



ABHI Press Release

UK Pavilion Set to Grow as British HealthTech Leads the Way

Arab Health 2018's UK Pavilion provided the highest visibility to date for the UK's HealthTech industry. Managed by ABHI for over a decade, the Pavilion played host to over 150 British companies, hospital groups, a range of pioneering surgical simulations and visits from international dignitaries.

Several surgical masterclasses were demonstrated on the Pavilion, including the ground-breaking Ozaki procedure for reconstruction of diseased aortic valve by Royal Brompton & Harefield Hospitals Specialist Care (RB&HH)'s Cesare Quarto. Dubai's Deputy ruler, Sheikh Hamdan bin Rashid Al Maktoum, also visited the Pavilion, witnessing HCA Healthcare UK's leading Consultant Spinal Surgeon Colin Nnadi.

Supporting the UK Pavilion, Lord James O'Shaughnessy and Lord Kakkar also heard first-hand from SMEs, as to the strategic importance of the Middle East for British HealthTech.

Attracting over 100,000 attendees, the show is now firmly positioned as the Middle East's largest medical exhibition, presenting significant opportunities for UK companies to connect with buyers and clinicians in the region.

The event's success follows the news from a recent ABHI member survey that found over half of the UK's HealthTech companies anticipate exports to the Middle East to increase over the next five years.

Stephen Williams, Sales Director at Intersurgical, who exhibited with ABHI added: *"We have always come (to Arab Health) with the ABHI. The British group, all in one place, really attracts people. The Middle East is a growing economy and this exhibition is a great opportunity for us to meet our customers, meet our distributors and do some business."*

Bookings are also now live for Arab Health 2019, where ABHI will be upscaling activities even further through a UK networking reception, exclusive to UK Pavilion exhibitors. In addition, exhibitors have the opportunity to book personalised meetings with ABHI regional industry experts and attend daily market briefings, providing intelligence as to the Middle East's market prospects.

Paul Benton, ABHI's Managing Director, International added: *"The UK Pavilion is a chance to showcase the best of what British HealthTech has to offer. The fact that 2018 was so successful, really highlights just how well thought of UK business is in the Middle East, and we will be delivering even more for companies at Arab Health 2019."*

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Advancing Access to Medical Technology



About ABHI

The Association of British Healthcare Industries (ABHI) is the industry association for the health technology sector in the UK. ABHI's mission is to champion the benefits and use of safe and effective HealthTech to deliver high quality patient outcomes. With over 260 members, ABHI leads the advocacy of the industry in order to advance access to health technology. Our membership includes some of the leading multinational businesses in the sector in the UK right the way through to small and medium sized enterprises (SMEs). For further information, visit the ABHI website: www.abhi.org.uk

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