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ASIA EDITION

49th Arab Health 2024 spotlights healthcare products and innovations from 29-30 January at the DWTC, Dubai

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Arab Health Exhibition and Conference will stage 3,400 exhibitors over 40 international pavilions, to host participants from 180 countries to witness the intriguing theme, 'Uniting for enhanced local and global public health'



Middel East's largest healthcare exhibition returns to Dubai in its 49th edition this year, at the Dubai World Trade Centre, with well over 3,400 exhibitors, and over 110,000 healthcare professional visits expected, over 40 international pavilions, and more than 180 countries participating.

Arab Health has officially partnered with the Dubai Health Authority this year for the Public Health Conference from **29-30 January at the DWTC**, under the theme, ‘Uniting for enhanced local and global public health’.

Visitors will have the opportunity to network, discover cutting-edge healthcare technology and game-changing healthcare insights, and form meaningful business connections at the exhibition.

A wide range of healthcare products and innovations spanning across the industry will be showcased at the event, under nine distinct product sectors. Features of the show this year include the **Transformation Zone**, returning to the show this year, with a range of presentations, product showcases, and the **Innov8 competition**, encouraging upcoming startups.

Global industry pioneers will discuss breakthroughs in reverse ageing and longevity at the Future Health Summit. This invite-only event also offers an unparalleled opportunity for senior government officials and healthcare CEOs to network and gain insights into the forthcoming groundbreaking advancements in the industry.

New features added to this year’s edition of Arab Health, include the Smart Hospital and Interoperability Zone in partnership with the **Cleveland Clinic Abu Dhabi**, providing a unique platform to showcase the future of healthcare and innovative and sustainable healthcare technologies, and Cre8, a competition inspiring UAE students to create a solution to tackle a real-world healthcare issue.

The Arab Health 2024 Congress will host **10 CME-accredited conferences** covering a vast range of subjects current and industry-relevant subjects, with over 330 expert speakers, making groundbreaking insights accessible to healthcare professionals.

Arab Health 2024 will be supported by various government entities, including the UAE Ministry of Health and Prevention, the

Government of Dubai, the Dubai Health Authority, the Department of Health, and the Dubai Healthcare City Authority. Key sponsors include Pure Health, American Hospital, Emirates Health Services and Dr Sulaiman Al Habib.

Exhibition Format:

Product sectorisation: The Arab Health exhibition be split into sectors according to product categories and exhibitor stands will be located on the show floor according to the product category applicable to their business. Thus, visitors are to navigate the show by product sector, which will encourage targeted footfall, fast-track connections, and enhance the number and quality of leads for exhibitors.

The exhibition will have nine product sectors, namely:
Medical equipment & Devices; Disposables & Consumer Goods; Orthopaedics & Physiotherapy; Imaging & Diagnostics; Healthcare & General Services; IT Systems & Solutions Healthcare Infrastructure & Assets; Wellness & Prevention; Healthcare Transformation

The Future Health Summit is one of the most important features of Arab Health, focusing on longevity and reverse-aging in this edition of the exhibition. The summit facilitates an unprecedented opportunity for senior government officials and C-suite healthcare professionals to discuss ground-breaking insights regarding longevity.

Ross Williams, Exhibition Director for Informa Markets, said: “In the UAE and the wider Gulf region, there is a revolutionary vision to increase the average lifespan of the population, and the Future Health Summit will enable the experts in the field to gather under one roof to understand the latest developments, technologies and key players that are invested in bringing this vision to reality.”

The Future Health Summit @ Museum of the Future, 1 February, (10 AM and 2 PM)

The **Smart Hospital and Interoperability Zone**, , in partnership with **Cleveland Clinic Abu Dhabi** positioned in the **Healthcare Transformation sector** is among this year’s new features in Arab Health 2024. This zone will provide visitors with an immersive journey including live demonstrations highlighting how multiple technologies seamlessly interoperate with state-of-the-art medical equipment to improve the overall patient experience.

The zone will feature four demonstration rooms, including a labour, delivery, and neonatal room, an operating room, an emergency room, and an intensive care unit, providing illustrative examples of the latest technologies used in healthcare, providing a unique platform for equipment manufacturers, e-health solution providers, cybersecurity experts, AI specialists, and digital health disruptors to showcase their solutions and products.

A dedicated Content Theatre will provide a platform for exhibitors to deliver a range of scientific and educational sessions and detailed insights into biomedical engineering, patient care, cyber security and robotic surgery.

The **Cre8 competition**, also in its inaugural year, fosters creativity and innovation among participating students in the UAE. Contestants will be required to conceptualise and innovate a solution for an actual healthcare problem within the confines of an imaginary AED 100,000 budget.

The **Transformation Zone** is among the returning features during Arab Health this year. This zone of the exhibition will host a series of talks regarding AI, nanomedicine, robotics, product showcases, and the Innov8 competition, which is a popular platform for startups to display their pathbreaking products. 24 health-tech startups will pitch unique concepts and innovations in a bid to be declared the winner on day three of the exhibition.

The **Start-Up Zone** will feature an exclusive platform for SMEs to display their latest healthcare innovations. This year will have an international remit with companies from the UAE, Kuwait, India, Hong Kong, Germany, Netherlands, and Norway participating.

Arab Health Village is a returning feature to the exhibition as well, facilitating networking and business opportunities in a more relaxed environment, accessible to attendees throughout show timings and into the evening for the duration of the exhibition. This area of the exhibition encourages sustainability, for example, with discounts when visitors bring along their coffee mug, and lots more.

The Dubai Health Authority has organized a blood donation drive in the all new medical vehicles area outside Sheikh Saeed Arena.

Visitors can also register with the Hayat Organ Donation at the Plaza tent, which is a programme organised by the Ministry of

Health and Prevention.

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