

Global Health  
Exhibition



# Invest in Health

21<sup>st</sup> - 23<sup>rd</sup> October 2024

Riyadh Convention & Exhibition Center, Malham, Riyadh

Organized By **tahajuf**  
an informa  
company  
تطابق

Under  
the Patronage   
وزارة الصحة  
Ministry of Health

Supported By **VISION** رؤية  
**2030**  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

 Health Sector  
Transformation  
Program



# Letter from the Exhibition Director

Witness the future of healthcare unfold at the 2024 Global Health Exhibition, taking place from **October 22nd to 24th** at the Riyadh Convention Centre Malham.

Network with key decision-makers from hospitals, government agencies, and leading healthcare companies in Saudi Arabia's booming healthcare market. Unveil your latest innovations in our expanded **80,000 sqm** exhibition space, attracting **50% more attendees** than ever before.

Find the perfect fit for your organization! The exhibition covers every facet of the healthcare ecosystem, including Hospitals, Imaging/Radiology, Laboratory, Biotech, Medical Devices, Digital Tech, and dedicated areas for Startups.

**Join us and be a part of shaping the future of healthcare!**

Warmly,

**Sunita Khatri**

*Exhibition Director*



# Your Gateway to Saudi Arabia's Booming Healthcare Market

1. **Government Investment and Substantial Growth:** driving extensive development and modernization of the healthcare infrastructure.
2. **Vision 2030:** seeks economic diversification and citizen well-being through healthcare reform, innovation, and private sector growth.
3. **Rising Demand for Healthcare Services:** fueling the need for advanced medical and healthcare services, offering vast market potential for global companies.
4. **Technological Advancement:** focus on adopting cutting-edge technologies such as telemedicine, digital health solutions, and AI-driven healthcare tool.
5. **Strategic Geographic Location:** making Saudi Arabia a strategic hub for reaching other emerging markets in the region.

**60%**

Saudi Arabia contributes to the GCC's healthcare expenditure

**65%**

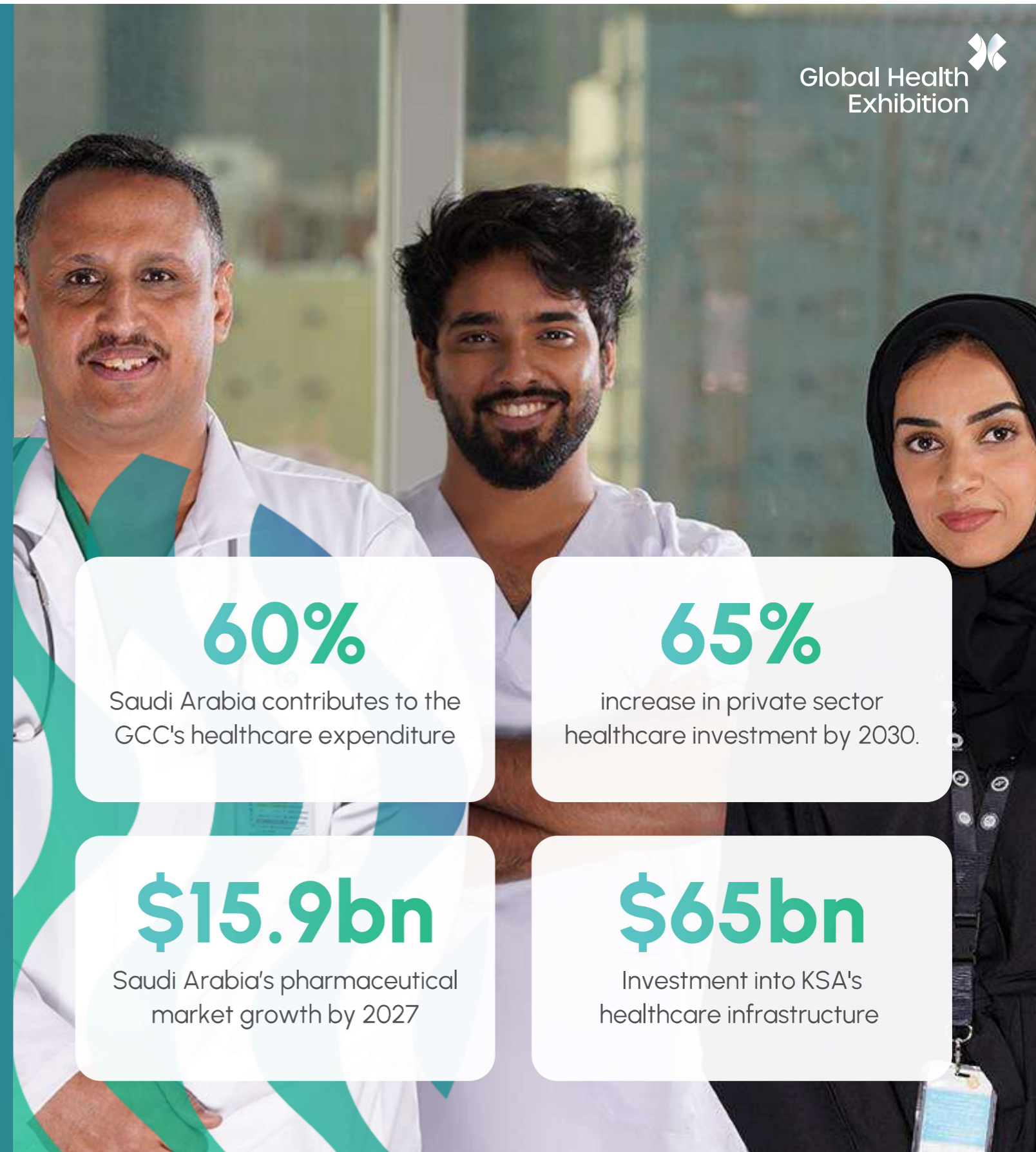
increase in private sector healthcare investment by 2030.

