

ABHI

GO GLOBAL WITH ABHI

Opportunities to support your
international growth



REASONS TO JOIN ABHI ON THE INTERNATIONAL STAGE



Dedicated account management, supporting with all aspects of exhibiting at the event – before, during and after.



A high-quality, UK branded Pavilion and stand design, and brand alignment with the UK's leading HealthTech Association.



A central support stand, offering refreshments and additional meeting space exclusively to ABHI exhibitors and their guests.



Inclusion in ABHI's wide-reaching complimentary PR and marketing activities, with guaranteed press exposure and media support during the event.



An enhanced marketing package, which includes a free listing on the UK Healthcare Pavilion site, with discounted advertising rates available.



Exclusive hotel discounts through our travel partner.



Access to Government support and advice, via the Department for Business and Trade.



Additional ROI opportunities, through negotiated deals, including sponsorship, exposure, and high-quality contractors.



Visitor packages to support your attendance at shows.



Support for entering new markets, with connections to in-market contacts, global Trade Associations and HealthTech experts.

If you are looking into new opportunities to expand your international business, get in touch with ABHI today. **We are here to support you.** enquiries@abhi.org.uk

THE ABHI OFFER

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UK Pavilion

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Exhibiting opportunities

3

Visitor packages

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Sponsorship

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Brand exposure

6

Trade missions and accelerator programmes



WHX Dubai

Formerly Arab Health

WHX Labs Dubai

Formerly Medlab Middle East



WHX Lagos

Formerly Medic West Africa

WHX Labs Lagos

Formerly Medlab West Africa

WHX DUBAI & WHX LABS DUBAI

January|February Dubai World Trade Centre, Dubai, UAE

WHX Dubai is recognised as one of the world's leading healthcare trade shows due to its global reach, focus on innovation, and strong opportunities for networking and collaboration across the healthcare sector. As the Middle East's largest healthcare trade event, it attracts 68,000 professional visits and 4,042 exhibitors, with the UK Pavilion representing the third largest national pavilion at the show. The event provides a valuable platform for businesses to showcase innovation, connect with healthcare leaders, and explore opportunities across international markets.

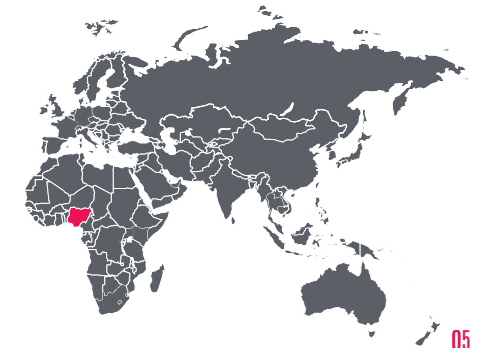
Alongside this, WHX Labs Dubai is a key event for the medical laboratory sector, showcasing the latest developments in laboratory technology, equipment, and services. It attracts 20,000 professional visits, 800 exhibitors, and representatives from more than 180 countries, reinforcing Dubai's role as a global hub for healthcare and diagnostics innovation.



WHX LAGOS & WHX LABS LAGOS

June | Landmark Centre, Lagos, Nigeria

WHX Labs Lagos is merging with WHX Lagos, creating the region's largest and most comprehensive laboratory and healthcare event attracting 7,000+ lab & healthcare professionals. Long established as the must-attend events in the region, these two show brands come together under one roof over three days! Join us for an unparalleled opportunity to connect with industry leaders and showcase of cutting-edge innovations in laboratory medicine and healthcare.





HOSPITALAR

May | São Paulo Expo | São Paulo, Brazil

Hospitalar is the leading healthcare business tradeshow in Latin America, having consolidated its position over more than 30 years of history. It has become the premier connection interface among various healthcare communities, providing unique opportunities for business, networking, and knowledge exchange throughout the 4-day event. Now, this experience has been expanded throughout the entire year via the Hospitalar Hub, the official digital platform.



