

ABHI



Join the ABHI Uk Pavilion at

GLOBAL HEALTH EXHIBITION 2023



Riyadh

Saudi Arabia



2nd - 4th

October 2023



15,000

Attendees



290+

Exhibitors

*Show statistics in this brochure taken from Informa's 2022 Post Show Report.



GLOBAL HEALTH

First started in 2018, Global Health Exhibition is set to welcome over 15,000 visitors.

Run by Informa, who manage Arab Health in nearby Dubai, the show has quickly become the premier healthcare business platform for the global market looking to meet and do business with the Saudi healthcare sector.

Now under the patronage of the Saudi Ministry of Health, the show is expected to grow exponentially, and in this joint collaboration with the UK Government's Department for Business and Trade, we are delighted to be supporting UK SMEs to enter and expand in this thriving market, where high-quality HealthTech is in significant demand.

We have also secured a prime location, with our Pavilion located right next to the show's Transformation Zone, which is very much the focal point of the event, and is playing host to keynote addresses, product showcases and plenary sessions.

As such, we expect footfall to be high, and we anticipate a busy and impactful week for all those UK companies in attendance.

To discuss exhibition options, and to join ABHI, please write to me.

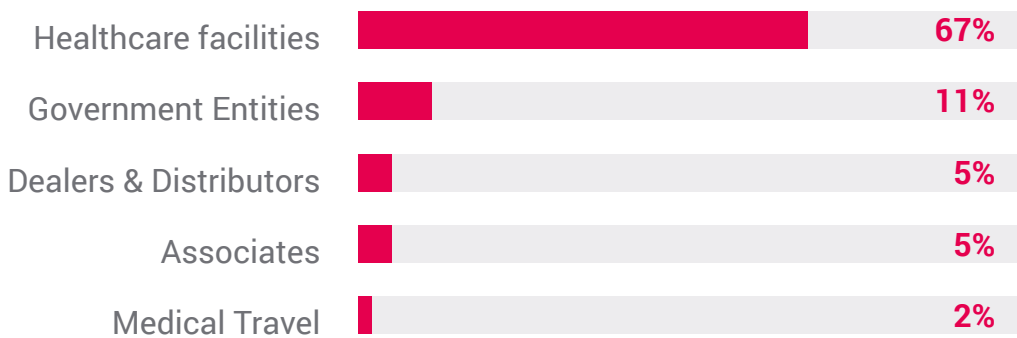


Michelle Michelucci, Head of International Events, ABHI

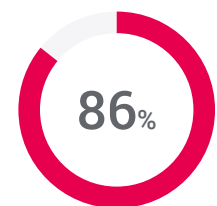
michelle.michelucci@abhi.org.uk

GLOBAL HEALTH ATTENDEES

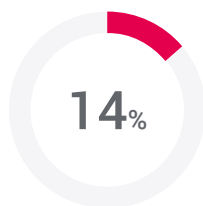
Top nature of business



Breakdown by region

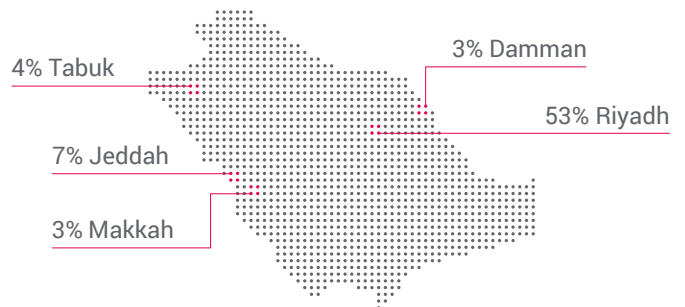


Attendees from KSA



