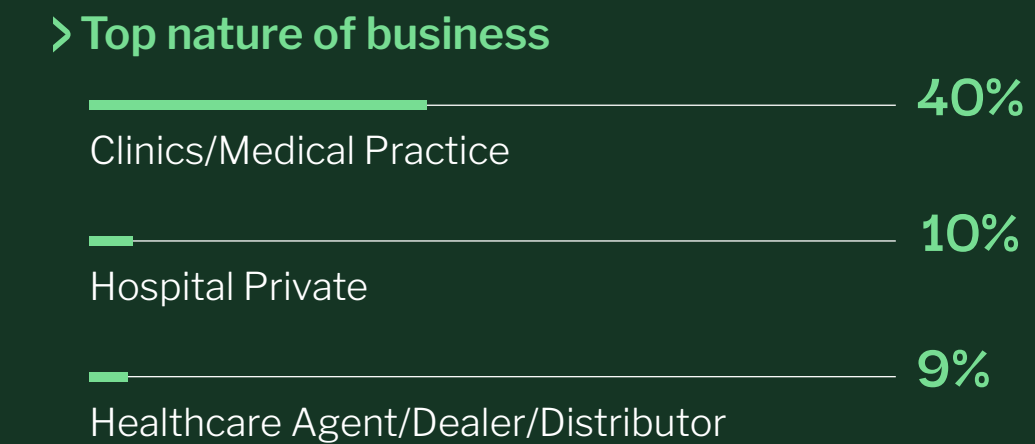
> Top countries



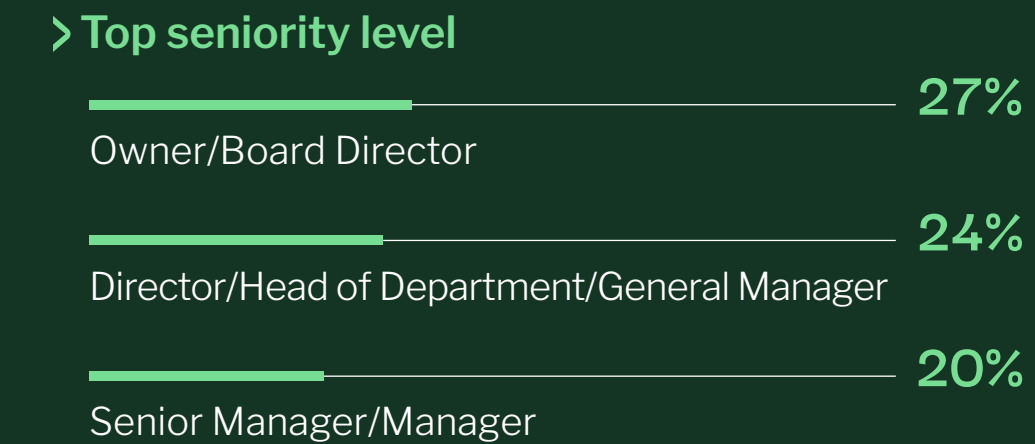
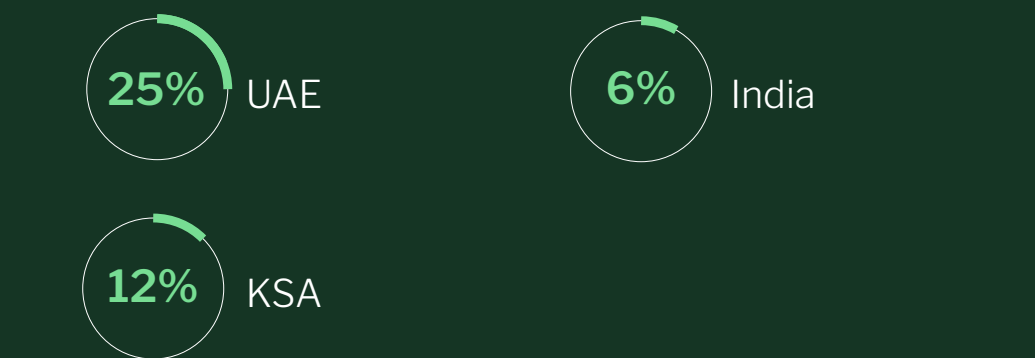
> Top regions



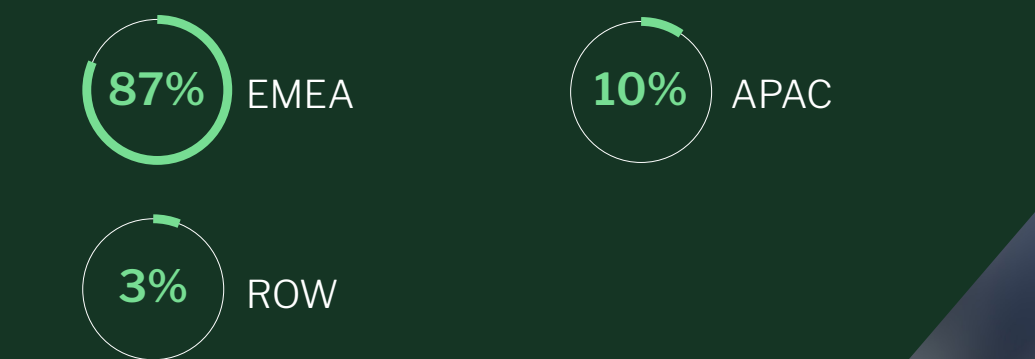
> Clinician/Healthcare Practitioner : 9%