HLTH EUROPE

June | Amsterdam RAI, Amsterdam, Netherlands

Connecting over 3,500 attendees and health leaders from over 50 countries HLTH Europe will bring together key decision-makers across providers, payers, government, pharma, startups, investors and HealthTech.

From digital health to biotech and from DTx to healthcare IT innovations, there is a community and a conversation about it at HLTH Europe.





WHX Miami

Formerly FIME

WHX Osaka

Formerly Japan Health

WHX MIAMI

June | Miami Beach Convention Center, Miami, United States

WHX Miami is the must-see medical trade event in the Americas.

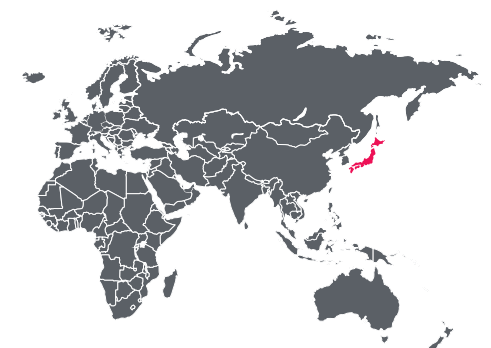
It brings together innovative medical products and supplies, networking opportunities with regional and international key players in the industry, and the chance to elevate your business. The show welcomes 15,000 professional visits, 1,300 exhibitors and 60+ exhibiting countries. Prepare to navigate the evolving landscape of medical product discovery.



WHX OSAKA

June | INTEX OSAKA, Osaka, Japan

WHX Osaka is an international exhibition that showcases cutting-edge healthcare technologies and medical services from leading experts in the Japanese medical community. The mission is to elevate the global competitiveness of Japan's healthcare industry, positioning it at the forefront of medical innovation. Running in parallel with the World EXPO 2025 in Osaka, themed "Designing Future Society For Our Lives," WHX Osaka will contribute to shaping the future of healthcare by demonstrating the transformative potential of advanced medical solutions.





WHX Delhi

Formerly India Health

WHX NEW DELHI

July | Pragati Maidan, New Delhi, India

India's healthcare industry is projected to exceed \$610 billion by 2026, making this the perfect opportunity to grow your business, network with industry leaders and potential buyers, and showcase your latest products and services. Engage with cutting-edge innovations and strategies alongside industry experts, fostering a dynamic environment for learning, networking, and collaboration. More than just a trade show, it's a global platform for advancing healthcare together.



WHX Kuala Lumpur

Formerly Asia Health

WHX Bangkok

WHX KUALA LUMPUR & WHX Bangkok

July | International Trade and Exhibition Centre, Kuala Lumpur, Malaysia & Bangkok

WHX Kuala Lumpur and WHX Bangkok, rotating locations annually, brings together over 10,000 laboratory and healthcare professionals, C-level executives, distributors, scientists, clinicians from 54+ countries to discuss the latest aspects of medical, laboratory medicine and clinical research.

Alongside the exhibition, the CME accredited clinical and laboratory conferences covers topics on lab management, haematology, molecular diagnostics and cytology and much more in order to better bridge the gap between laboratory professionals and clinicians.





By Informa Markets

HEALTHCARE INNOVATION SHOW

October | São Paulo Expo, São Paulo, Brazil

Since its inaugural edition in 2014, the Healthcare Innovation Show - HIS has served as a premier platform for bringing together decision-makers, influencers, and solutions from across the entire digital health chain. Today, HIS has solidified its position as the largest and most pivotal health technology and innovation event in Latin America, uniting over 100 leading brands over the course of two dynamic days. Beyond fostering business opportunities and extensive networking, the event offers invaluable practical insights showcased through compelling success stories. Furthermore, the presence of start-ups dedicated to driving sectoral disruptions and innovation adds an enriching dimension to the event's comprehensive offerings.