International attendees

Top 5 attending KSA cities

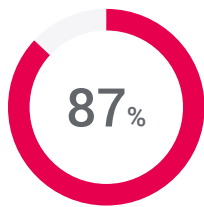
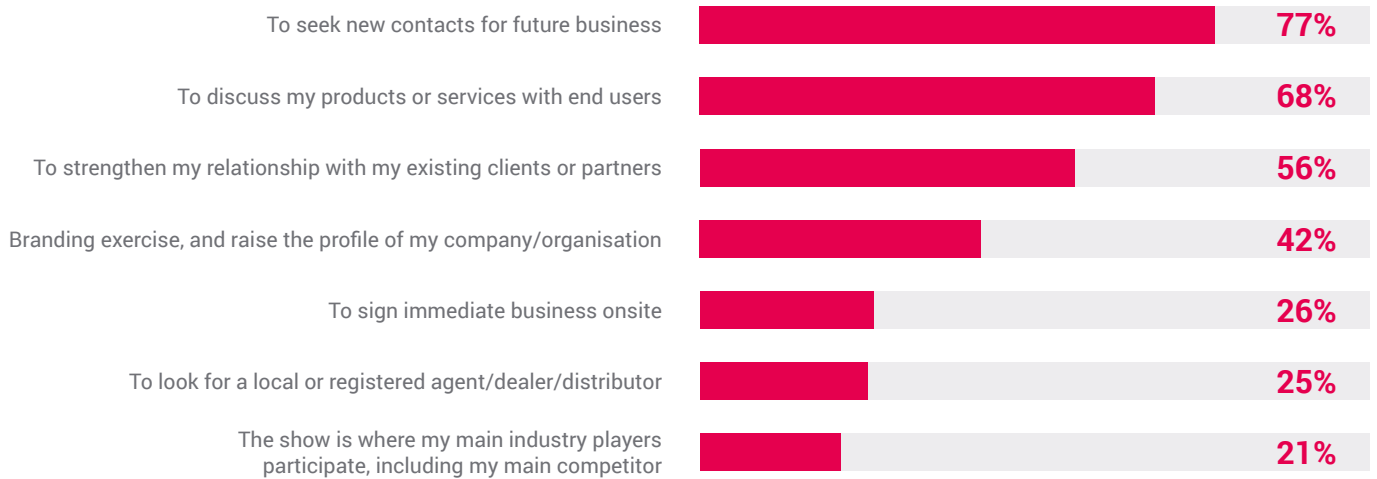


Seniority level

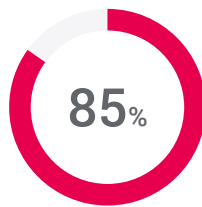


EXHIBITOR OVERVIEW

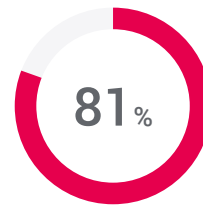
Top 5 reasons for exhibiting



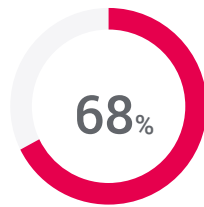
Rated the ROI from good to excellent



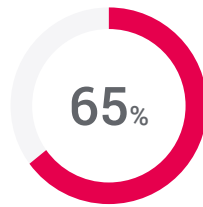
Rated Global Health Exhibition as an important platform for their business



Will be exhibiting again next year



Rated the quality of visitors from good to excellent



Of exhibitors participated for the first time

Product categories



27% IT systems



25% Laboratory



17% Medical Equipment



10% General Healthcare



9% Disposables



11% Other

GLOBAL HEALTH'S ATTENDEE PROFILES

The event attracts buyers, distributors, healthcare professionals, clinicians and policy makers, primarily from KSA, to learn about the latest medical finding and trends as well as network and do business with the global healthcare community.

Dealer & Distributor



- C-level/Owner
- Sales Manager

Business need: Building a personal and brand reputation to secure exclusive distribution rights or attract new manufacturers/principles.

Leadership



- Government Leader
- Healthcare Leader/Healthcare Super Leader

Business need: Best clinical outcomes investment and cost control. Ensuring their facility and country is viewed as a global leader in healthcare.

Management of Hospitals/Clinics



- Purchasing Manager
- General and Senior Management

Business need: Ensuring the hospital is delivering the best clinical outcomes. Maximising the use of procurement budget.