> Top countries

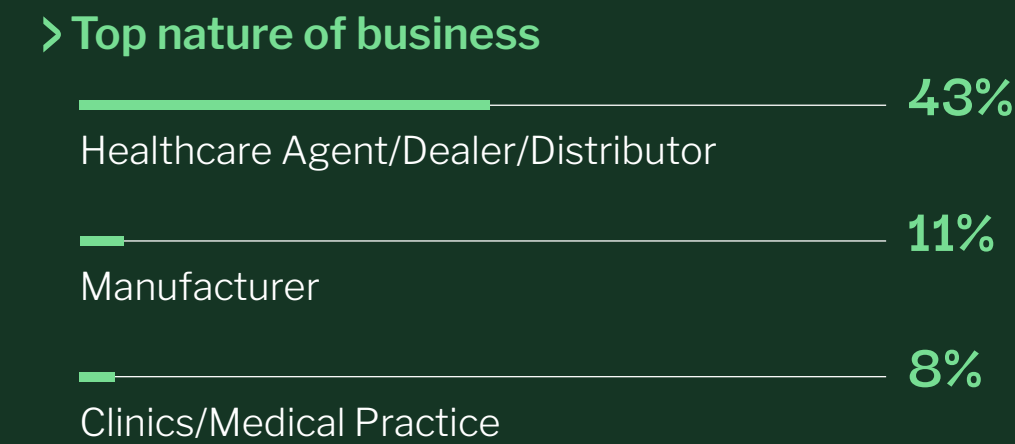


> Top regions

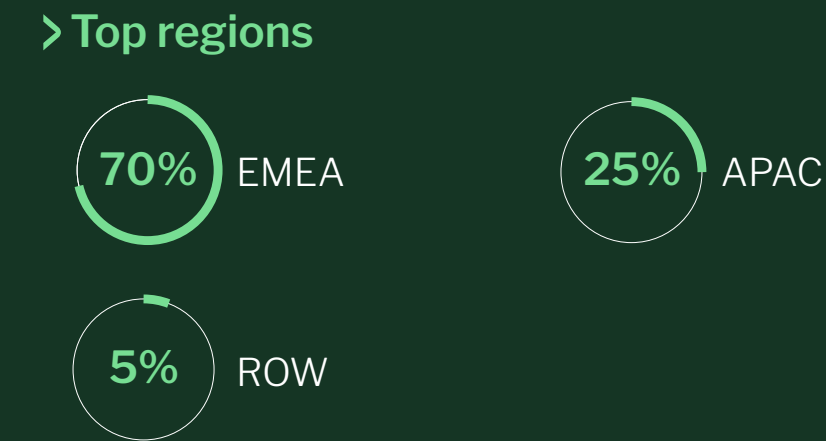
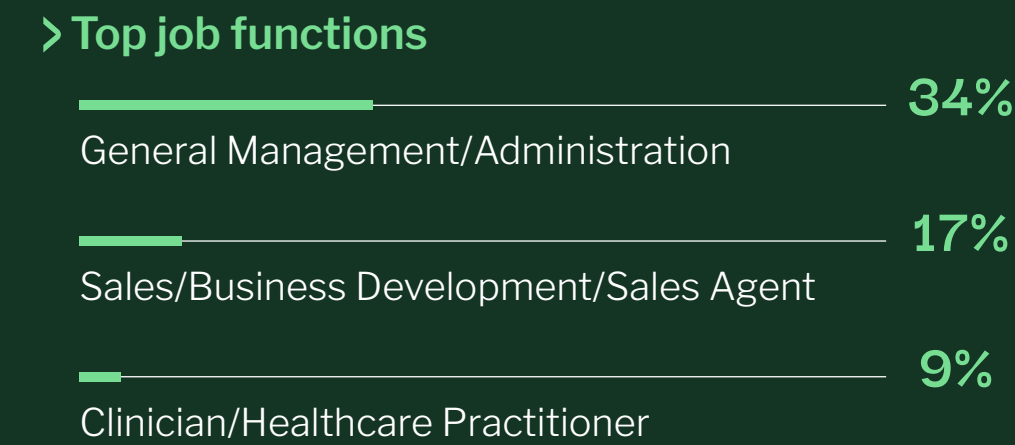
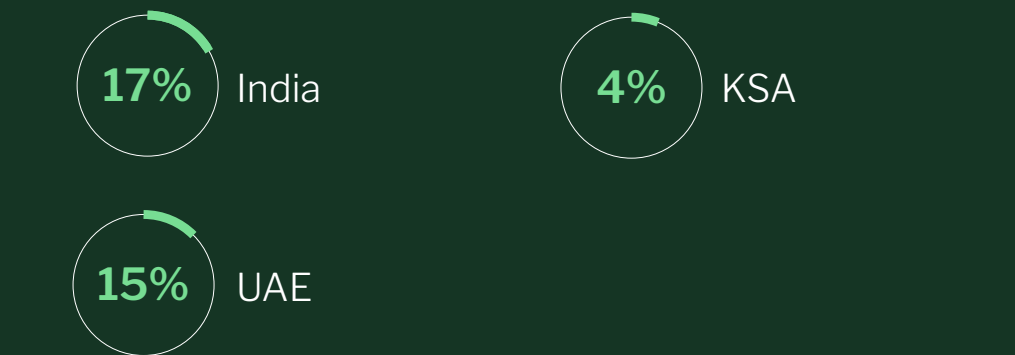


