



Join the UK Government at Arab Health 2024

29 January – 1 February 2024, Dubai

The UK Government is delighted to be attending Arab Health 2024 and we invite you to meet with us.

We will be promoting the best of British innovations at the show in a number of our programmes and working with our British Embassy teams to link to key stakeholders from across the Middle East region. Join us for networking opportunities to meet with stakeholders from across the MEAP region.

This year we have three stands in Hall 2 and Hall 6 and we would be delighted to meet you on our stands.

NEW FOR THIS YEAR 8 – 15 December 2023

- Pre-show online meetings from our market experts about the opportunities in each market and market briefings sessions

Register for the DBT Swapcard platform today

- **Book Online 1-1 Commercial Officer** meetings from MENA, LATAC, China and India regions – from 8 December to find out which markets best suit your products
- **Online Market Briefings:** Discover information on the challenges of doing business in MENA markets and how to overcome them
- Book meetings at Arab Health with Commercial Officers from countries across the MENA, LATAC, China and India regions
- Register for our seminars

Please do book meetings in advance and visit us on the UK Pavilion stand at the show.

We hope you can join us to explore new opportunities and collaborations, either at our healthcare seminars in the World Trade Club, at one of our business meetings, or networking events, or on our UK stands.

Event Details

Date: 29 January – 1 February 2024

Time: 10:00 - 18:00

Location: Dubai World Trade Centre

Stand: H2.G19: The UK Pavilion

H6.B70: Showcase

H2.D12: Export Collaborative

Register for Swapcard

Please fill in a simple form for free access to booking meetings and seminars.

For queries **E:** healthcare.uk@businessandtrade.gov.uk



UK Government

The UK's Department for Business and Trade (DBT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

We are an international economic department, responsible for:

- supporting and encouraging UK businesses to drive sustainable international growth
- ensuring the UK remains a leading destination for international investment
- opening markets, moulding the trade environment with new and existing partners which is free and fair
- using trade and investment to underpin the government's agenda for a Global Britain and its ambitions for prosperity, stability and security worldwide.

Please register for our UK Government seminars

We will be hosting seminars at the World Trade Club, alongside Arab Health. International healthcare providers and buyers will be invited to the sessions.

Digital Health: Next Generation Surgery

Date: Monday 29 January

Time: 14:00 – 15:00

Venue: World Trade Club, Level 33, Sheikh Rashid Tower – Dubai World Trade Center

Join this session where leading representatives from leading digital health companies discuss next generation surgery and demo new tools in this space. Discover the latest advances and tools being developed that will change and improve the delivery of surgery in the UK and worldwide.

Mental Health Open Forum

Date: Tuesday 30 January

Time: 11:00 – 12:30

Venue: World Trade Club, Level 33, Sheikh Rashid Tower – Dubai World Trade Center

An open forum discussion about how the approach to Mental Health in the UAE has changed over the last 15 years. Experts in this area will explore current gaps and how the UK can best provide collaborative support.

Innovations in Cardiovascular Prevention and Treatment

Date: Tuesday 30 January

Time: 13:30 – 14:45

Venue: World Trade Club, Level 33, Sheikh Rashid Tower – Dubai World Trade Center

This seminar will bring together leading experts in cardiovascular disease to highlight how the UK and UAE are addressing challenges of prevention and treatment through innovation. It will look at early prevention, affordability, accessibility and availability of care, and the role of digital health and AI, key priorities for cardiovascular care in the Middle East and how the UK can best support through NHS innovations.

HealthcareUK

A joint initiative between



UK Government

The UK's Department for Business and Trade (DBT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

We are an international economic department, responsible for:

- supporting and encouraging UK businesses to drive sustainable international growth
- ensuring the UK remains a leading destination for international investment
- opening markets, moulding the trade environment with new and existing partners which is free and fair
- using trade and investment to underpin the government's agenda for a Global Britain and its ambitions for prosperity, stability and security worldwide.