



Arab Health to mark 50th edition at DWTC: What to know before the grand event

Arab Health, the premier healthcare conference in the Middle East, is set to celebrate its 50th edition from 27-30 January 2025. Under the theme 'Where the world of healthcare meets', this landmark event is expected to bring together global healthcare professionals, industry leaders, and innovators to shape the future of healthcare. With a legacy spanning nearly five decades, Arab Health continues to be an important platform for showcasing advancements and fostering collaboration within the healthcare sector.

This article is the first in a series that will explore Arab Health's legacy, impact, and future potential. In this piece, we will focus on the conference's historical significance and the opportunities it provides for global entrepreneurs looking to establish a foothold in the UAE, particularly in Dubai, by either doing business or expanding their operations from other international markets.





What to expect at Arab Health 2025

The 50th edition of Arab Health will take place from January 27 to 30, 2025, at the Dubai World Trade Centre — with some activities held at Conrad Dubai for a specific convention. This event is expected to attract over 60,000 healthcare professionals, 3,800 exhibitors, and delegates from more than 180 countries. The international healthcare conference will feature an impressive lineup of groundbreaking programs:

1. Transformation Zone

This hub will showcase revolutionary developments and solutions, including Transformation Talks where industry pioneers share bold ideas, Innov8 for start-ups to pitch transformative concepts, and Product Showcases highlighting cutting-edge technologies.

2. Future Health Summit

A high-level event for government officials and healthcare CEOs, focusing on the theme of 'The Power of AI in Healthcare.' Discussions will address AI's impact on patient care, innovation, and global health strategies.

3. Executive Networking Lounge

This is a new and exclusive space for venture capitalists, angel investors, and healthcare executives to connect, discuss investment opportunities, and explore collaborative ventures.



4. Startup Zone

A platform for SMEs to present their latest healthcare innovations, reinforcing the event's role as a launchpad for entrepreneurship in the healthcare sector.

5. Eco-Sphere

This is a dedicated zone focusing on health and well-being innovations, developed through the World of Wellness and Healthcare ESG Forum. This newly setup zone will address sustainability and emerging trends in preventive healthcare. In addition,

6. Healthcare Business Forums

Also a new zone, it will feature non-CME (Continuing Medical Education) sessions exploring digital health, AI advancements, investment opportunities, and women's leadership in healthcare — such as Women in Healthcare, Digital Health and AI, and Investment — are set to transpire.

Moreover, the event's comprehensive agenda comprises nine CME-accredited scientific conferences, covering areas like radiology, surgery, infection control, and healthcare leadership. A new exhibitor zone will also be opened at the AI Mustaqbal Hall.

To enhance the experience further, a customised event planner app will be available to maximise the participation and networking opportunities of exhibitors, visitors, and delegates. This app will provide tools to access digital badges, connect with exhibitors, and explore the latest advancements in the industry.



Economic impact and future projections

Besides being an integral component of the UAE's healthcare transformation for nearly 50 years, Arab Health is also a significant driver of its economic growth. In fact just last year, the event contributed \$269.7 million to the local economy. Notably, Informa Markets projects that between 2026 and 2028, Arab Health will generate over \$1.2 billion.

This month's upcoming edition will celebrate the conference's legacy and is expected to feature innovative discussions and themes that will attract regional entrepreneurs, SMEs, and investors. Indeed, the international healthcare gathering will serve as an important avenue for those eager to explore the abundant opportunities and benefits of starting a business in Dubai.





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A screenshot of a web application form titled "Become a Royalty Partner". The form is centered on a white background with a small red icon above the title. It contains several input fields and a dropdown menu. The fields are arranged in two columns. The left column includes "Company Name", "Company Website", "Company Industry", and "Company Phone No.". The right column includes "Type of Business (B2B/B2C/B2G)", "Company Location", "Product/Service", and "Year of Establishment". A small note "If not applicable, please type NA" is located below the "Company Website" field. The form is set against a background image of a desert landscape with sand dunes and a caravan of camels in the distance.

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Dubai's outstanding achievements in 2024 undoubtedly amplify its voice in the global investment and innovation expanse. These milestones, along with its pro-business policies and strategic vision, enhance the ease of starting a business in the emirate. Entrepreneurs and investors worldwide arguably benefit from Dubai's forward-thinking approach, making it a top place for company success.

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