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# WHX Dubai

Formerly Arab Health

## Event brochure

Where the world of healthcare meets

Under the patronage of:

UNITED ARAB EMIRATES  
MINISTRY OF HEALTH & PREVENTION



الإمارات العربية المتحدة  
وزارة الصحة ووقاية المجتمع

9-12 February 2026

Dubai Exhibition Centre (DEC)



# A Legacy of Healthcare Excellence

WHX Dubai (formerly Arab Health) is bringing the world's largest healthcare event to Dubai from 9-12 February. Co-timed with WHX Labs Dubai (10-13 February), we'll welcome over 270,000+ attendees across two world-class venues in the heart of Dubai.


With a new name, expanded product sectors, new conferences, more exhibition and networking space, new dates and enhanced experiences to be announced soon, WHX Dubai looks forward to welcoming you to the Dubai Exhibition Centre (DEC). This isn't just a venue change, but a powerful symbol of innovation, and global reach.


WHX Dubai is where the world of healthcare meets to invest, innovate and collaborate.





# 2026 expected numbers

 **235,000+**  
attendees

 **4,300+**  
exhibitors

 **180+**  
countries represented

“As a long-time exhibitor, the rebrand to WHX Dubai has been a fantastic and energising evolution. The new name and modern feel have injected a fresh buzz into the event, attracting a strong flow of engaged visitors. The seamless transition and elevated brand identity have positively reflected on our own presence, and we're thrilled with the renewed focus on innovation.

Charbel Makhoul  
HIT Director Russia, Turkey,  
Middle East & Africa  
Canon Medical Informatics





# The world of healthcare has a new home

The Dubai Exhibition Centre (DEC) at Expo City Dubai isn't just a venue – it's a testament to Dubai's vision for the future.

With its expansive exhibition space, sustainable design, and state-of-the-art facilities, DEC sets the stage for WHX Dubai's next chapter. This world-class venue will transform the healthcare exhibition experience, offering unparalleled opportunities for networking, innovation, and collaboration.

Its strategic location, advanced infrastructure, and exceptional capacity make it the ideal platform for bringing together the global healthcare community.



# Why exhibit at WHX Dubai 2026?

WHX Dubai 2026 represents the next evolution of the region's most influential healthcare event. As we step into a new era with a bold identity and a state-of-the-art venue, we invite you to be part of this transformation.

## > A New Era. A New Name.

The transformation from Arab Health to WHX Dubai (World Health Expo) marks more than a name change — it signals a dynamic shift in what it means to exhibit in the healthcare industry. WHX Dubai captures the scale, diversity, and energy of the global healthcare landscape — positioning your brand at the heart of where tomorrow's breakthroughs are forged.

## > New Home: Dubai Exhibition Centre (DEC), Expo City

WHX Dubai 2026 moves to the purpose-built Dubai Exhibition Centre, located in Expo City — a smart, sustainable innovation district. This relocation unlocks a suite of benefits for exhibitors:

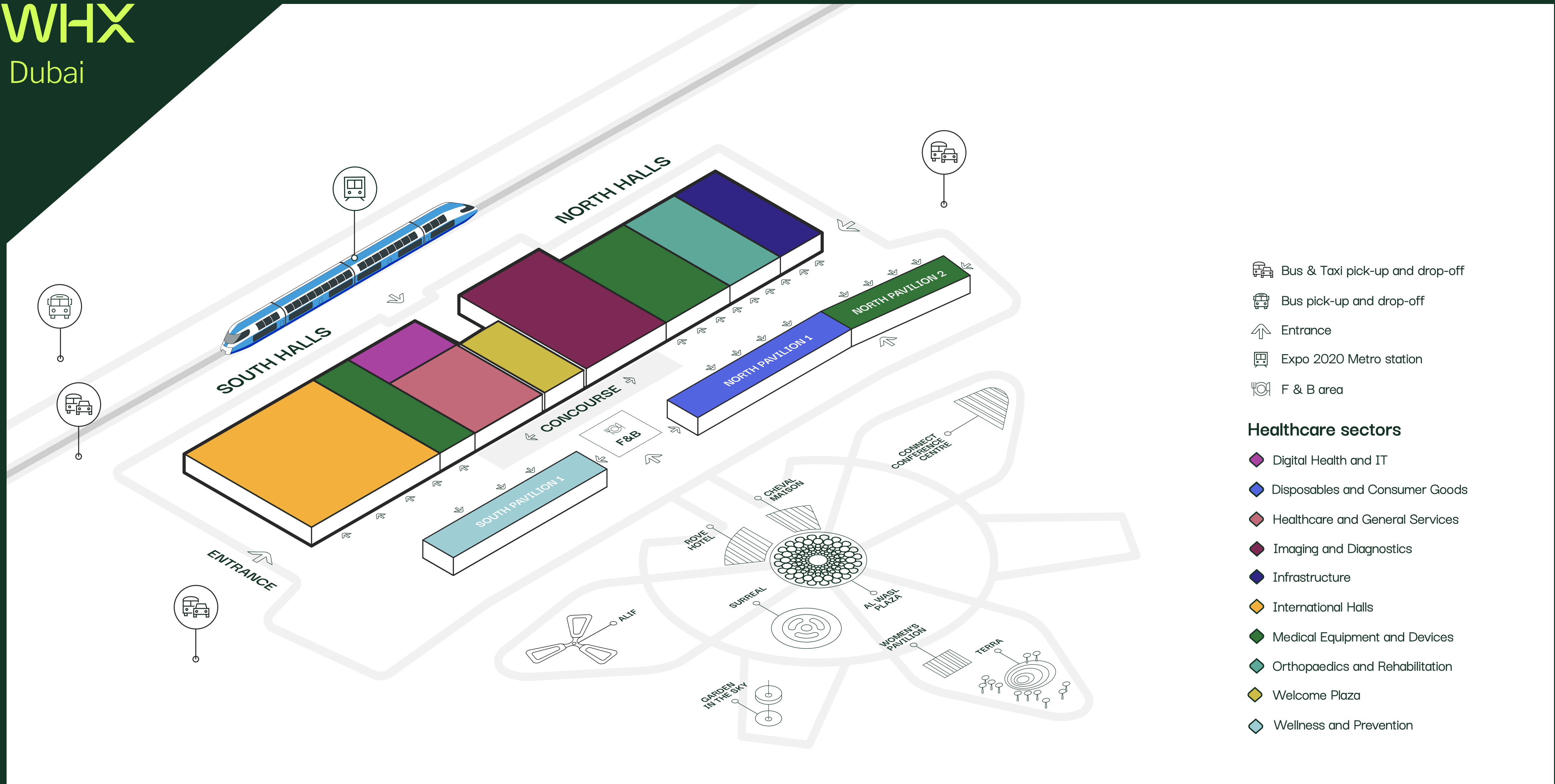
- **Effortless access:** Just 15 minutes from Al Maktoum International Airport, with direct Metro Line service, only 40 minutes from Central Dubai, and a short drive to many popular Dubai attractions and accommodation options.
- **Built for scale:** Expanded hall capacity and modern infrastructure allow for custom stand builds and immersive tech showcases.
- **Sustainability:** DEC is designed with sustainability at its core, supporting environmentally responsible exhibiting.
- **Connected innovation:** Located in the heart of Expo City, surrounded by next-gen tech companies, R&D hubs, and healthcare startups.

## > Why Exhibit?

- **Unmatched global reach:** Meet thousands of qualified buyers, distributors, and policy influencers from over 150 countries at the biggest healthcare event in the world.
- **Meaningful interactions:** Enhanced networking zones, dedicated meeting spaces, curated matchmaking opportunities, and the improved WHX Event App will connect you directly with key decision makers for your business.
- **Maximum exposure:** Be seen by global media and investors. Your innovations take center stage at the world's biggest healthcare platform.
- **Measurable ROI:** Access detailed lead tracking, analytics, and engagement metrics to quantify the impact of your brand.

## > Exhibit now







# Elevating sustainability, quality and experience at WHX Dubai

At WHX Dubai 2026 we are reimagining what it means to exhibit. Our Better Stands Programme champions sustainability, safety, and smarter exhibiting through a shared commitment to reducing waste and creating more impactful, professional experiences for everyone.

Previously launched at Arab Health, the Better Stands Programme returns – stronger than ever – under the WHX banner and in our new home at Dubai Exhibition Centre (DEC), a venue aligned with our vision for a smarter, more sustainable future in healthcare.