Top seniority level

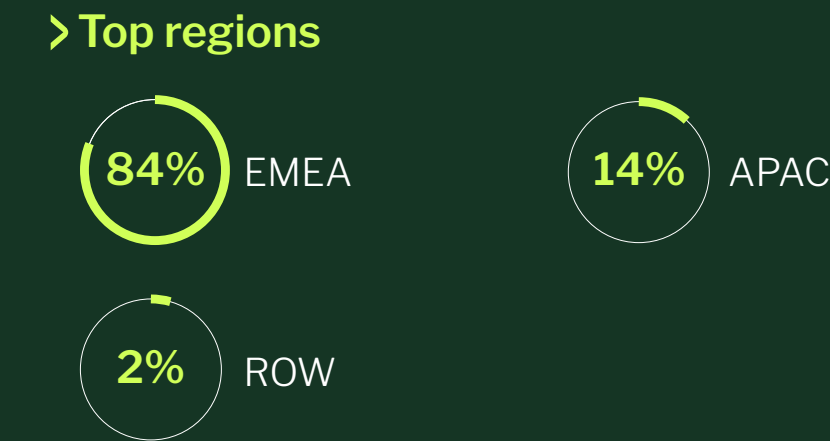
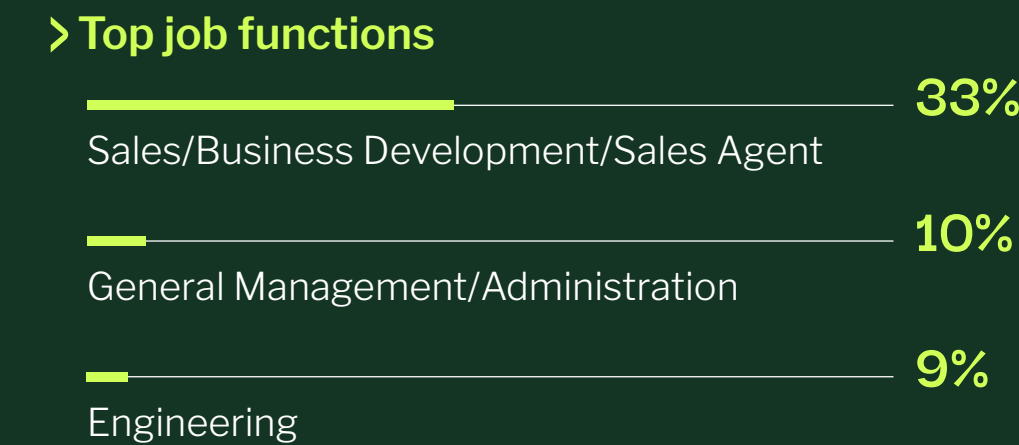
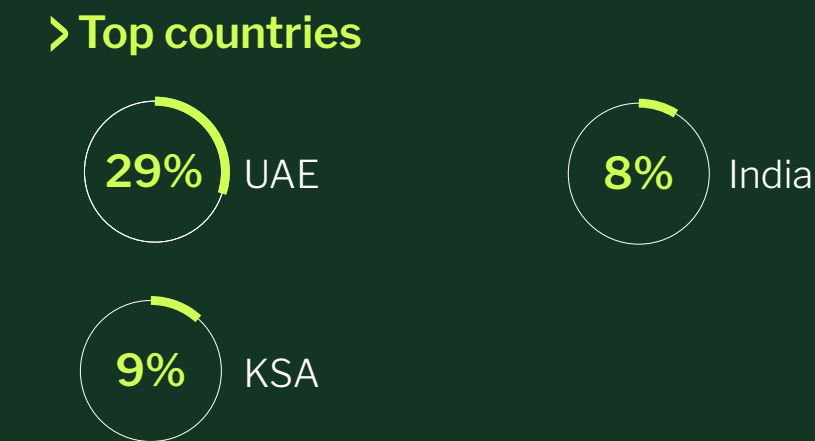
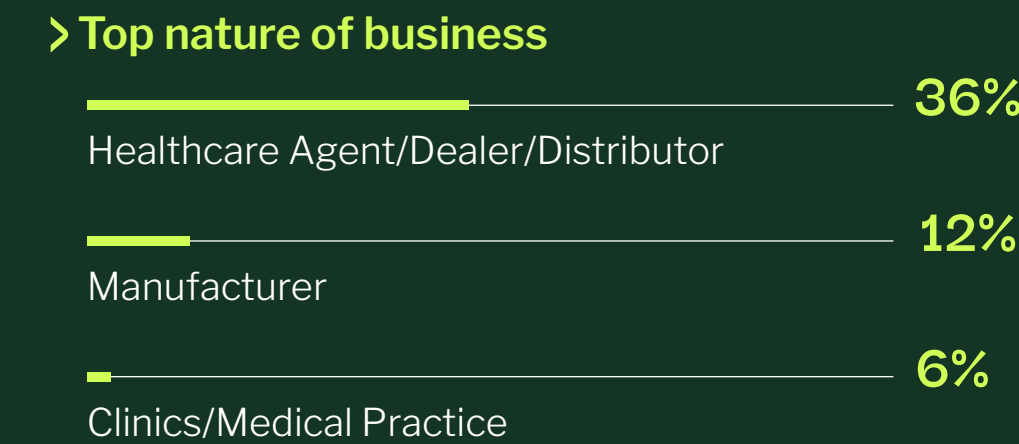
> Owner/Board Director : 28%



