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# 2025 MIDDLE EAST ACCELERATOR END OF YEAR REPORT

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# EXECUTIVE SUMMARY

Launched in April 2025, the ABHI Middle East Accelerator supports medical device, diagnostics and digital health companies in accessing healthcare markets in the Gulf.

The programme focuses on Saudi Arabia and the UAE, aligning with global trade shows in the market. Running annually from April to March, the initiative provides curated and tailored meetings with in-market customers, access to key stakeholders, a dedicated learning programme, ongoing communications and PR support, and a network of in-market experts. This end of year report promotes some of the highlights of the programme to date.



# 2025 COHORT SPOTLIGHT



Air Sentry



Biotronics3D



Eyesight Electronics



GBUK Global



iGii



Infix Support



IHL



Kimal



Niico



Psyomics



RDi



Synbiotix

## SPONSORS

Hill Dickinson



"The trip gave us the confidence to operate in the region."

**Mark Edell,**  
Managing Director,  
Synbiotix



"We were there to listen and learn about the system, but we were blown away by the trip. All the meetings had value."

**Sarah Marsh, COO, Infix Support**



"It's really made a difference and accelerated our journey by helping us to understand the dynamics of how you do business, what is important, and how you build trust and partnerships - all facilitated by the ABHI."

**David Cahill, CEO, RDi**



# TRADE MISSIONS, EVENTS AND WEBINARS

## TRADE MISSIONS

APRIL 2025

### RIYADH



#### Visits included:

- ◆ Ministry of Health
- ◆ Ministry of Investment of Saudi Arabia
- ◆ Dr Sulaiman Al Habib Group
- ◆ Health Holding Company
- ◆ Saudi FDA
- ◆ Dallah Health Hospital Clinics
- ◆ King Faisal Specialist Hospital and Research Centre
- ◆ Ministry of National Guard Hospitals and more.



### JEDDAH AND RIYADH

#### INCLUDING GLOBAL HEALTH EXHIBITION

As well as attending the Global Health Exhibition, we were proud to co-sponsor a high profile reception at the British Embassy in Riyadh, where Harley Street Health District and UCL Global Business School for Health gave opening remarks.



#### Focus on:

#### Global Health Exhibition



Saudi Arabia's Vision 2030 aims to transform healthcare through digital innovation. The Global Health Exhibition brings together global leaders and innovators to drive the technologies, investment, and partnerships needed to achieve this.

The ABHI Middle East Accelerator supported several companies aligned with this vision on the UK Healthcare Pavilion.

#### Visits included:

- ◆ UK Embassy
  - ◆ Global Health Exhibition
  - ◆ Saudi German Hospital
  - ◆ Health Holding Company
  - ◆ Dr Erfan & Bagedo General Hospital
  - ◆ Jeddah Chamber
  - ◆ Jamjoon Pharma HQ
- and investment organisations.





## UK EVENTS AND WEBINARS

JULY 2025

### UK-KSA ENGAGEMENT EVENT, LONDON

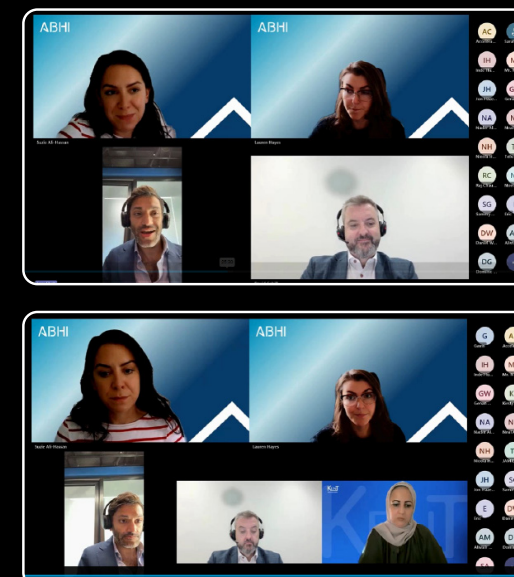


This London event brought together the Accelerator companies with key people from across the Saudi Arabian health system and featured:

- ◆ **Networking Lunch:**  
With BLK Legal and Hill Dickinson
- ◆ **Roundtable Discussion:**  
Strengthening partnerships between the UK and Saudi Arabia in healthcare innovation and health tech, chaired by Lord Markham and attended by Jacqui Rock, Advisor to CEO, Health Holding Co; Abdullah AlMasoud, Commercial Attache, Saudi Embassy in London; Dr Emad Al Dukair, Co-Chair, Saudi British Joint Business Council; Dr Sebastian Vaughan, CEO, Phytome Life Sciences and others.
- ◆ **Panel Discussion:**  
Value-based healthcare - a new frontier for market access
- ◆ **Networking Reception**

SEPTEMBER 2025

### INTRODUCTION TO ABHI MIDDLE EAST ACCELERATOR 26/27



Our webinar introduced the 2026 programme and included:



- ◆ **An introduction to the ABHI Middle East Accelerator** – what it is, how it works, and what you will get for your investment.
- ◆ **Experiences and insights** from Sam Shah, Director of Health and Social Care Data Management, NEOM, our in-market supporting partner, and David Cahill, CEO, RDi, alumni of the 2025/26 Accelerator cohort.
- ◆ **First-hand guidance** from the programme's lead Suzie Ali-Hassan on how the Accelerator supports your go-to-market strategy, connects you with key stakeholders, and helps turn opportunity into revenue.



"The highlight was meeting the National Institute of Health and discussing how we can contribute to national health research. Visiting Dr Sulaiman Al Habib Hospital also left me impressed. It really made me rethink what's possible in modern healthcare."

**Dr James Youdell, Sales Director, IGii**







# OUR YEAR WITH THE MIDDLE EAST ACCELERATOR

APR

Learning Programme



MAY



RIYADH  
TRADE  
MISSION

JUL

UK-KSA  
Engagement  
Event



SEP

WEBINAR:  
Introduction to  
ABHI Middle East  
Accelerator



NOV

EVENT:  
Global Health  
Exhibition



JEDDAH & RIYADH  
TRADE  
MISSION

FEB

EVENT:  
WHX Dubai



UAE  
TRADE  
MISSION



# JOIN OUR INTERNATIONAL PROGRAMMES

If you are interested in joining future Accelerator programmes, please get in touch.

**Email us at:**

**US Accelerator:** [USAccelerator@abhi.org.uk](mailto:USAccelerator@abhi.org.uk)

**Middle East Accelerator:** [MEAccelerator@abhi.org.uk](mailto:MEAccelerator@abhi.org.uk)

"SMEs and start-ups are crucial to bring in innovation and you need a vehicle like the ABHI with the contacts and organisation of meetings with the right people."

**Dr Rami Rajab, CEO of Mecomed, the HealthTech Trade Association across the MEA region.**





**Find out more about the  
Middle East Accelerator programme:**

**FIND OUT MORE**

