

WHX WORLD
HEALTH
EXPO

Exhibitor brochure

Where the world of healthcare meets

25 to 28 January 2027

Dubai Exhibition Centre, Dubai Expo City
& Dubai World Trade Centre

> Book a stand

Under the patronage of:

UNITED ARAB EMIRATES
MINISTRY OF HEALTH & PREVENTION



الإمارات العربية المتحدة
وزارة الصحة ووقاية المجتمع



The world's largest healthcare event

There is no bigger commercial opportunity in healthcare.

World Health Expo brings together the people, organisations and opportunities that drive the global healthcare industry forward.

Every year, thousands of exhibitors choose Dubai to launch products, meet buyers, strengthen relationships and enter new markets.

WHX WORLD HEALTH EXPO
2026 at a glance

4,137

exhibitors



219,308

professional visits

83,334

unique attendees

500+

speakers

195

countries represented

20.090

connections Programme participants

400

sessions

350.000+

personalised matches generated

\$3.2 Billion

Value of business generated *

Together for
a healthier world
WHX 2026

➤ Book a stand

Why Dubai?

The city that connects global healthcare

No other city connects east and west the way Dubai does.

As one of the world's most connected business destinations, Dubai provides unparalleled access to healthcare markets across the Middle East, Africa, Asia, Europe and beyond.

For exhibitors, this means one thing:



- > Access to buyers
- > Access to distributors
- > Access to decision-makers

At the start of every year, Dubai becomes the centre of the global healthcare industry.
For **four days**, the world comes to you.

Meet the world in one city.

> **Book a stand**

Healthcare business begins here

World Health Expo is where products are sourced, partnerships are formed and healthcare business gets done. Held under the patronage of the UAE Ministry of Health and Prevention, the event attracts healthcare professionals and decision-makers from across the entire healthcare ecosystem.

Whether your objective is to launch a product, find distributors, enter new markets, strengthen customer relationships or generate new business opportunities, World Health Expo provides the platform to achieve it.

Why exhibitors choose WHX

87% generate new business opportunities

53% explore opportunities to enter new markets

46% progress commercial discussions with existing clients

45% strengthen brand presence

45% build relationships across the wider healthcare ecosystem

[> Book a stand](#)

Whether your objective is to launch a product, find distributors, enter new markets, strengthen customer relationships or generate new business opportunities, World Health Expo provides the platform to achieve it.

This is where the conversations that shape the year begin.

Healthcare business begins here.

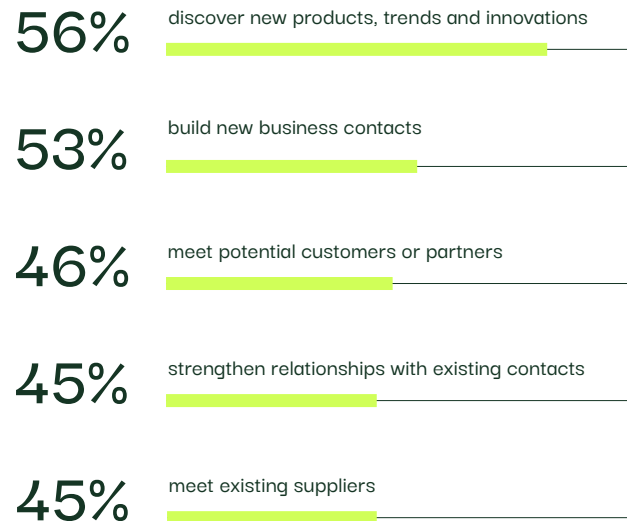
Meet the people who matter

The buyers, decision-makers and partners driving healthcare forward

World Health Expo attracts a highly qualified audience actively looking for products, solutions, suppliers and partnerships.

Visitors attend to discover innovations, strengthen relationships, source products and meet potential customers and partners.

Why visitors attend



> Book a stand

Who you will meet

- | | |
|--|---|
|  Hospital leaders |  Clinicians and healthcare professionals |
|  Procurement teams |  Investors |
|  Government representatives |  Healthcare executives |
|  Healthcare distributors |  Technology leaders |
|  Dealers and agents | |
|  Manufacturers | |

Whether you are looking to generate leads, build partnerships or expand into new markets, your audience is here.