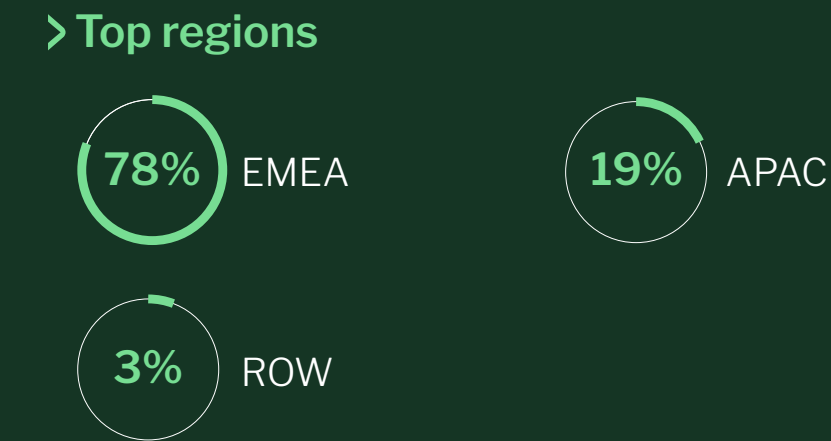
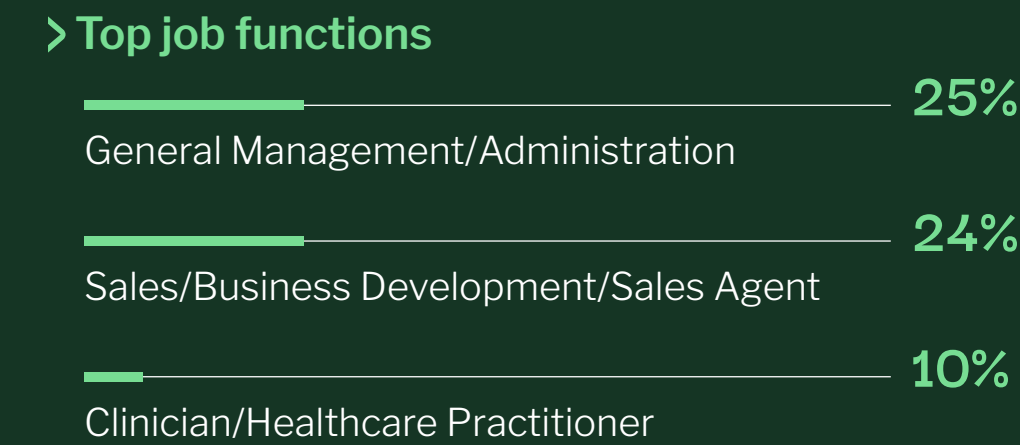
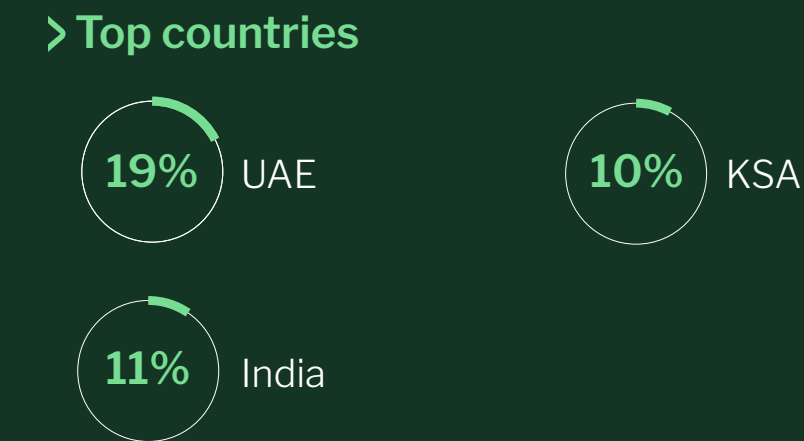
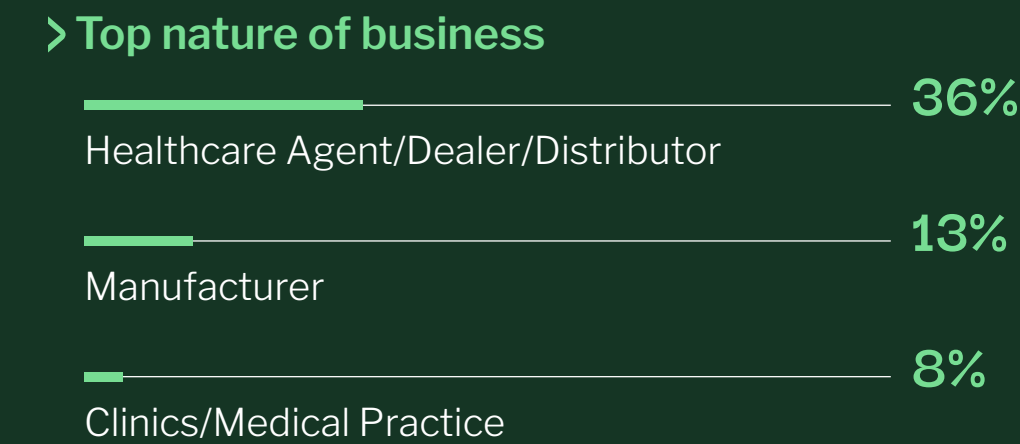
> Top countries



> Senior Manager/Manager : 22%



> Director/Head of Department/General Manager : 21%



Exhibitor overview

WHX Dubai Continues to be a crucial platform for the healthcare industry, attracting a diverse range of exhibitors from around the globe. This year's event showcased the latest innovations, fostering valuable connections and driving business growth.

Why exhibitors choose WHX Dubai



Make new business contacts

Exhibitors consistently highlighted the opportunity to expand their network and forge new partnerships.



