



A go-to guide to the top business and innovation events in Dubai in H2 2025

Table of contents

Preface

4

Part I

Doing business in Dubai — the powerhouse of world-class events

5

Part II

The largest tech-related expos and summits in Dubai in H2 2025

9

Part III

What other global events will take place in H2 2025?

13

Part IV

Investment and networking-focused events

16

Additional information and resources

19



Dubai continues to consolidate its position as a leading global destination for tourism and a key meeting point for industry stakeholders, bringing together investors, decision-makers, experts and leading travel agencies from around the world.

His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman of Dubai Airports, and Chairman and Chief Executive of Emirates Airline and Group



Dubai has become a global leader in the Meetings, Incentives, Conferences, and Exhibitions sector, regularly setting new records and [shaping the business industry](#). In the first half of 2025, Dubai Business Events secured 249 successful bids, a 29% increase from the previous year. This brought in more than 127,000 delegates and set up a steady flow of international congresses and incentive programs through 2029.

The Dubai World Trade Centre played an important part by hosting more than 100 major events in 2024. These events generated AED22.35 billion in [economic output](#), with AED13.04 billion going directly to Dubai's GDP. These results highlight how quickly Dubai is growing and how strong its knowledge economy has become, thanks to effective leadership, international ties, and modern infrastructure.

In this e-book, you will find a closer look at how the emirate is developing in the MICE industry. It gives valuable insights for firms, investors, and innovators working in the lucrative market and shows why [doing business in Dubai](#) serves as a key entry point to global markets.



Part I

Doing business in Dubai – the powerhouse of world-class events





The DWTC stands at the heart of those seeking to do business in Dubai. In 2025, it has and will host more than 135 high-profile exhibitions, conferences, and flagship industry gatherings. These events cover technology, sustainability, healthcare, construction, transport, finance, and more. This line-up reflects DWTC's role not just as a venue, but as a global platform where ideas, investments, and industries converge.

For local and international attendees, these [world-class events](#) offer direct access to industry leaders, learning sessions, and opportunities to showcase and launch new products or partnerships. Its contribution to the emirate's economy is equally striking. With more than 2 million attendees, 46% of whom come from overseas, DWTC reinforces Dubai's profile as an international hub.

Yet, while it anchors Dubai's events ecosystem, it is not the only stage. Key destinations across the emirate, from luxury hotels to specialised convention spaces, will also host world-class gatherings in H2 2025. This ensures that sectors such as fintech, energy, and healthcare have tailored environments that allow them to thrive, with niche networking and specialised content available.

Large-scale events show how Dubai has built an integrated events ecosystem where investors meet start-ups, corporate representatives scout for innovation, and [talented innovators](#) build partnerships that often lead to transformative deals. The scale and diversity of these events create fertile ground for cross-border collaboration. This makes Dubai one of the most effective places worldwide to build business pipelines.

Preparation for an upcoming event

To fully capitalise on opportunities, preparation is key. Whether you are an entrepreneur, investor, or executive, the way you prepare shapes the outcomes you achieve at events. Below are tailored strategies for different types of gatherings:

▪ Tech-focused events

Be sure you're on the loop on the latest sector trends, identify key exhibitors, and try to set up early meetings with decision-makers. Many tech expos in Dubai attract major global companies, so having a clear innovation pitch can help you make valuable connections.

▪ Investor-focused events

Prepare a clear investment thesis or startup pitch. Bring supporting materials, but keep your presentations short and focused, as investors here appreciate clarity and scalability. Also, keep in mind that networking lounges and after-hours dinners are often where the most important conversations take place.

▪ Other sector-specific conferences

Tailor your networking strategy to target niche audiences. Prepare industry-specific insights or case studies that showcase your expertise and relevance to the sector being discussed.

Good preparation turns simply attending an event into a real advantage. When you arrive with clear goals, you're more likely to have meaningful conversations that could lead to lasting partnerships.



Following up and closing the deal

To The event may be over, but your job isn't done yet. Following up the right way is often what turns a good opportunity into a successful deal.

▪ Timely communication

Reach out within [two days](#) to thank your contacts and mention what you talked about. A brief, personal note works better than a standard email.

▪ Ensure a personalised follow-up

A Salesforce study shows that 84% of [investors and customers engage more](#) with businesses that personalise their approach. Additionally, HubSpot notes that sales representatives who utilise social selling close 40-50% more new accounts compared to those who do not.

▪ Structured next steps

Offer a clear next step, like a virtual demo, a proposal, or a face-to-face meeting. This keeps things moving and gives your contact a reason to stay interested.

▪ Leverage Dubai's business environment

A lot of deals move forward during informal follow-ups, such as coffee meetings, corporate lunches, or invites to other events in Dubai. Use the city's networking culture to stay on people's radar.