## Why Better Stands?

The traditional method of single-use stand builds creates significant waste, increases build time, and often results in inconsistent brand presence. Better Stands offers a solution – encouraging and supporting exhibitors to switch from disposable builds to reusable, modular, or system-based designs.

### The Benefits of going better:

#### ➤ **Less Waste, More Impact**

Eliminate single-use construction materials. Help reduce the environmental footprint of the show while aligning your brand with a global sustainability mandate.

#### ➤ **Smarter Construction**

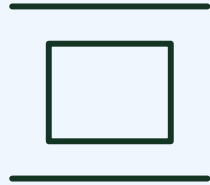
Save time and cost with modular designs that are quicker to install, dismantle, and reuse – without compromising creativity or presence.

#### ➤ **Brand Leadership**

Showcase your sustainability credentials to a global audience. Better Stands exhibitors will be featured in special communications and on-site recognition throughout the venue.



# What the stands look like:



## Space stand only

The Space Only package offers exhibitors a blank canvas to create a fully customised stand design that aligns with their brand vision. Ideal for experienced exhibitors or those working with their own contractors, it includes floor space only — without walls, carpet, lighting, or electrics.

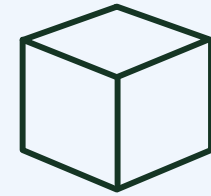
This option allows maximum creative freedom while adhering to organiser guidelines and safety regulations



## Startup pods

Showcase your innovation with our sleek and functional Start-Up Pods, designed to give emerging businesses a strong presence. Each pod includes a lockable counter, dual-sided branding opportunities, integrated TV screens, and stylish bar stools — all in a compact, modern setup.

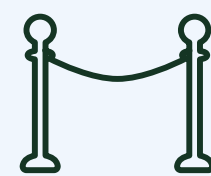
With impactful visibility and practical features, it's the perfect launchpad for startups ready to stand out.



## Shell scheme stand

Our Shell Scheme Stands offer a ready-to-use, professional setup featuring white vinyl panels, grey carpet, essential lighting, and fascia nameboard. Built by our official contractor GES, these stands provide a clean and reliable structure with options to customise graphics, order additional fittings, and ensure compliance with display regulations.