Meet with existing clients

WHX Dubai serves as a vital meeting point for strengthening existing relationships and demonstrating new products and services to valued clients.



Generate new sales leads

Exhibitors emphasized the opportunity to showcase their offerings to a targeted audience and drive immediate sales inquiries.

Top exhibiting countries

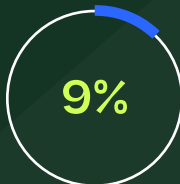
The global reach of WHX Dubai is evident in the diverse representation of exhibiting countries:



China



Italy



India



UAE



Germany



United States

“

Arab Health 2025 was an outstanding success for our company! The event attracted a truly global audience, and the opportunity to connect with professionals from all corners of the world was invaluable. It far exceeded our expectations, with a significant increase in the quality and quantity of targeted leads generated. The level of engagement and interest from attendees was exceptional, and we are excited to follow up on the many promising opportunities that emerged from this year's show. Arab Health delivered on its reputation as a leading platform for innovation in the healthcare industry.”

Andi Wisniewski
Senior Manager, Trade Shows & Events, STERIS

Who showcased their solutions

Our top exhibitors showcased the latest innovations and solutions shaping the future of healthcare. This year, our venue expanded even further with a dedicated zone for new exhibitors in Al Mustaqbal Hall, highlighting emerging talent and groundbreaking technologies.


المستشفى الأمريكي
AMERICAN HOSPITAL




CANON MEDICAL


كليفلاند كلينك أبوظبي
Cleveland Clinic Abu Dhabi
Brought to you by M42




د. سليمان الحبيب
DR SULAIMAN AL HABIB


مؤسسة الإمارات للخدمات الصحية
Emirates Health Services






GULFDRUG
MAKING LIFE BETTER










SIEMENS
Healthineers




Turkish
Healthcare



[View all exhibitors](#)



Congress overview

The WHX Dubai congress featured a diverse range of conferences, providing attendees with access to the latest research, trends, and best practices in healthcare. Conferences were held at both the Dubai World Trade Centre and Conrad Hotel.

 **483**
speakers

 **110**
sessions

 **10**
CME conferences

 **3,761**
delegates

 **3**
Healthcare Business
Forum (Non-CME)



WHX Dubai Congress 2025

The show successfully showcased the latest medical innovations and strategic insights, leaving a strong impression on the global healthcare community. We now turn our focus to WHX Dubai, the next chapter in this journey of healthcare excellence.

Key themes from the WHX Dubai Congress

› Innovation & Quality in Healthcare

The congress emphasized how AI-driven diagnostics, robotics, precision medicine, and digital health solutions are transforming patient care, medical imaging, and surgical procedures. Discussions also highlighted the importance of quality healthcare standards, patient safety, and operational excellence, ensuring that technological advancements align with improved healthcare outcomes and efficiency.

› Sustainability, Public Health & Wellness

A major theme focused on building resilient and sustainable healthcare systems while prioritizing holistic wellness. Experts explored the impact of climate change on public health, sustainable hospital design, preventive healthcare models, workplace wellness, and the integration of nutrition and mental health into mainstream healthcare.

› Investment & Business Growth in Healthcare

The congress underscored the rising opportunities in healthcare investment, public-private partnerships, and business innovation. Topics included VC funding in health tech, medical tourism expansion, the role of ESG (Environmental, Social, and Governance) in healthcare business models, and strategies for driving profitability while improving patient access to care.

Congress schedule

Location	27 Jan	28 Jan	29 Jan	30 Jan
Conrad Dubai	25 th Total Radiology (CME)			
Conrad Dubai	17 th Obs and Gyne (CME)		16 th Quality Management & Patient Safety (CME)	
Conrad Dubai	24 th General Surgery (CME)			
Conrad Dubai	8 th Emergency Medicine & Critical Care (CME)		2 nd Infection Control (CME)	
Conrad Dubai			2 nd Decontamination & Sterilisation (CME)	
DWTC	9 th Public Health (CME)		HAYAT – The Annual Organ Donation and Transplantation Congress (CME)	
DWTC	Healthcare Leadership: Samson Global Leadership Academy (CME)	EmpowHER: Women in Healthcare (Healthcare Business Forum)		
DWTC	Digital Health & AI (Healthcare Business Forum)	Healthcare Investment Summit (Healthcare Business Forum)		

Features on the show floor

The show floor offered an exclusive look into the latest advancements in healthcare. Attendees immersed themselves in the **Transformation Zone**, discovered sustainability and wellness innovations in **The Eco-Sphere**, and joined the insightful conversation at the **Smart Hospital and Infrastructure Forum**.

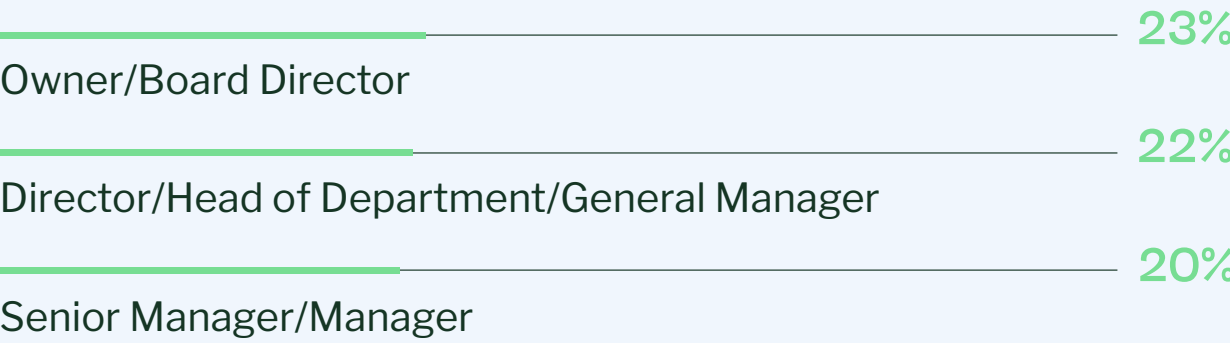
Transformation Zone

The Transformation Zone showcased groundbreaking innovations that were projected to revolutionize healthcare for the next 50 years. Attendees experienced a glimpse into the future, witnessing the visionary ideas that shaped the event's hallmark feature.