Global Health
Exhibition

By Informa Markets

GLOBAL HEALTH EXHIBITION

October | Riyadh Convention & Exhibition Centre, Riyadh, Saudi Arabia

Global Health Exhibition serves as a gateway to Saudi Arabia's evolving market, offering a platform for international and local companies to connect, network, seek investment, acquire education and CME points, and stay updated on the latest market developments.

The healthcare sector in Saudi Arabia is undergoing a substantial transformation, this propelled by significant digital initiatives powered by an equal partnership between government and private sector, aligning with Vision 2030.

As a result, Global Health welcomed over 100,000 attendees at its last show and has now extended the show to 4 days.





WHX Nairobi

Formerly **Medic East Africa**

WHX Labs Nairobi

Formerly **Medlab East Africa**



WHX
Johannesburg

Formerly **Africa Health**

WHX NAIROBI & WHX LABS NAIROBI

October | Kenyatta International Convention Centre, Nairobi, Kenya

WHX Nairobi & WHX Labs Nairobi stands as the premier healthcare and medical laboratory event platform in the East Africa region with over 8,000 professional visits, 200+ exhibitors and 30+ exhibiting countries. This event unites regional and international professionals who value the power of learning, networking, and business.



WHX JOHANNESBURG

October | Gallagher Convention Centre, Johannesburg, South Africa

WHX Johannesburg offers unparalleled networking and business opportunities, showcasing cutting-edge medical equipment from 40 countries. With over 8,000 professional visitors and 600+ exhibitors, the event features engaging conferences and exciting sessions like the Africa Health Indaba and Innov8 Competition. Generating over \$131.1 million in business, continuing to expand its impact by driving innovation and collaboration across the continent's healthcare landscape.

Why Exhibit at WHX Johannesburg

- Johannesburg is Africa's healthcare business hub: headquarters for major private hospital groups, diagnostics labs and distributors; buyers travel in from SADC markets for sourcing.
- Event scale and buyer mix: 8,000+ attendees, 600+ exhibitors, 60+ exhibiting countries, 20+ conferences (CPD-accredited) concentrated in three business days.
- UK credibility in quality, safety, and training aligns with buyers' increasing emphasis on lifecycle support, compliance and outcomes—clear differentiators versus low-cost entrants.

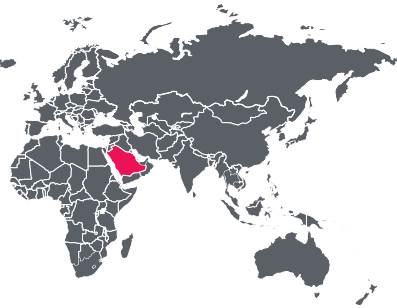




ABHI MIDDLE EAST ACCELERATOR

Year-round | Saudi Arabia & UAE

This flagship initiative provides an extensive array of resources and expert guidance to help participants succeed in one of the world's most rapidly evolving healthcare markets. The programme focuses on unlocking opportunities in Saudi Arabia and the UAE, offering participating companies vital insights into regional regulatory, cultural, and market environments. It features a structured preparation programme to help companies tailor their solutions to market-specific needs, exclusive access to a network of industry experts in both the UK and the Middle East, and three dedicated trade missions to Riyadh, Jizan, and Dubai. Complementary UK-based activities will further ensure companies are well-prepared to engage effectively with regional stakeholders.




ABHI US ACCELERATOR

Year-round | Nationwide, USA

With strong relationships across hospital systems and life science communities throughout the US, as well as a growing network of mentors on-hand to offer guidance and insight, the ABHI US Accelerator is the ideal platform for companies looking to upscale their US business.

Designed specifically to enable medical device, diagnostic and digital health companies flourish, the 12-month programme of support provides companies with the opportunity to define and strengthen their US strategy, de-risk market entry and grow their US business by utilising ABHI's advice, expertise and connections within the US.





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