To close deals in Dubai, you need to be persistent, professional, and present. Treat the time after the event as a key part of your company process to get the most out of your

efforts.

With the right preparation and follow-up strategies in place, the next step is to identify clear criteria for which events to prioritise. Consider how well they align with your firm's goals, the potential for high-value networking, sector relevance, and access to key decision-makers. [Dubai's H2 2025 calendar](#) is packed with varied opportunities — from technology showcases to healthcare and manufacturing events — each offering platforms for networking, investment, and knowledge exchange where strategies become action..

Major technology events in Dubai H2 2025 driving innovation and investments



Read the accompanying article for more information.

Part II

The largest tech-related expos and summits in Dubai in H2 2025





Exhibitions and conferences in the field of technology are powerful stimulants that bring in talent and funding. Undeniably, Dubai is among those that actively strive to become a leading arena in this landscape. These events, covering everything from digital health to AI, will be especially busy as major events bringing together industry leaders, start-ups, and government officials to share knowledge, showcase new technologies, and build international partnerships.

Below, we break down the highlights of major events, their relevance, and what entrepreneurs looking to start their businesses in Dubai can take away from them.

WHX Tech 2025

Moreover, The inaugural [WHX Tech 2025](#) took place from 8–10 September 2025 at the Dubai World Trade Centre, establishing itself as the region's largest platform for digital health innovation.

A highlight of the 2025 edition was the World X stage, which included women leaders and

real-world case studies on the application of generative AI in scientific studies, drug discovery, behavioural medicine, and patient-centred care. Featured speakers included Dr. Rashmi Rao of Philips, Meghan Huffman of Novant Health, and Tatyana Kanzaveli of Open Health Network.

Notable features included:

- The \$50,000 WHX Tech Xcelerate Startup Competition - 40 start-ups purportedly submitted their proposals, and [12 finalists presented their ideas](#) to a global audience of investors and company leaders. Three awards highlighted important areas for the sector's advancement by recognising excellence in patient-centred solutions, early-stage development, and overall industry impact.
- Investor matchmaking sessions for entrepreneurs and SMEs
- Live hospital simulations demonstrating real-world digital health applications
- Discussions on cybersecurity, data privacy, and AI adoption in healthcare

Arablab Dubai 2025

As this article is published, Arablab Dubai 2025 is wrapping up its final day at the DWTC (23–25 September 2025). This event is recognised as the Middle East and North Africa's top laboratory and analytical trade show, reportedly drawing 1,000 exhibitors and 12,000 attendees from 120 countries.

The principal features of ArabLab include the following:

- More than 1,000 exhibitors present advanced laboratory technologies and analytical solutions
- A three-day conference with 350+ speakers covering environmental testing, diagnostics, and digital labs
- Networking hubs connecting scientists, manufacturers, and research institutions

Arablab shows how the city is becoming a centre for scientific collaboration. The event also illustrates how new laboratory technologies help Dubai attract R&D investment and grow its high-tech industries.

Forex Expo Dubai 2025

[Forex Expo Dubai 2025](#) will take place on 6-7 October at the DWTC. As the largest event in the Middle East for [forex, fintech, and online trading](#), it is expected to attract over 30,000 attendees from more than 60 countries, including traders, investors, brokers, liquidity providers, and fintech innovators. The event will be supported by over 250 global brands and will feature:

- 30,990 attendees across two days
- 4,990 B2B visitors focused on industry

partnerships

- 3,990 introducing brokers (IBs) and affiliates exploring revenue growth
- 240 exhibitors and sponsors showcasing solutions in trading, liquidity, payments, and fintech
- 140 speakers sharing insights on market trends, regulation, and technology

Furthermore, attendees can leverage multiple networking platforms that support doing business in Dubai's trading sector:

- GCC Majlis & VIP lounges for high-level private discussions
- B2B matchmaking programs for targeted partnerships
- Meeting zones for deal closures and partnership agreements

These sessions provide first-hand knowledge for businesses exploring how to start a business in Dubai on key regulatory frameworks, compliance pathways, and strategies.

Dubai Predict 2025

Dubai Predict, a future-focused event spotlighting the emirate's transition towards a net-zero, data-driven economy, is scheduled for 14 October 2025 at the Trade Centre - DIFC. Investors, government officials, and innovators gather here to uncover which sectors are primed for long-term growth.

Key focus areas to take note of are as follows:

- Fintech and cryptocurrency – talks about the newest trends in DeFi and blockchain in the UAE
- AI and cybersecurity – methods to protect digital-first organisations

- Smart real estate and infrastructure – addressing sustainability and smart city design

The event culminates with the Dubai Predict Awards, recognising excellence across AI, fintech, and sustainable Infrastructure. This portal is a great resource for MNEs and SMEs planning to start their businesses in Dubai to find long-term investment plans and market entry options.