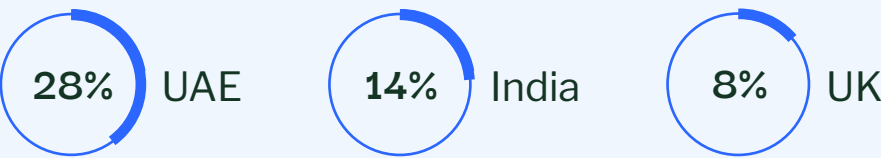
Top 3 nature of business



Top 3 seniority levels



Top 3 countries attended



Features on the show floor

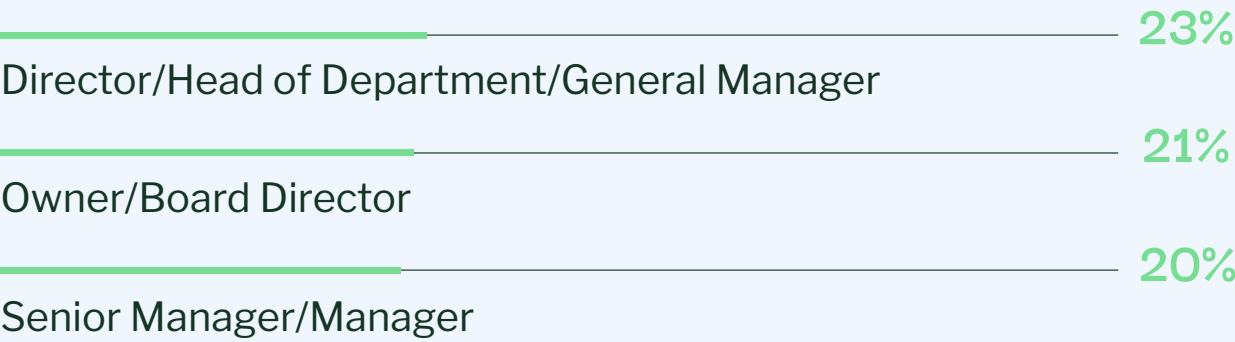
The Eco-Sphere

The Eco-Sphere successfully concluded, having showcased the future of wellness and sustainable healthcare. The event brought together global experts and innovative solutions, revolutionizing the approach to health and well-being through the World of Wellness and Healthcare ESG Forum.

Top 3 nature of business



Top 3 seniority levels



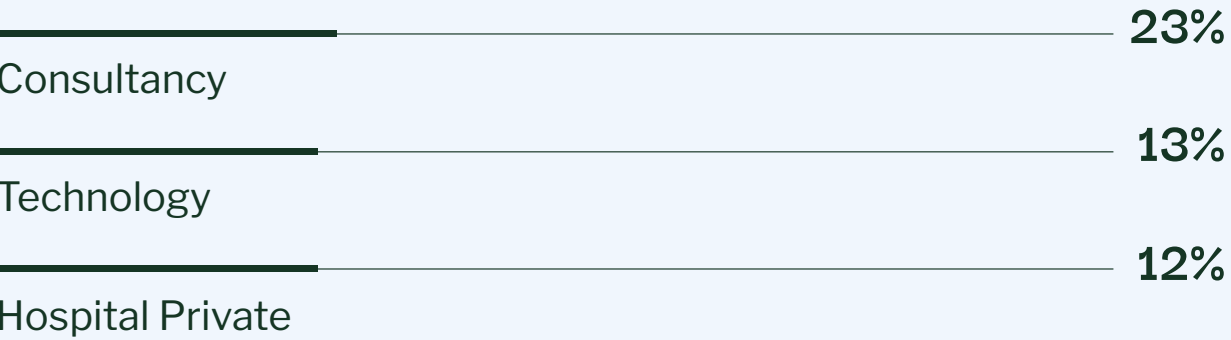
Top 3 countries attended



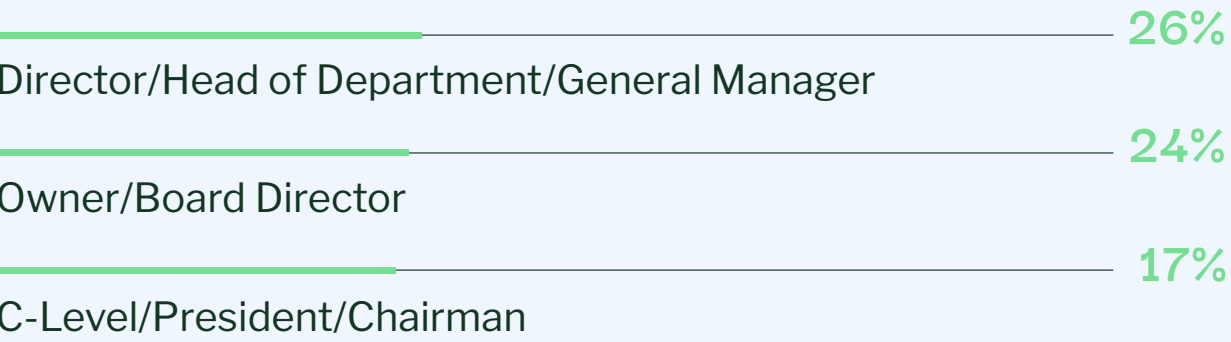
Smart Hospital and Infrastructure forum

The future of healthcare was showcased at the Smart Hospitals and Infrastructure Forum. Attendees experienced cutting-edge technologies and sustainable solutions that are transforming patient care.