This is where the conversations that shape the year begin.
Healthcare business begins here.

A global market in one place

Reach the world from Dubai

World Health Expo brings together healthcare professionals from 195 countries, creating one of the most international business environments in healthcare.

For exhibitors, that means access to established markets, emerging opportunities and new business relationships, all within four days.

Whether your growth strategy focuses on the Middle East, Africa, Asia, Europe or beyond, World Health Expo provides direct access to the people shaping healthcare purchasing decisions across the world.

195

countries
represented

69%

international
participation

Healthcare professionals from every major global market

One trip.
Thousands of conversations.
Unlimited opportunities.

Expand your global reach.

[> Book a stand](#)



Where healthcare decisions are made

Connect with decision-makers who influence purchasing and investment

World Health Expo attracts senior leaders from across the healthcare ecosystem.

From hospital groups and healthcare providers to distributors, manufacturers, procurement teams and government stakeholders, the people attending are actively looking for products, solutions and partners.

Audience profile highlights

- Healthcare agents, dealers and distributors
- Manufacturers
- Hospital and healthcare providers
- Procurement professionals
- Government stakeholders
- Healthcare executives
- Clinicians and healthcare practitioners

Senior decision-makers attend WHX

- Owners and Board Directors
- Managing Directors
- General Managers
- Department Heads
- Senior Managers
- Healthcare leaders

For exhibitors, this means more qualified conversations, stronger commercial opportunities and greater return on investment.

Meet the decision-makers shaping healthcare.

➤ [Book a stand](#)



World
Healthcare
Week 2027



Designed around how healthcare does business

Two world-class venues. One connected experience.

World Health Expo takes place across Dubai Exhibition Centre and Dubai World Trade Centre. The two venue format has been designed to maximise relevance for both exhibitors and visitors, bringing together related healthcare sectors and buying communities to create more meaningful conversations and stronger commercial outcomes.

Position your business alongside the right audience.

For visitors

it creates a more efficient event experience.

For exhibitors

it means being positioned alongside the audiences most relevant to their business

Dubai Exhibition Centre Expo City



Home to the International Halls, Medical Devices, Imaging & Diagnostics, Healthcare General Services, Digital Health, Orthopaedics & Rehabilitation and Infrastructure.

Dubai World Trade Centre



Home to Laboratory & Diagnostics, Pharma & Biotech, Wellness & Longevity, Disposables & Consumables and a growing Medical Devices presence.



[Book a stand](#)

Dubai Exhibition Centre

Home to global healthcare trade

Dubai Exhibition Centre is where the global healthcare industry comes together at scale. Home to the International Halls and many of the world's leading healthcare brands, DEC brings together exhibitors, buyers and decision-makers across some of healthcare's most important sectors.

For many of the world's largest healthcare companies, Dubai Exhibition Centre is where they make their biggest statement of the year.

It is where new partnerships begin, international trade relationships are strengthened and healthcare business gets done.

➤ Make your biggest statement of the year.

It is where **new partnerships** begin, international **trade relationships** are strengthened and **healthcare business** gets done.

➤ [Book a stand](#)

Dubai Exhibition Centre Expo City

- Featured zones
- International Halls
- Medical Devices
- Imaging & Diagnostics
- Healthcare General Services
- Digital Health
- Orthopaedics & Rehabilitation
- Infrastructure

Why exhibit at Dubai Exhibition Centre?

- Connect with international buyers
- Meet healthcare distributors and procurement teams
- Strengthen relationships with existing customers
- Launch products to a global audience
- Generate new business opportunities



Dubai World Trade Centre

Where innovation, science and healthcare advancement come together

Dubai World Trade Centre brings together some of the most dynamic and rapidly evolving areas of healthcare. From laboratory and diagnostics professionals to pharma, biotech and wellness leaders, DWTC creates an environment designed to support collaboration, discovery and commercial growth.

Why exhibit at Dubai World Trade Centre?

- › Launch products to an international audience
- › Connect with healthcare buyers and distributors
- › Strengthen market presence
- › Generate qualified business opportunities
- › Build partnerships across the healthcare ecosystem

Across four days, exhibitors connect with buyers, distributors, clinicians and decision-makers actively seeking new products, technologies and partnerships.

Connect with healthcare buyers from around the world.