Biomedical/Clinical Engineer



Business need: Keeping up-to-date with the latest advancements in healthcare equipment and influencing future purchases.

Senior/Junior Clinician



Business need: Staying up-to-date with medical speciality developments and products that impact their roles.

Investor



Business need: Seeking potential business partners and start-ups for new business opportunities and ventures.



MARKET OPPORTUNITIES

Recent years has seen Saudi Arabia take major strides in improving its healthcare infrastructure and there are numerous large capital projects both underway, and planned, that will require proven HealthTech.

This has been driven, in part, by a rise in demand, and fuelled by its huge potential to be developed as a medical tourist destination.

The Kingdom constitutes around 60% of the Gulf Cooperation Council (GCC) countries' healthcare expenditure, and in recognition of healthcare's priority status, the government set aside a budget of US\$36.8 billion for healthcare and social development this year.

According to a report published by Mashreq Bank and Frost & Sullivan, KSA plans to invest \$66.67 billion in healthcare infrastructure and boost private sector participation from the current 40% to 65% by 2030, targeting the privatisation of 290 hospitals and 2,300 primary health centres.

This investment is created high demand for medical devices and equipment, which presents a significant opportunity for companies looking to sell medical devices in the country. To enable this, the Saudi Government has been actively working to improve the business environment in the country, making it easier for foreign companies to do business. This includes measures such as simplifying the process for obtaining business licenses and permits, and providing tax incentives to foreign investors.

With life expectancy in KSA projected to increase from 76.2 to 81.8 years by 2050, and the Kingdom's population expected to grow to 39 million by 2030, increased investment in infrastructure and innovation is expected to drive strong growth in the Kingdom's healthcare sector. There are, accordingly, opportunities for long-term investment and technologies to keep this country healthy.

Priority investment areas for the KSA Ministry of Health (MOH) include:

- Launching Health Clusters across the Kingdom
- Increasing the number of internationally accredited hospitals
- Doubling the number of primary healthcare visits per capita from two to four
- Decreasing the rates of smoking and obesity
- Improving the quality of preventive and therapeutic healthcare services
- Expanding digital healthcare innovation

THE ABHI UK PAVILION

The ABHI UK Pavilion presents an ideal platform to generate new business and to network with industry leaders and potential buyers. It is also a strong showcase of your brand and products within this burgeoning market, and with the support of ABHI, we are here to ensure your visit to Saudi Arabia is as effective as possible.



Benefits of Joining ABHI

Through brand alignment with the UK's leading HealthTech trade body and the Department for Business and Trade (DBT), companies benefit from the high quality support of our dedicated international team, with complimentary PR and additional on-site partnering activity all designed to make your exhibiting experience impactful. This package includes:

- A high-quality, UK/ABHI branded stand design.
- A central support stand offering refreshments, meeting areas and promotional opportunities.
- Inclusion in ABHI's wide-reaching complimentary PR and marketing activities, with guaranteed press coverage for your company and on-site media support during the event.
- One-to-one sessions with DBT's commercial officers.
- Additional advertising opportunities designed to increase your visibility and drive visitors to your stand.

Transformation Zone

We have also secured a prime location, with our Pavilion located right next to the show's Transformation Zone, which brings in thought leaders, innovators and industry experts, who will share insights, future predictions, and technological and medical innovations in health care. This will be held over three days and will consist of four elements:

- **Transformation Talks.** Keynotes by high-level speakers (C-suites) and innovators showcasing the innovation and disrupting healthcare.
- **Innov8 Talks.** Start-up competition (this would include two rounds of the competition and a finale).
- **Doing business.** An interactive workshop that will cater to dealers, distributors, and service providers.
- **Product showcase.** Sponsored talk sessions by SME companies who showcase their latest innovative solutions and products.



Join ABHI

We have a variety of packages available to fit your brief or budget, ensuring you are able to attend the show. Packages range from Shell Scheme stands, Space Only, and PODs. To discuss exhibition opportunities, and to join this brand new ABHI UK Pavilion, please write to michelle.michelucci@abhi.org.uk.



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