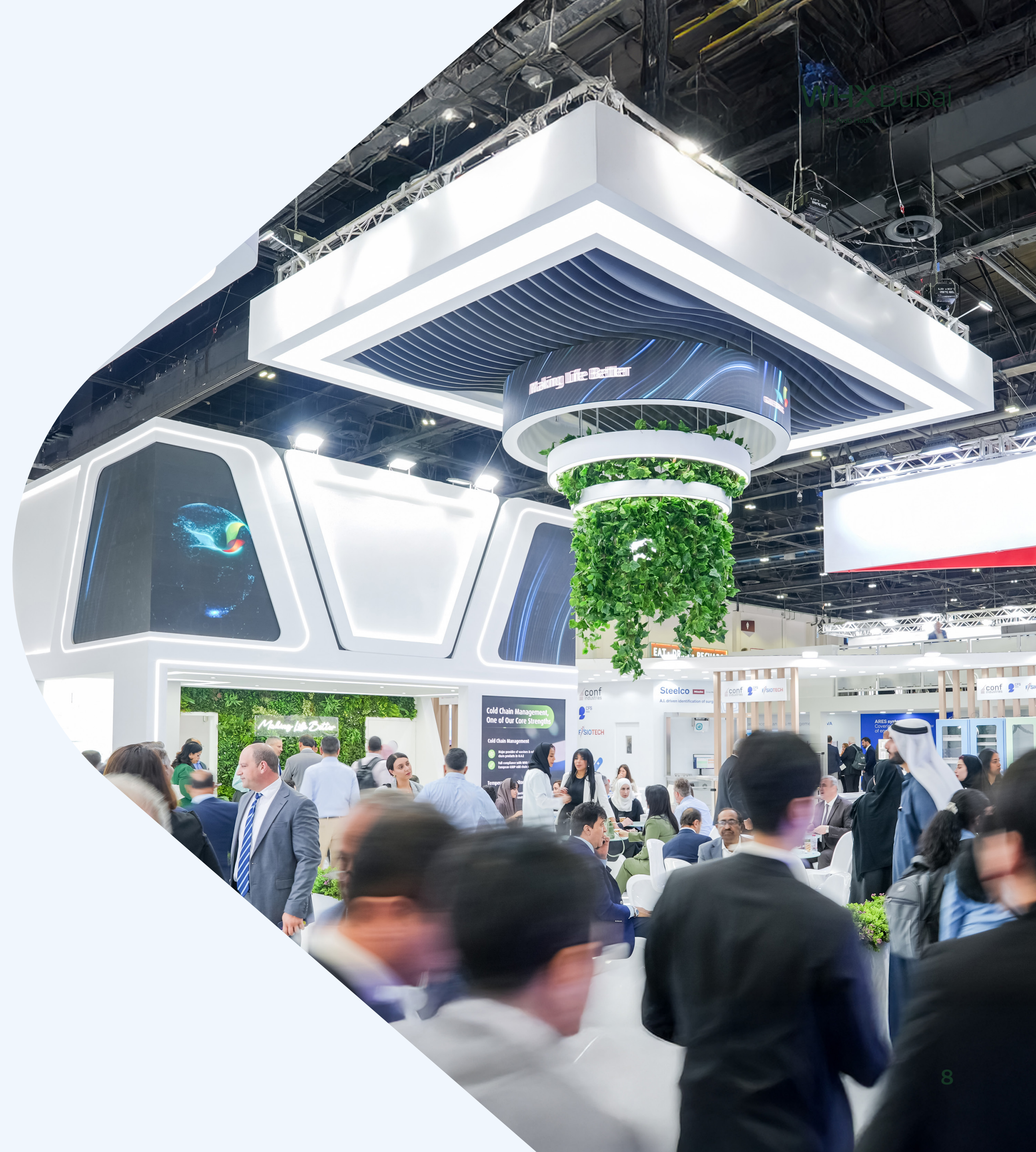
Ideal for exhibitors seeking a functional and cost-effective solution, each stand is managed with full on-site technical support.



## Premium sustainable stand

Experience sustainability in style with our Premium Sustainability Stand — a turnkey, eco-friendly solution built for maximum impact. Each stand features reusable materials, vibrant fabric graphics, and essential furnishings tailored to your space.

Designed for efficiency and visual appeal, it's the smart choice for future-focused exhibitors.





# Top exhibitors

WHX Dubai  
Formerly Arab Health

Exclusive healthcare leadership partner



National healthcare champion



Premium healthcare partner



Exclusive healthcare partner



Exclusive health services partner



Global health partner



Innovation partner



Exclusive AI partner



Strategic partners



Global partners



Official partners



Healthcare Transformation partner



Hayat - UAE National Organ Donation Programme Partner



Supporting bodies





# Elevate your brand through strategic partnerships

Make a significant impact and stand out through our strategic partnerships. Showcase your products and innovations to key audiences, lead industry discussions, and connect with professionals. Explore our diverse categories to amplify your brand with WHX Dubai.

- Online opportunities
- Digital marketing & social media
- WHX Insights
- On-site branding
- Education & networking
- NEW: WHXperience
- Partnership & recognition
- New: Xclusive networking venues

Contact us for more information



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to find out more



**M2**

Advancing Innovation  
in Health, for People  
and the Planet





# Immerse yourself in a world-class healthcare content experience

WHX Dubai brings a bold, global content experience with reimagined conferences and cutting-edge stages. Dive into the biggest challenges and innovations in healthcare—AI, digital health, policy, sustainability, and clinical excellence. Learn from global leaders and shape the future of healthcare.



