



Arab Health 2023

Invitation to Participate

30 January – 2 February 2023

Join the Austrade business program at Arab Health 2023 and connect with global healthcare companies seeking new technologies and expertise to match their business needs.

[Arab Health](#) is the largest event for healthcare and trade professionals in the Middle East and Africa (MEA) region. The exhibition attracts over 100,000 attendees and 4,000 exhibitors.

Promoting Australia's healthcare sector is a priority for the Australian Government. Australian healthcare service providers, medical device and pharma manufacturers, and digital health companies have the opportunity to raise their profile on an international platform, unlock new export markets, increase export sales, and build partnerships and connections.

THE AUDIENCE

This is a global event attended by health sector businesses from around the world, including hospital groups, health conglomerates, private medical clinics, pathology groups, and medical device manufacturers, and distributors. We expect all the major regional players from the growth markets in the GCC and Israel to be present at Arab Health, along with large multinationals from European and South Asian nations.

If you are an Australian health sector company interested in opportunities in the region, this is the best time to visit the market with Austrade support to meet potential customers and distributors and gather market intelligence.

Austrade Business Program

Austrade is providing a bespoke business matching program to prospective health sector clients to connect with targeted buyers and partners from the United Arab Emirates (UAE), and Saudi Arabia.

The program entails market and industry briefings, meetings, networking events, and site visits in the lead up to and during the Arab Health week.

In addition, the Australian Trade and Investment Commission (Austrade) will have a physical presence at Arab Health, alongside state governments – New South Wales, Queensland, and South Australia.

The Australia Lounge will provide our Austrade business program participants an opportunity to meet with existing partners, as well as new buyers and decision makers attending the show.

Important Information

Dates:

30 Jan – 2 Feb 2023

Venue:

Dubai World Trade Centre

Who should participate?

- Medtech companies
- Digital health providers
- Health services
- Pharmaceuticals
- Wellness products

Cost:

A\$2,500

Express your interest:

By 4 November 2022

How to Participate

Austrade is seeking **expressions of interest** from Australian exporters to actively participate in the Austrade Business Program (subject to capacity). As a participant, you will receive the following benefits: -

- A customized Business to Business (B2B) program to connect you with relevant in-market contacts and opportunities.
- Option to book meeting space at the Australia Lounge (subject to availability)
- One on one export advice and consultation with Austrade trade practitioners from UAE, KSA, Israel, and the African markets.
- Pre-event sector/market-specific briefing(s) on trends and opportunities, and how to effectively position your product/service offerings in the region with a focus on: UAE, KSA, Israel, and Africa.
- Company profile in the Austrade Arab Health 2023 directory.
- Networking opportunities at the Austrade business event.
- 2 site visits to healthcare facilities in Dubai and Abu Dhabi

COST OF PARTICIPATION

The cost to participate is **\$2,500**, which covers transportation to site visits, meeting space at the Australia Lounge and outsourced consultant cost for the B2B program.

Note: Participants will need to cover their own travel and accommodation costs, exhibition delegate registrations, and other in-market expenses.

Register your interest

Register your interest by **Friday, 4 November 2022**

The number of participants for the market visit program are limited. Please note that participation is not guaranteed until you receive confirmation from us by email on 11 November 2022.

Contact

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