› [Book a stand](#)

This is where science, innovation and business meet.

- › Featured zones
- › Laboratory & Diagnostics
- › Pharma & Biotech
- › Wellness & Longevity
- › Medical Devices
- › Disposables & Consumables



International Halls

Bring your country to the world

The International Halls are one of the most significant gatherings of national healthcare delegations, trade organisations and country pavilions anywhere in the world.

For governments, export agencies and trade associations, World Health Expo provides a powerful platform to showcase national healthcare capabilities, support exporters and facilitate international trade.

Join leading healthcare exporters and country groups from across the globe

Plus healthcare delegations and pavilions from many more countries across the globe.

› Position your country at the centre of global healthcare business.

› One of the world's largest gatherings of international healthcare trade.

Showcase your country on a global stage.

[› Book a stand](#)

195 countries represented

 Austria	 Morocco
 Belgium	 Pakistan
 Brazil	 Poland
 China	 Portugal
 Croatia	 Republic of Korea
 Denmark	 Saudi Arabia
 Egypt	 Singapore
 France	 Slovenia
 Germany	 Spain
 Hungary	 Switzerland
 India	 Taiwan
 Italy	 Türkiye
 Japan	 United Kingdom
 Malaysia	 United States

Content that attracts healthcare decision-makers

Content that brings the right audiences together

World Health Expo content attracts the healthcare leaders, buyers, policymakers, investors and clinicians shaping the future of healthcare.

Through dedicated stages and specialist programmes, exhibitors gain additional opportunities to connect with highly engaged audiences beyond the exhibition floor.