GITEX Global 2025

The [45th edition of GITEX Global](#) will take place from 13–17 October at the Dubai World Trade Centre and Dubai Harbour. This major technology conference will welcome over 200,000 attendees from 180 countries across more than 40 exhibition halls. It will feature eleven co-located shows covering fields like AI, digital health, biotechnology, fintech, cybersecurity, quantum computing, and green technology.

Highlights of GITEX Global 2025 include the following:

- The debut of GITEX Digi Health & Biotech, a gathering for biotech and healthcare innovators

- The launch of GITEX Quantum Expo, a conference showcasing communications, quantum computers, and cryptography
- Cloud integration, sustainable infrastructure, and hyperscale are all topics covered at the Global Data Centres Conference
- Networking across industries through 11 co-located events, including Expand North Star for start-ups

GITEX provides high exposure to investors, multinational organisations, and research institutions for entrepreneurs [doing business in Dubai](#). Due to its size and scope, it is especially beneficial for SMEs aiming to enter new markets or establish strategic alliances.

What to expect from Big 5 Global and Automechanika Dubai this H2 2025: A look into funding and partnership



Read the accompanying article for more information.



Part III

What other global events will take place in H2 2025?

As established beforehand, the emirate's global exhibitions in 2025 highlight real opportunities for investors exploring starting a business in Dubai, from food manufacturing to construction and automotive sectors. These events showcase innovation, government support, and international partnerships that define the Dubai business environment.

Gulfood Manufacturing 2025

The [Gulfood Manufacturing](#) exhibition will mark its 11th year as the Middle East's leading food and beverage processing event from 4–6 November 2025. Taking place at DWTC, it will showcase advanced technologies and solutions in food manufacturing

Key highlights include:

- Innovation in ingredients – best practices for cost reduction, productivity improvements, and waste minimisation
- Processing technologies – insights into the latest systems shaping food production efficiency
- Sustainable packaging – exploring real solutions beyond buzzwords in eco-friendly packaging
- Smart supply chains – leveraging advanced technologies for safety, traceability, and logistics optimisation

The top 2025 trends discussed will cover precision fermentation for nutrition, nanotechnology in packaging, and Industry 5.0 in [food and beverage](#) production. With AI-driven food-tech and sustainability-led engineering, the event positions Dubai as a hub for F&B industrial innovation. For businesses evaluating how to start a business in Dubai, the event highlights the emirate's strategic focus on food



security and innovation-driven manufacturing.

Big 5 Global

This year's [Big 5 Global](#) will run from 24–27 November 2025 at DWTC. As one of the largest construction events in the region, it is set to attract 85,000 guests, 2,800 exhibitors, and 400 expert speakers from more than 165 countries. Aiming to develop sustainable cities and investigate innovative technologies, the C-level strategy focus will bring together 1,200 leaders from the public and private sectors.

The strength of Big 5 Global is its co-located exhibitions, each of which focuses on a specific industry that propels urban development and construction:

1. HEAVY – plant, machinery, and vehicles
2. Totally Concrete – innovations in cement, precast, and building materials
3. Marble & Stone World – stone, stone design, and quarrying
4. Urban Design & Landscape – sustainable urban design, park development, and landscaping
5. Windows, Doors & Facades – innovations in building exteriors and facade systems
6. HVACR WORLD – cutting-edge climate control and cooling systems
7. LiveableCitiesX – transformation in urban living
8. GEOWORLD – excellence in geospatial solutions
9. FutureFM – advancements in facilities management

Supported by the Ministry of Energy and Infrastructure and the local government, this event is central to the emirate's business environment. For entrepreneurs exploring company setup in Dubai, particularly in

construction and [smart infrastructure](#), Big 5 Global demonstrates institutional backing and demand-driven opportunities.

Automechanika Dubai

The [22nd edition of Automechanika](#) Dubai, the largest international trade fair for the automotive aftermarket in the region, will take place at DWT from 9–11 December 2025. With a platform to network with stakeholders in parts, tyres, diagnostics, and digital technologies, this event is perfect for businesses looking to [launch in Dubai](#).

The five main themes of the 2025 program – sustainability, electrification, digitalisation, innovation, and workforce development – are the focus of international pavilions, live demonstrations, and expert-led conferences. In keeping with regulatory standards, it also places a strong emphasis on safety in the automotive industry.

Messe Frankfurt Middle East organises Automechanika Dubai, which brings together local SMEs and international partners. With strong regional demand and government support, the automotive aftermarket area is expanding, making it a perfect starting place for companies looking to establish themselves in Dubai.

The top 3 must-attend business networking and investor summits in Dubai for H2 2025



Read the accompanying article for more information.