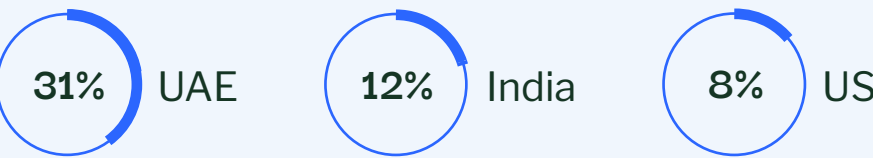
Top 3 nature of business



Top 3 seniority levels



Top 3 countries attended



Innov8 Startup Competition

Innov8 is where innovation takes center stage. It’s the launchpad for the most promising startups, connecting them with industry leaders, investors, and potential partners to accelerate their growth and impact in healthcare. This is achieved through a rigorous selection process and the invaluable feedback provided by an esteemed judging panel, comprised of seasoned experts and thought leaders in the healthcare and investment sectors.

Top 3

1. **Idicula Mathew**, CEO, Hera Health Solutions Inc, Memphis, USA
2. **Jungho Lee**, CEO, Smartsound Corporation, South Korea
3. **Keita Shimomura**, Co-Founder & CEO, FMED Co., Ltd, Fukuoka, Japan

Companies that took part:

- > FMED Co., Ltd, Fukuoka

> Flow Neuroscience, London, UK

> Ukuhamba, South Africa

> Synergotron d.o.o., Zagreb, Croatia

> Senzi.Me, Chile

> Smartsound Corporation, South Korea

> Equipo Health, India

> SynapseHealthTech, Dubai, UAE

> Ophthorobotics, Klosters, Switzerland

> NRSAA, Dubai, UAE

> Myri Health, Oklahoma, USA

> Zanis Tech Inc, Vancouver, Canada

> Robota srl, Borgosesia, Italy

> Healthstay.io, Dubai, UAE

> CorbitMed, Hannover, Germany

> ProvenMed Technologies Ltd, Dubai, UAE

> Evva Health, San Francisco, USA

> Hera Health Solutions Inc, Memphis, USA

> CARDIWE, Vilnius, Lithuania

> Medwise AI, Leeds, UK

> Avid Health, Romsley, UK

> XUND, Wein, Austria



Connections

Event Planner App 2025

The official event planner app of WHX Dubai empowered attendees to fully engage with the global healthcare nexus. Designed to enhance the event experience, the app provided comprehensive tools for pre-show planning, on-site navigation, and post-show follow-up. Exhibitors, visitors, and delegates alike utilized the all-in-one digital assistant to create a more engaging and productive event.

Key performance indicators

73K

Total contacts made
(connection req. accepted, meeting req. accepted)

33K

Total App downloads
(iOS & google play)

55K

Total badges scanned
(includes exhibitors & visitors scanning)

7K

Total confirmed meetings

29K

Total badges scanned
by Exhibitors

89K

Total users

Executive Networking Lounge

The recently launched Executive Networking Lounge at WHX Dubai 2025 served as a premier hub for high-level networking and investment opportunities. This exclusive space catered to venture capitalists, angel investors, private equity firms, healthcare executives, multinational companies, and family offices.

The programme facilitated **55** confirmed meetings, with **31** successfully conducted onsite during the show, demonstrating an engagement rate of **56.36%**.

Of these meetings, **64.29%** were investor-initiated, while **35.71%** were arranged by startups.

Investor demographics



Startup demographics



These figures illustrated strong engagement within the MENA investment ecosystem, while also highlighting significant interest from European and Asian markets.

“ I have attended hundreds of Healthcare Exhibitions across Europe and Australia. This event is the best that I have attended. Very well organised and brilliantly executed.

Alexander Flowerdew, Director of Services, Care Bridge Healthcare, United Arab Emirates



Future Health Summit

With the theme 'AI in Action: Transforming Healthcare Delivery,' the Future Health Summit explored the practical applications of artificial intelligence and its potential to revolutionise patient care. Future Health Summit was supported by industry leading partners including, PureHealth, GE Healthcare, AWS, World Data Exchange and PwC.

550+ attendees got the latest insights into how AI is revolutionising healthcare. The world's most renowned AI thought leaders took to the stage to share their expertise. Speakers included Shaista Asif, Dr. Scott Penberthy, Dr. Taha Kass-Hout, Dr. Richard Jenkins, Ali Parsa, Prof. David Watts, Prof. Elizabeth Churchill, Prof. Philippe Gerwill, Rizwan Tufail and Jens Dommel.

> **Top executives and founders - 36.6%**
(CEOs, Fonders, C-Level Executives, etc...)

> **Senior leadership - 31.7%**
(Managing Directors, General Directors, etc...)

> **Government - 6.4%**
(Ministers, Trade Attaches, etc...)

> **Industry experts and specialists - 25.3%**
(Medical Directors, Advisors, etc...)

