



Celebrating 50 years of Arab Health: A legacy of healthcare innovation and the unveiling of the new name 'WHX Dubai'

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The UAE and Dubai have placed a high priority on creating one of the world's best healthcare sectors, in line with our development vision centred on human well-being and happiness.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai





One significant lesson that global economies have learnt from the COVID-19 pandemic is that nations must create diversified and resilient systems. These frameworks were crucial for mitigating the spread of the virus and enabling a swift recovery from financial challenges. The UAE is undoubtedly among the top countries that have successfully bounced back from the pandemic's repercussions and are proactively doubling down on their commitment to developing a world-class healthcare industry.

A key initiative supporting this effort is Arab Health, the leading healthcare conference in the Middle East. Supported by the UAE Ministry of Health and Prevention, Dubai Health Authority, the Abu Dhabi Department of Health, and Dubai Healthcare City Authority, the event took place at the Dubai World Trade Centre and Conrad Dubai from 27–30 January 2025, under the theme 'Where the world of healthcare meets.'

In celebration of its 50th anniversary, the event highlighted the UAE's reputation as a leader in healthcare excellence. It provided a valuable

platform for global healthcare professionals, industry leaders, and innovators to [engage in meaningful discussions](#) about the current challenges and explore the future of healthcare. Attendees were introduced to the latest technologies and innovative research projects that are yet to revolutionise the industry. This event clearly exhibits the UAE's — particularly Dubai's — stance on promoting international collaboration, sustainability, and innovation in healthcare.

This e-book presents an extensive discussion of [Arab Health](#), encompassing its noteworthy milestones and overall significance to the international healthcare sector, particularly in Dubai's bustling business environment.

Part I

Five decades of Arab Health



Arab Health is now

Arab Health debuted in 1975 in Dubai as a modest exhibition featuring 40 exhibitors. Its inception was a key moment for the healthcare industry, bringing together representatives from the Middle East, Asia, Europe, and the United States to promote teamwork and new ideas.

Brief recount and milestones

The exhibition originally focused on medical products, but it has since expanded its scope, attracting regional and international participants throughout the 1980s and 1990s. In 2005, the healthcare summit had grown traction when it hosted 2,000 exhibitors and welcomed 25,000 visitors from over 50 countries. Notably, the event featured participation from [renowned healthcare institutions](#) such as Harvard Medical International, Johns Hopkins Medicine International, Guy's and St Thomas' NHS Trust, and University Hospital Hamburg-Eppendorf.

The COVID-19 pandemic brought major challenges to the global healthcare industry. However, Arab Health 2021 demonstrated

Dubai's resilience and adaptability. Held under strict safety measures, the event welcomed 2,300 exhibitors from 64 countries at the Dubai World Trade Centre. It showcased cutting-edge innovations like AI-powered diagnostics, big data analysis, and machine learning applications in healthcare. Last year, the healthcare conference reached new milestones with more than 3,600 exhibitors and over 58,000 visitors internationally, resulting in [deals worth over AED9 billion](#).

Arab Health rebrands as WHX Dubai

On the second day of its 50th-anniversary celebration, Arab Health announced its rebranding as World Health Expo Dubai (WHX Dubai). This transformation unifies Informa's global healthcare events under a [single brand](#). The rebranding also aims to connect over half a million healthcare professionals across nine countries and four continents to foster collaboration and innovation on a global scale.

This year's edition has welcomed approximately 3,800 exhibitors and 60,000 attendees across 180 nations. The conference halls were filled with state-of-the-art medical devices and advanced diagnostic imaging systems. In turn, this created an environment that facilitated dynamic, high-level discussions between innovators, government entities, and healthcare regulatory authorities. So as the healthcare industry in the MENA region evolves, WHX Dubai is set to build on the legacy of Arab Health and provide an even greater platform for business and innovation beginning 2026.

These developments echo the overall advancement of healthcare in the MENA region. More importantly, it depicts the emirate's role in staging an event of such scale, making it an appealing location for entrepreneurs wanting to do business in Dubai's thriving healthcare market.

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



Read the accompanying article for more information.



Part II

Main features of Arab Health





The 50th edition of Arab Health featured nine comprehensive product sectors, including (1) medical equipment & devices, (2) imaging & diagnostics, (3) healthcare infrastructure & assets, (4) orthopaedics & physiotherapy, (5) disposables & consumer goods, (6) IT systems and solutions, (7) healthcare transformation, (8) healthcare & general services, and (9) wellness & prevention. In addition, this year's four-day conference and exhibition featured the following:

Innovative zones

The grand opening of Al Mustaqbal Hall, the Smart Hospital & Interoperability Zone (produced by Cityscape), and the Transformation Zone. The latter particularly featured the favoured Innov8 Start-up competition and other product demonstrations.

Exclusive event

The Future Health Summit made a return this year, bringing together professionals from around the globe to discuss the theme 'AI in Action: Transforming Healthcare Delivery.' Held at the Museum of the Future, this invitation-only event empowered senior government officials and [healthcare CEOs](#) to network and uncover the industry's forthcoming revolutionary advancements.