Part IV

Investment and networking-focused events



In Dubai, trust is essential for business before negotiations begin. Casual coffee meetings or conversations at events can lead to significant partnerships and investments over time. Building relationships shows respect for local traditions, speeds up decision-making, and offers valuable insights into the corporate field. Below are some of the most influential upcoming events in 2025 for those interested in corporate setup in Dubai.

AIM Summit Dubai 2025

Recognised as one of the foremost gatherings on alternative investments, [AIM Summit Dubai](#) will take place on 22–23 October 2025 at the Jumeirah Emirates Towers. With an agenda encompassing hedge funds, venture capital, private equity, AI, fintech, digital assets, and blockchain, the event offers a 360-degree view of global financial trends.

The 2025 edition will bring together more investors than ever before, offering great funding opportunities and expecting the highest turnout yet. In addition, the event is expected to welcome:

- Influential figures, Mike Pompeo (70th United States Secretary of State) and Jim O'Neill (Creator of the BRICs acronym), as the headline speakers;

- 800 attendees from across the globe;
- Representation from AIM Summit's 135,000-strong global ecosystem of fund managers, institutional investors, family offices, and financial associations; and,
- Capital-raising opportunities designed to connect East–West investment flows, with Middle East capital access at the forefront.

The event is structured to deliver both macro-level insights and practical strategies across diverse alternative investment classes:

- Private roundtables and fireside chats for strategic dialogue
- Breakout sessions on regulation, fundraising, and global market dynamics
- Exhibitions showcasing AI, fintech, blockchain, and digital asset innovations

With 75% of attendees being C-level executives and policymakers, the AIM Summit encourages personal, high-level engagement unlike traditional conferences. This indicates that it has maintained direct access to key decision-makers in international investment since its inception in 2015.

CXO 2.0 Conference

The [CXO 2.0 Conference](#), which will take place





The CXO 2.0 Conference, which will take place at the InterContinental from 8–10 December 2025, will bring together over 300 global guests from 45 countries, as well as over 50 presenters and 40 exhibitors. The conference, positioned as a forward-thinking leadership event, will highlight leadership tactics, organisational growth, and disruptive solutions. The format combines keynotes, thought leadership panels, and specific tracks, ensuring that guests learn practical strategies relevant across sectors.

With over 15 media partners, the CXO 2.0 Conference strives to give concrete methods for managing a changing company environment. Entrepreneurs looking to scale in Dubai can learn from top leaders how to handle change, lead game-changing solutions, and identify possibilities in new markets.

Dubai Family Office Investment Summit

The [Dubai Family Office Investment Summit](#) returns for its 4th edition this 16 October as one of the [region's most exclusive gatherings](#), with entry strictly by invitation. Organised by Epicon Capital Club, this convention keeps a guest list that brings together some of the most influential figures in regional and global private capital,

including:

- Family office principals and executives
- High-net-worth individuals and private investors
- VCs and fund managers
- Private offices of Sheikhs and government agencies
- Entrepreneurs and start-up founders in innovative fields

This year's edition will exhibit high-potential areas, identifying both opportunities and risks while equipping participants with innovative insights. Key themes include:

- Government Zero Bureaucracy
- Fintech 3.0: Leading Innovation with Web3 and Blockchain Technologies
- Transforming Healthcare and Wellness through Technology
- Beyond Hype: Filtering Signal from Noise in DeepTech Investments
- AI-Driven Sustainability: Tech Innovations for a Greener Future
- Macroeconomic Visions & Investment Strategies for the Decade Ahead



Collectively, these high-profile investment and networking events in Dubai illustrate its undeniable prominence as a global hub for innovation, capital flows, and cross-border partnerships. Their true magnitude does not lie only in the number of attendees but in the calibre of decision-makers, government entities, and investors who are present.

By participating in such forums, Dubai's SMEs and start-ups can secure funding, form strategic alliances, and learn from leaders driving global markets. They also gain access to insights on emerging sectors, especially those in technology, that are increasingly central to the city's business environment.

Additional information and resources



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Become a Royalty Partner

Having a local partner like the Seed Group allows you to gain access to key stakeholders in the public and private sectors, as well as experience accelerated business development through strategic alliances. Working with the royal family office fosters strategic relationships at the highest level, providing our partners with access to otherwise inaccessible right decision-makers.

A screenshot of a web form titled "Become a Royalty Partner" overlaid on a background image of desert dunes. The form is white with a thin border and contains several input fields and a dropdown menu. The background image is split vertically: the left side shows white sand dunes under a clear sky, and the right side shows a sunset or sunrise over dunes with silhouettes of camels and riders in the distance.


Become a Royalty Partner

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Type of Business (B2B/B2C/B2G) *

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Over the past 20 years, Seed Group has formed strategic alliances with leading global companies from a variety of regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region.

We would welcome your feedback on this eBook – please email marketing@seedgroup.com.

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