

## ABHI Press Release

### **RECORD SALES FOR ABHI UK PAVILION AT ARAB HEALTH 2020**

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Over two thirds of space at the ABHI UK Pavilion at Arab Health 2020 has been sold within the first 48 hours of being on sale. The figure marks the fastest sales to date for the Association, demonstrating ABHI's impact for UK companies overseas.

Located in hall 2, the ABHI UK Pavilion, managed by the Association of British HealthTech Industries, offers companies a comprehensive exhibition package which provides the best pavilion location to maximise footfall, the highest visibility and in-market support.

The ABHI UK Pavilion also has a wide range of additional benefits exclusively available to companies in the ABHI group, including dedicated experts and advice on the Middle East, enhanced marketing support and a comprehensive public relations and social media package.

Exhibiting companies are also eligible to TAP grant funding of £2,000 (subject to availability).

Taking place at the Dubai World Trade Centre from the 27 – 30<sup>th</sup> January 2020, the exhibition is the largest healthcare trade exhibition in the Middle East and is a key highlight of the export calendar.

Each year the show attracts over 106,500 visitors and sees over 4,250 companies exhibiting from 64 countries, generating US \$824 million in business.

The UK group is the third largest pavilion outside the UAE. It is a flagship for UK innovation and excellence and highlights exactly why Britain is GREAT.

Paul Benton, Managing Director, International, said: *"We understand what a commitment it is to exhibit at international exhibitions such as Arab Health and we are doing everything we can to support UK companies to make it as easy as possible and ensure they have a successful exhibition."*

*"Our support includes access to one-on-one advice from industry experts and leaders on doing business in the region. As well as access to exclusive market briefing events and inclusion in our wide-reaching PR and marketing activities and on-site media support during the event."*

If you are interested in attending Arab Health for the first time or a regular attendee, book now to avoid disappointment. Space is selling fast.

For more information or to book or space contact Alison Cassells [Alison.cassells@abhi.org.uk](mailto:Alison.cassells@abhi.org.uk)





## Notes

### ***About ABHI***

*ABHI is the UK's leading industry association for health technology (HealthTech).*

*ABHI supports the HealthTech community to save and enhance lives. Members, including both multinationals and small and medium enterprises (SMEs), supply products from syringes and wound dressings to surgical robots and digitally enhanced technologies. We represent the industry to stakeholders, such as the government, NHS and regulators. HealthTech plays a key role in supporting delivery of healthcare and is a significant contributor to the UK's economic growth. HealthTech is now the largest employer in the broader Life Sciences sector, employing 121,000 people in 3,500 companies, with a combined turnover of £22.2bn. The industry has enjoyed growth of around 5% in recent years. ABHI's 280 members account for approximately 80% of the sector by value.*