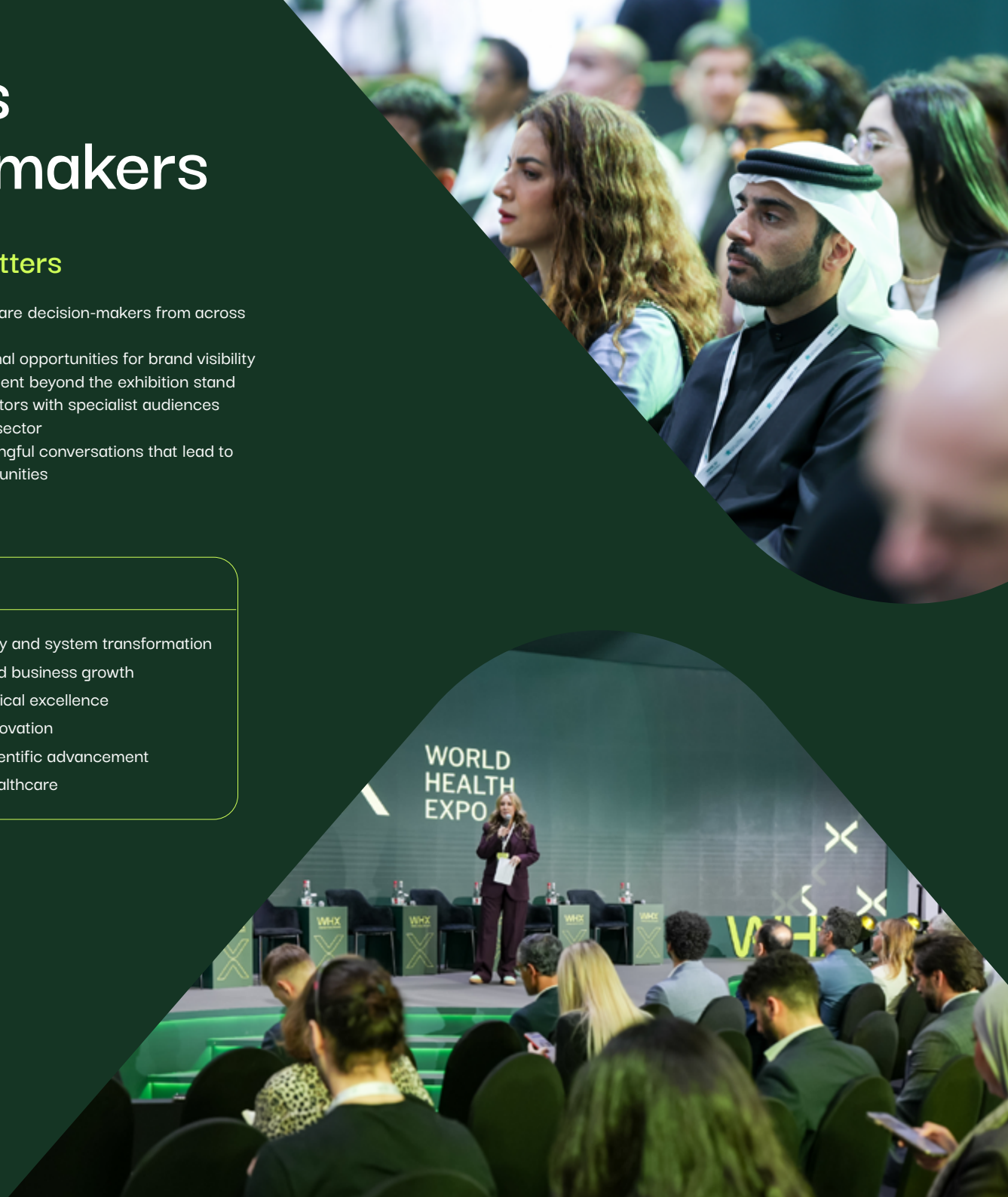
Why it matters

- Attracts healthcare decision-makers from across the ecosystem
- Creates additional opportunities for brand visibility
- Drives engagement beyond the exhibition stand
- Connects exhibitors with specialist audiences aligned to their sector
- Supports meaningful conversations that lead to business opportunities

Stage	Focus
➤ Visionary Stage	Healthcare leadership, investment, policy and system transformation
➤ Access Stage	Procurement, sourcing, partnerships and business growth
➤ Impact Stage	Patient outcomes, care delivery and clinical excellence
➤ Radiology Stage	Medical imaging, diagnostics and AI innovation
➤ Biotech & Life Sciences Stage	Biotechnology, pharmaceuticals and scientific advancement
➤ Healthspan Stage	Longevity, wellness and preventative healthcare

The conversations shaping healthcare happen here.

➤ [Book a stand](#)



Laboratory Medicine & Diagnostics

Where laboratory medicine and diagnostics advance healthcare

The Laboratory Medicine & Diagnostics sector brings together the full laboratory ecosystem, from diagnostics and pathology to automation and innovation.

It connects laboratory leaders, scientists, clinicians and healthcare decision makers through specialist content and CME accredited education.

Audience Highlights

- > Heads of Laboratories
- > Laboratory Managers
- > Pathologists
- > Laboratory Scientists
- > Laboratory Technologists
- > Laboratory Technicians
- > Clinicians
- > Hospital Group CEOs
- > Health Authority Leaders
- > Ministers of Health
- > Healthcare Policymakers

8 CME accredited conference tracks driving laboratory innovation, diagnostics excellence and better patient outcomes.

Connect with the laboratory and
diagnostics community.

> Book a stand

WHX
WORLD HEALTH EXPO



8 CME Accredited Conference Tracks

Location at DWTC	Day 1 - 25 JAN 2027	Day 2 - 26 JAN 2027	Day 3 - 27 JAN 2027	Day 4 - 28 JAN 2027
AI Multaqua stage	Laboratory Management Laboratory Systems Performance: > Workforce, Operations, Governance and Clinical Value	Clinical Chemistry > Biomarker Science, Analytical > Performance and Clinical Interpretation	Molecular Diagnostics & Genomics > Multi-Omics Testing, Variant > Interpretation and Clinical Actionability	
Trade Centre Arena	Haematology > Molecular Haematology, Haemostasis and Clinical Correlation	Haematology > AMR Surveillance, Susceptibility Testing and Antimicrobial Stewardship	Blood Transfusion Medicine & Cell Therapy > Immunohematology, Hemovigilance and Cellular Therapy Practice	Laboratory Quality > Risk-Based Quality Management, External Quality Assessment and Data Integrity in Laboratory Medicine
AI Ain Rooms - J & K			Histopathology > Molecular Biomarkers, Immunohistochemistry and Diagnostic Pitfalls in Pathology	

Secure your position for 2027.

> Book a stand

World Healthcare Week 2027

WHX WORLD HEALTH EXPO

Dubai • 25-28 January

Where the world of healthcare meets. The world's largest healthcare event.