**250+**

World Class Speakers



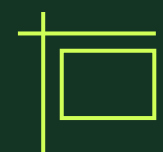
**6**

CME Conferences



**8**

New Hot-Trend Tracks



**3**

New Stages



**4**

New Certified Bootcamps



# Conference schedule

Location	Mon 9 Feb	Tue 10 Feb	Wed 11 Feb	Thu 12 Feb
Dubai Exhibition Centre	Clinical Excellence & Surgical Innovation: <b>General Surgery (CME)</b>	Clinical Excellence & Surgical Innovation: <b>General Surgery (CME)</b>	Clinical Excellence & Surgical Innovation: <b>Obstetrics &amp; Gynaecology (CME)</b>	Clinical Excellence & Surgical Innovation: <b>Urology (CME)</b>
	Total Radiology (CME)			
Connect Conference Centre	Public Health (CME)		Quality Management & Patient Safety (CME)	
Connect Conference Centre 1	Bootcamp	Bootcamp	Bootcamp	Bootcamp
Future X Stage	> Keynotes > Xcelerate Start-Up Competition > Product Showcases			
Frontiers Stage	Biotech & Lifesciences	Women's Health 360	Oncology Forum	Wellness & Longevity
Visionary Stage	> Healthcare Investment Forum > AI & Digital Health		> Healthcare Leadership > EmpowHER > Women in Healthcare	Healthcare ESG

\*CME: Continuing Medical Education Accredited

> Conference enquiry

> Apply for a speaker



# CME conferences

## > Clinical Excellence & Surgical Innovation

Skills, strategy & innovation

A global platform highlighting surgical advancements across key disciplines. Tailored for senior healthcare professionals, it delivers essential insights on innovation, best practices, and collaboration—helping attendees improve outcomes and advance global surgical standards.

- **Day 1** : General Surgery
- **Day 2** : General Surgery
- **Day 3** : Obstetrics & Gynaecology
- **Day 4** : Urology

## > Total Radiology

Advancing imaging - empowering practice.

A premier gathering of Radiologists, Radiographers, innovators, and industry leaders exploring advances in medical imaging, AI, and precision diagnostics. This collaborative platform enables businesses to showcase innovative solutions while providing Radiologists with essential knowledge to improve patient care.

## > Public Health

Resilient health for a changing world

A premier forum uniting top health administrators, policymakers, and experts to foster collaboration and innovation. This platform facilitates exchange of groundbreaking ideas and research while addressing critical health challenges—ultimately building a more resilient, equitable global health future.

## > Quality Management & Patient Safety

Where systems meet humanity in the pursuit of zero harm

A high-impact knowledge hub, fostering collaboration among regulators, hospital executives, clinicians, technology providers, and accreditation bodies to drive safer, more efficient, and patient-centred healthcare systems.

## > Bootcamps\*

Intensive one-day bootcamps for healthcare leaders offering practical training on critical leadership challenges. Delivered by leading institutions, these focused sessions provide expert guidance with minimal time away from work. Fast, relevant, and built for impact.

- \* Limited to 50 participants.
- \* CME accreditation to be announced





# Introducing three new dynamic stages

> Future X Stage > Frontiers Stage > Visionary Stage

## Future X

Accelerating the healthcare revolution:  
Science, startups, and scale

The evolution of the Transformation Zone, reimagined as the premier stage for visionary C-suites, trailblazing start-ups, pioneering scientists, forward-thinking investors, and bold disruptors.

### The daily agenda will include

- > Keynotes
- > Xcelerate Start-up Competition
- > Product Showcases

## Frontiers Stage

Discover. Disrupt. Advance

Where groundbreaking discoveries converge to redefine healthcare's future. Experience medical science's cutting edge and witness innovations transforming patient care across critical domains.

- **Day 1** : Biotech & Lifesciences - Revolutionising treatment paradigms
- **Day 2** : Women's Health 360 - Reimagining comprehensive care
- **Day 3** : Oncology - Advancing the fight against cancer
- **Day 4** : Wellness & Longevity - Shaping healthier, longer lives

One day. Multiple perspectives.  
Limitless impact.

## Visionary Stage

The definitive platform where healthcare leaders drive industry transformation. Addressing critical challenges and opportunities, it provides strategic insights, bold ideas, and actionable dialogue—empowering decision-makers to lead with purpose, innovation, and resilience.

### Over 4 days, sessions will cover:

- > Healthcare Investment Forum
- > AI & Digital Health
- > Healthcare Leadership Excellence
- > EmpowHER: Women in Healthcare
- > Healthcare ESG



WHX Dubai

Formerly Arab Health

2025 Impact report

Where the world of healthcare meets

Sponsored by:

PURSHALTH<sup>+</sup>

▼  
**Click here**  
to download the Impact report



# Get involved

Contact our dedicated team today to discover how we can help you achieve your vision.



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By:  
 **informa**