New features

The launch of the World of Wellness and Healthcare ESG conferences effectively allowed attendees to discover novel pharmaceutical developments and innovative health tourism projects.

The global appeal of WHX Dubai

The recently concluded WHX Dubai (formerly

known as Arab Health) hosted a diverse range of participants and developments, clearly demonstrating its global reach. Executive clinicians, technologists, sales managers, representatives from international hospitals and healthcare facilities, government entities, and investors came together to share insights on various topics, including AI, nanomedicine, robotics, and connected healthcare. The number of designated recreational and networking spaces also provided the perfect place to discuss the [future of healthcare](#).

Moreover, delegations from countries like Singapore, the United States, China, India, Taiwan, and Saudi Arabia were in attendance, which highlighted the event's international significance. The presence of 40 country pavilions, including first-time showcases from Morocco and Latvia, further underlined the global nature of the conference.

Leading exhibitors and innovators

The event's importance on the world stage was emphasised even more by prominent exhibitors like the American Heart Association (USA) and the Association of British HealthTech Industries (ABHI). The summit also attracted multinational companies, such as Australia's World Data Exchange, Japan's Daiken Medical, Ireland's Enterprise Ireland, and Singapore's Bioptimal International. Remarkably, first-time participants like Global Medical Technology and Levity Products broadened the [range of innovations](#) showcased at the event.

Undoubtedly, the global summit has become a vital avenue for professionals seeking greater opportunities in healthcare innovation and for those looking to do business in Dubai's thriving market.



Part III

Dubai's pursuit towards healthcare excellence





Far beyond the luxury shopping centres and iconic tourist destinations, Dubai's towering skyscrapers house state-of-the-art facilities that serve as [hubs for pioneering research projects](#) and cutting-edge technologies. The city's healthcare infrastructure offers top-tier medical solutions and wellness services, ranging from cancer treatment and genomics research to urban wellness programs. It ensures patients receive excellent care while supporting advancements in specialised medical fields.

Dubai Healthcare City (DHCC) is a government-mandated healthcare free economic zone established in 2002, strategically designed to position Dubai as a global hub for healthcare and wellness. By bringing together essential healthcare services with complementary sectors like hospitality, consultancy, and retail, DHCC has successfully attracted leading global and regional players. The zone fundamentally facilitates business setup and innovation through strategic partnerships and an enabling regulatory environment.

DHCC comprises two distinct phases. Phase 1 spans 4.1 million square feet and focuses on healthcare services, advanced medical research, and education. Although currently under development, Phase 2 is focused on wellness and is set to encompass 19 million square feet. Generally, this expansion reflects DHCC's objective to merge holistic wellness with clinical care.

The [growth trajectory of DHCC](#) aligns closely with Dubai's broader governmental strategies. Notably, DHCC reported a CAGR of 16% from 2020 to 2024, fueled by strategic investments, the adoption of cutting-edge technologies, and improved medical services. This strong growth reflects its crucial role in elevating Dubai's

healthcare standards and attracting medical tourism.

Notably, the governing body of DHCC, Dubai Healthcare City Authority (DHCA), actively supports Arab Health. DHCC regularly exhibits at Arab Health, showcasing its advanced healthcare services, wellness initiatives, and cutting-edge innovations. Their involvement highlights their commitment to fostering international collaborations and keeping up with global healthcare trends. Hence, Arab Health serves as a powerful platform for DHCC to pursue their common goals of advancing healthcare excellence. The event showcases transformative technologies, cutting-edge medical equipment, and continuing medical education initiatives, which align with DHCC's mission to raise healthcare standards in the region.

Additionally, the Arab Health event brings together global experts, stakeholders, and policymakers, complementing DHCC's ecosystem of healthcare and allied industries. Events like the Obs & Gyne Conference attract over 350 delegates and international speakers who present the latest evidence-based practices and technologies in obstetrics and gynaecology.

DHCC, with over 11,500 professionals and 481 registered facilities, arguably extends the innovative landscape showcased at Arab Health, and vice versa. Both initiatives stress the importance of staying at the forefront of leading-edge technologies and inventive research developments. Furthermore, the focus on wellness at Arab Health resonates with DHCC's Phase 2 development, signalling a shared vision for comprehensive patient care that unites clinical services with preventive wellness.

By supporting and actively participating in Arab Health, DHCC reinforces Dubai's appeal as a top destination for medical tourism, innovation, and world-class healthcare services. These developments create a ripple effect across various substantial domains of Dubai's economic framework, particularly in driving employment opportunities.

Employment impact

In 2024, 98% of Arab Health attendees rated the conference as good or excellent, with 96% considering it a critical platform for business opportunities. Additionally, 85% of participants reported finding new suppliers. These figures arguably provide a glimpse of the event's unique purpose in boosting [access to decision-makers](#), fostering cross-border collaborations, and securing funding for entrepreneurs.

