

ABHI

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# ABHI UK PAVILIONS

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Join ABHI on the International Stage





## MICHELLE MICHELUCCI HEAD OF INTERNATIONAL EVENTS

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HealthTech is a success story for the UK, employing 145,700 people, and recognised by government as a high-value, high-potential national asset.

A fundamental role of ABHI is to support this sector in its continued growth, and to help cultivate a positive business environment that enables this.

Of course, the UK is a relatively small market in a global context, and few HealthTech companies will provide services and technologies exclusively for the NHS. Export, therefore, is the next logical step, and ABHI runs a comprehensive programme of international activity to drive this.

This work includes hosting UK Pavilions at some of the world's largest health shows, with ABHI UK Pavilions offering companies the most comprehensive exhibition package, support and visibility available at a show. In providing businesses with the best pavilion location to maximise footfall, the highest visibility, complimentary PR and

in-market support, ABHI UK Pavilion's offer an exhaustive range of additional benefits exclusively available to companies that exhibit with ABHI.

ABHI has been leading UK Pavilions at trade shows for over 20 years, and with that comes the experience and knowledge of how best to support businesses in the run-up to, and during an event. There is a real appetite for UK HealthTech on the global stage, and our industry is ready to export to the rest of the world, to help other healthcare systems improve outcomes for their patients.

As such, we have a range of exhibiting and sponsorship options to suit your business objectives, and if you would like to join ABHI, or just want a bit more information about our offer, please write to me.

## REASONS TO JOIN ABHI ON THE INTERNATIONAL STAGE



A high-quality, UK branded stand design.

Brand alignment with the UK's leading HealthTech Association.

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.



A central support stand offering refreshments, meeting areas and promotional opportunities.



One-to-one sessions with the Department for Businesses and Trade's Commercial Officers.



Invitations to exclusive ABHI UK Pavilion networking events.



Dedicated partnering service with ABHI's national network of stakeholders to support your individual export objectives.



Additional advertising opportunities designed to increase your visibility and drive visitors to your stand.



We have always come with the ABHI. The British group, together, all in one place, really attracts people. We could go anywhere in the show, but we would be just another company in another hall."

Stephen Williams, Sales Director, Intersurgical

# 2023/24 INTERNATIONAL CALENDAR



**Final Space Available**



## GLOBAL HEALTH EXHIBITION

Riyadh, Saudi Arabia  
**29<sup>th</sup> - 31<sup>st</sup> October 2023**



## MEDICA

Düsseldorf, Germany  
**13<sup>th</sup> - 16<sup>th</sup> November 2023**



## ARAB HEALTH

Dubai, UAE  
**30<sup>th</sup> January - 1<sup>st</sup> February 2024**



## CMEF

Shanghai, China  
**April 2024**



**Riyadh**  
Saudi Arabia



**29<sup>th</sup> - 31<sup>st</sup>**  
October 2023



**15,000**  
Attendees



**200+**  
Exhibitors



## ABHI IS BRINGING THE UK PAVILION TO THE GLOBAL HEALTH EXHIBITION IN SAUDI ARABIA.

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.

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.

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.


**Get in touch with ABHI today to discuss exhibition and sponsorship options.**



  
**Düsseldorf**  
 Germany

  
**13th - 16th**  
 November 2023


  
**113,000**  
 Attendees

  
**5,900**  
 Exhibitors

  
**Dubai**  
 UAE

  
**30th - 1st**  
 January - February 2024

  
**136,000**  
 Attendees

  
**3.300+**  
 Exhibitors



## THE ABHI UK PAVILION AT MEDICA 2023 OFFERS COMPANIES THE MOST COMPREHENSIVE EXHIBITION PACKAGE, SUPPORT AND VISIBILITY AVAILABLE AT WHAT IS THE WORLD'S LARGEST MEDICAL EXHIBITION.

Through brand alignment with ABHI and the Department for Business and Trade, 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.

At the 2022 show we launched the UK presentation theatre, which enabled companies to demonstrate their innovative technologies and solutions to the world-class international audience at the event. Following its huge success, the theatre will be back again this year, as well as the second ever edition of the UK Healthcare Pavilion Magazine. This dedicated brochure includes a full exhibitor directory, as well as articles and features that capture the UK's world class HealthTech offer. The magazine will be available to all who visit the ABHI UK Pavilion at MEDICA and will also be distributed electronically to an audience of thousands.

These value-adds are complimented by our wide-reaching PR activities too, with on-site media support during the event supporting our pre-exhibition marketing campaign.

Whether you are a start-up or an experienced exporter, MEDICA is an extensive exhibition which represents the entire spectrum of innovations from devices, diagnostics and digital.

**Get in touch with ABHI today to discuss exhibition and sponsorship options.**



## CONSIDERED TO BE THE GATEWAY TO THE MIDDLE EAST, THE ARAB HEALTH EXHIBITION AND CONGRESS IS THE LARGEST EVENT OF ITS KIND IN THE REGION.

Arab Health provides an unrivalled platform for the world's leading manufacturers, wholesalers and distributors to meet the medical and scientific community from the Middle East and beyond. The exhibition will showcase more than 4,000 companies exhibiting their latest innovations to more than 130,000 healthcare professionals attending from 163 countries.

ABHI runs an extensive programme at Arab Health, and the UK Pavilion is the second largest country pavilion at the entire show. Our work is designed to demonstrate the capabilities of UK HealthTech excellence, and via a series of presentations, seminars and live surgical simulations taking place across all four days, footfall to the pavilion is unrivalled.

At the 2023 exhibition, 80 percent of ABHI's UK delegation rebooked on the spot, and we are now at the waiting list only stage.

Get in touch with ABHI today to join our waiting list, or to discuss sponsorship options.

"Arab Health, and in particular within the ABHI UK Pavilion, is the number one place to be seen as a British Company. The time, effort and resource put in by ABHI is second to none. We have been exhibiting alongside ABHI for 15 years and will continue to do so for another. We have exhibited in many countries around the world, and simply this is the best show in the world for all things medical gas."

**Robert Lawton, Marketing & International Sales Director, Lawton Tubes**



Shanghai

China



April

2024



110,000

Attendees



4,000

Exhibitors



## THE CHINA INTERNATIONAL MEDICAL EQUIPMENT FAIR (CMEF) IS THE LARGEST HEALTHTECH EXPO IN CHINA, ATTRACTING OVER 100,000 VISITORS AND EXHIBITORS EACH YEAR.

The show brings together international HealthTech companies to connect with distributors, resellers, manufacturers, clinicians and government agencies. And as the world's most populated country, there are significant opportunities for UK companies to meet China's increasing needs.

Back in person, and with travel restrictions lifted, ABHI is once again delighted to be hosting the UK Pavilion, where we are set to double our space, and provide unparalleled visibility for UK companies, as well as the chance to forge new business connections within one of the world's most dynamic markets.

There is strong demand for mid-high end HealthTech, and more broadly, China's changing demographic has seen not only an

increase in the average age and wealth of its citizens, but higher demand for healthcare services. A number of preferential policies have now been put in place to attract overseas brands to meet such needs.

**Get in touch with ABHI today to discuss exhibition and sponsorship options.**



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**ABHI**