WHX Tech

Dubai • 27-29 January

Where innovation comes to life. Connecting digital health innovators, technology providers, investors and healthcare leaders.

WHX Leaders

Dubai • 28 January

Where the world's health leaders convene. An exclusive gathering of ministers, policymakers, investors and healthcare executives shaping the future direction of healthcare systems.

At the start of every year, Dubai becomes the centre of global healthcare.

> Book a stand

One city.
One week.
The entire healthcare ecosystem.

World Health Expo sits at the heart of World Healthcare Week, bringing together trade, technology, leadership and innovation across one connected week.



Business outcomes that matter

This is where healthcare business gets done

World Health Expo is designed to create meaningful commercial opportunities.

Every year, exhibitors use the event to launch products, enter new markets, strengthen partnerships and generate new business.

The scale of the event creates opportunities that are difficult to replicate anywhere else.

Whether your objective is lead generation, distributor recruitment, market expansion or brand visibility, World Health Expo provides the platform to achieve it.

This is where conversations become partnerships and partnerships become business.

Healthcare business begins here.

[➤ Book a stand](#)

2026 results

\$3.2 billion

Value of business generated

144,987

Leads captured via badge scans

20,090

Connections Programme participants

350,000+

Personalised matches generated

14,972

Confirmed meetings scheduled

103,000+

Connections made through the WHX Events App



Why exhibitors return year after year

Trusted by healthcare businesses around the world

World Health Expo brings together healthcare companies from across the global healthcare ecosystem, creating opportunities to connect, collaborate and grow.

Thousands of healthcare businesses choose World Health Expo because it delivers **access to the people, markets and opportunities** that matter most.

Join the companies growing their business through World Health Expo.

[➤ Book a stand](#)

Here is what exhibitors had to say about their experience:

“

It became an important global event, a perfect place to meet current and potential business partners.”

MESI d.o.o.

“

A very good opportunity to get all your pre-existing clients and a vast opportunity to connect with new ones.”

Al Khayyat Investments

“

Great for new partnerships and organising meetings with global partners.”

Clarius Mobile Health.



Stand options

A participation package for every business

➤ **Space Only**

Create a fully bespoke exhibition experience designed around your brand, products and business goals.

➤ **Shell Scheme**

A ready to exhibit solution providing a professional and cost effective presence with minimal setup requirements.

➤ **Premium Sustainable Stand**

A professionally designed turnkey solution combining convenience, visibility and sustainability.

➤ **Country Pavilions**

Bring together national healthcare industries, exporters and trade organisations within dedicated country representations.

Represent your nation alongside leading healthcare exporters through a **dedicated country pavilion** presence.

Our team will work with you to identify the most suitable option for your business.

Create the right presence for your business.

➤ [Book a stand](#)



Secure your position for 2027

The world's healthcare industry will be in Dubai. Will you?

Every year, healthcare professionals from around the world travel to Dubai to source products, meet suppliers, strengthen partnerships and make purchasing decisions.

For four days, the global healthcare industry comes together in one place.

The question is not whether your customers, prospects and competitors will be there. The question is whether your business will be part of the conversation.

235,000+

professional visits

90,000+

unique attendees

4,200+

exhibitors

195+

countries represented

Secure your position today.

[> Book a stand](#)



Book your stand at World Health Expo 2027

Where the world of healthcare meets

25 to 28 January 2027

Dubai Exhibition Centre, Expo City & Dubai World Trade Centre

Position your business at the centre of the world's largest healthcare event and connect with the people driving healthcare forward.

Join healthcare buyers, distributors, procurement teams, hospital leaders, clinicians, government stakeholders and decision-makers from around the world.

One city.
One week.
The entire healthcare ecosystem.

Secure your position for 2027.

[➤ Book a stand](#)



World Healthcare Week 2027

WHX WORLD
HEALTH
EXPO
Dubai · 25-28 January

WHX Leaders
Dubai · 28 January

WHX Tech
Dubai · 27-29 January

Speak to our team

Ross Williams
Commercial Director

Fotoulla Michael
Head of Sales

Susan Verbeken
Head of Sales, Laboratory & Diagnostics

Shane Fleming
Sales Partner Director | Country Pavilions

[➤ Book a stand](#)

By:  **informa**