The medical convention allows stakeholders to connect with policymakers and industry leaders, discussing strategies to enhance medical innovation, elevate healthcare delivery standards, and explore new methods to

streamline [doing business in Dubai](#). These interactions spark progress in areas such as medical technology, pharmaceuticals, and biotechnology.

In summary, by facilitating global partnerships, funding, and talent development, Arab Health advances healthcare and contributes to Dubai's economic prosperity. The event embodies the emirate's vision of becoming a capital for healthcare excellence and innovation.

Arab Health's five-decade role in shaping Dubai's healthcare sector and attracting global businesses



Read the accompanying article for more information.



Part IV

The global healthcare market growth and Dubai's role





The global consumer healthcare market is experiencing remarkable growth, with an estimated value of \$330.89 billion in 2024, expected to rise to \$357.07 billion by 2025. Projections indicate that by 2034, the market could surpass \$708.44 billion, reflecting a compound annual growth rate (CAGR) of 7.91%. This expansion highlights a worldwide shift toward [more advanced](#) healthcare solutions and services.

Similarly, the healthcare sector in the MENA region is on a promising path. According to Fortune Business Insights, this market was valued at \$226.97 billion in 2023 and is anticipated to reach \$412.25 billion by 2032. Key factors driving this growth include increasing population demands, mandatory health insurance, and a stronger emphasis on technological integration. The UAE stands out as a leader in the MENA healthcare landscape, forecasted to see a growth rate of 7.4%.

In this context, Dubai is embodying an increasingly necessary role in moulding the advancement of healthcare.

Cross-industry benefits

The Reports show that in 2024, Arab Health has

generated a staggering \$269.7 million in economic impact. This essentially suggests that besides greatly advancing healthcare, the global forum brings valuable advantages to sectors such as [tourism](#), education, aviation, and logistics, among others.

Tourism and Hospitality

[Hotels, restaurants, and local attractions](#) benefitted from the arrival of attendees, exhibitors, and delegations. Accommodation spending contributed over \$56.2 million, with an average stay of 5.7 nights. Meanwhile, food and beverage spending exceeded \$24.5 million.

Education

The education sector derives substantial advantages from the flagship event, particularly through its Continuing Medical Education (CME) courses. This year's Arab Health Congress, an essential component of the larger Arab Health event, hosted a variety of accredited scientific conferences for healthcare professionals from the Middle East and around the globe. Below is a list of the CME-accredited conferences that took place during the event, along with their respective locations:

Dubai World Trade Centre

1. Healthcare Leadership - Samson Global Leadership Academy
2. HAYAT - The Annual Organ Donation and Transplantation Congress 2025
3. 9th Public Health Conference

Conrad Dubai

4. 25th Total Radiology Conference
5. 24th General Surgery Conference
6. 17th Obstetrics & Gynaecology Conference
7. 16th Quality Management & Patient Safety Conference
8. 8th Emergency Medicine & Critical Care Conference
9. 2nd CSSD (Central Sterile Services Department) Conference
10. 2nd Infection Control Conference

Apart from the CME programs, three non-CME Healthcare Business Forums also took place:

1. EmpowHer: Women in Healthcare;
2. Digital Health and AI; and,
3. Healthcare Investment Summit.

Moreover, a non-CME conference focused on Orthopaedics was organised.

Space exploration

Arab Health has effectively bridged the gap between health sciences and space exploration through its partnership with the [Astronaut Al Worden Endeavour Scholarship](#). In celebration of its 50th anniversary, the scholarship offers five Emirati students a life-changing opportunity to attend NASA's Space Camp in Huntsville, Alabama. This initiative, organised by Kallman Worldwide, particularly encapsulates Dubai's ambition to integrate space technology with healthcare innovation. Such development essentially means that Arab Health is directly contributing to the UAE's vision of pioneering breakthroughs that intersect health and space exploration, subsequently encouraging a new wave of interdisciplinary research and development.

How Arab Health drives cross-sector innovation in Dubai and its strategic benefits to global entrepreneurs



Read the accompanying article for more information.





Innovating for the future

Arab Health's legacy will perpetually spotlight [Dubai's distinctive appeal](#) as a centre for healthcare innovation. As established throughout this e-book, the event acts as a gateway for global entrepreneurs to tap into one of the world's most dynamic healthcare markets, facilitating direct interactions with policymakers, industry leaders, and innovators. Hence, entrepreneurs practically wanting to do business in Dubai and the MENA region at large can take full advantage of world-class platforms like Arab Health to effectively scale their businesses.

Additional information and resources



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The image shows a screenshot of a web application form titled "Become a Royalty Partner". The form is set against a background of a desert landscape with sand dunes and a caravan of camels. The form fields are as follows:

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- Company Website ***: Text input field.
- Company Location ***: Text input field.
- If not applicable, please type N/A
- Company Industry ***: Dropdown menu with "Please Select" and a downward arrow.
- Product/Service ***: Text input field.
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