Countries attended

- > Middle East - **81%**
- > Europe - **9.6%**
- > North America - **5.7 %**
- > Others - **3.7%**

Media mentions

WHX Dubai attracted significant media attention, resulting in an impressive 1,840+ news clippings across various platforms. This extensive coverage highlights our impact and reach with broad interest generated even beyond the healthcare industry.

491,626,960
Total impressions

Mentions:



Abu Dhabi

Abu Dhabi-based M42 partners with Rhapsody to enhance global health outcomes with Microsoft Azure

by Staff Writer

The announcement was made on day one of Arab Health 2025

Arab Health

Arab Health 2025, Dubai event to showcase \$780bn healthcare market

by Staff Writer

Arab Health will showcase growing demand in global healthcare industry

Health

Arab Health 2025: NBA champions...

Arab Health 2025: NBA champions Robert Horry, Michael Cooper discuss advancing health equity through athletics

Health

Arab Health 2025: AI is transforming...

Arab Health 2025: AI is transforming healthcare delivery, improving patient outcomes

Health

Arab Health 2025 kicks off to showcase latest innovations transforming modern healthcare

Government of Dubai Media Office

42,976 followers

1mo

الدورة الـ 50 من معرض الصحة العربي

The 50th edition of Arab Health

Arab Health rebrands as WHX Dubai

The rebranding is to represent a transformative vision for the next 50 years of global healthcare collaboration and innovation

Join us at Dubai Exhibition Centre (DEC) World Expo, 2026

The name World Health Expo (WHX) unifies Informa's healthcare events around the world to better facilitate connection and collaboration under a single brand

Technology

Arab Health 2025: Winners of Astronaut AI Worden Endeavour

Health

Sheikh Mohammed reaffirms UAE's commitment to healthcare

Health

Arab Health 2025: UAE leads region in gender equality, with 64 percent

A New Era for Global Healthcare Collaboration

Arab Health, the Middle East's largest healthcare event and congress since 1975, has officially rebranded as **World Health Expo Dubai (WHX Dubai)**.

Ahmed bin Mohammed opens landmark 50th edition of Arab Health

A new era for **Arab Health** is about to begin

WHX rebrand





Our new brand was revealed on day two of this year's event, transitioning from Arab Health to World Health Expo (WHX) Dubai. To celebrate our new era, we had a projection on the Burj Khalifa and a mesmerising drone show next to the Museum of the Future.

WHX Dubai

Formerly Arab Health



Social media



 24.1k  21.5k  78k  48.4k

**Laura Tan** • 3rd+
CoFounder at Avid Health | Doctor
1mo • Edited • 

🌟 Reflecting on a brilliant week at 2025!

As a UK doctor turned digital health founder, I was excited to learn more about health priorities in the region, and explore potential opportunities that might complement [Avid Health](#)'s work on prevention and population health.

By far the biggest (and shiniest!) health event I've ever attended, it was amazing to see the momentum and energy for innovation, tech and new ways of delivering care. Whilst many challenges remain in shifting health from analogue->digital and reactive->preventative, it was exciting to meet many of the innovators and stakeholders working to drive this and redefine health as we know it.

**Konstantinos Kalafatis** • 3rd+
Pharmacist, MBA
1mo • 



Attending [WHX Dubai](#) was a great opportunity to connect with industry professionals and discuss innovative projects in the healthcare sector. Throughout the event, I had insightful meetings with companies working on medical technologies and healthcare solutions, exchanging ideas and exploring potential collaborations.

In addition to the exhibition, my time in Dubai included further discussions that reinforced key takeaways from the event and opened new opportunities for future projects. It's always valuable to gain fresh perspectives and explore ways to innovate in such a dynamic market.

**Sankar Sudarsanan** • 3rd+
Sr. Product Manager @ Elixir Labs | Agile, Healthcare Solutions|CSM, SAFe® 5 ...
1mo • 

[WHX Dubai](#) was nothing short of amazing—four days filled with insightful conversations, exciting innovations, and connections that spanned across continents. We had the privilege of engaging with professionals from diverse backgrounds, exchanging ideas with industry leaders, and building valuable relationships that will shape the future of healthcare technology.

One thing was clear: the Middle East is rapidly emerging as a hub for healthcare technology and communication. The enthusiasm for digital transformation, interoperability, and smarter patient care solutions is truly inspiring. Seeing the energy and commitment from so many stakeholders reinforces that we are in the midst of something big.

**Sanjeet Kumar** • 3rd+
National Head - Healthcare | Top 50 Healthcare Strategist | Medgate Today 40...
1mo • 

[WHX Dubai](#) is an incredible platform to discover groundbreaking products and innovations in healthcare.

It also provides a unique opportunity to connect with some of the industry's top visionaries.

Watch the highlights via the links below

-  Day 1
-  Day 2
-  Day 3
-  Day 4



Thank you to our partners

Exclusive healthcare leadership partner			National healthcare champion			Premium healthcare partner			Exclusive healthcare partner			Exclusive health services partner			Global health partner																													
<div>UNITED ARAB EMIRATES MINISTRY OF HEALTH & PREVENTION</div> <div></div> <div>الإمارات العربية المتحدة وزارة الصحة ووقاية المجتمع</div>			<div>PUREHEALTH⁺</div>			<div> المستشفى الأمريكي AMERICAN HOSPITAL</div>			<div>د.سليمان الحبيب DR SULAIMAN AL HABIB المجموعة الطبية medical group</div> <div></div>			<div>EHS مؤسسة الإمارات للخدمات الصحية Emirates Health Services</div>			<div>M42</div>																													
Innovation partner			Exclusive AI partner			Strategic partners																																						
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