**\$15.9bn**

Saudi Arabia's pharmaceutical market growth by 2027


**\$65bn**

Investment into KSA's healthcare infrastructure



# Global Health 2023 Overview

## Digital Marketing International Reach

 **310+**  
Exhibitors

 **32**  
Exhibiting Countries

 **51K+**  
Attendance

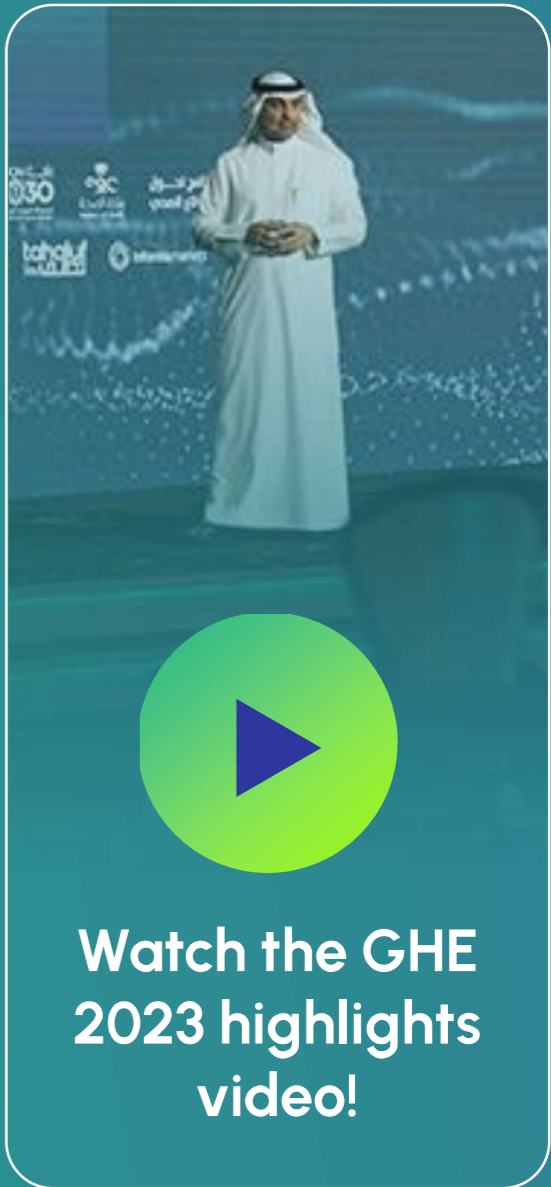
 **36K**  
SQM Space




  
**1.2m**  
Website Visits

**16m**  
Impressions on  
Social Media

**5.3m**  
Reach Through  
Social Media





Watch the GHE  
2023 highlights  
video!



				
<b>147</b>	<b>5</b>	<b>12</b>	<b>100</b>	<b>10K</b>
Attendance	Features	Tracks	CME Credits	Delegates

# Visitor Snapshot

87%

will attend Global  
Health Exhibition 2024



76%

rated Global Health  
Exhibition as an important  
platform to attend for  
their business



87%

rated the quality of  
exhibitors from Good  
to Excellent



"Had a wonderful time this week at Global Health Exhibition - ملتقى الصحة العالمي and was blown away by the cutting-edge innovations on display.

It was truly fascinating to see the latest technology in healthcare showcased in one place. But what caught my attention and made me proud the most was the medical monitoring devices manufactured completely here in Saudi Arabia by PREMi!"

**Reem Alshabanah**

Graduate Healthcare Professional

# Exhibitor Snapshot

**40%**

International Exhibitors

**60%**

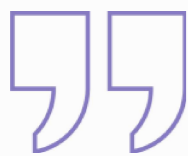
Local Exhibitors

**87%**

rated Global Health Exhibition as an important platform for their business

**75%**

rated Global Health Exhibition as an important platform for their business



We always believe that healthcare in Saudi has a huge potential especially on a dedicated show basis and we've seen Global Health Exhibition over the past 3-4 years grow year-on-year in terms of exhibitors and visitors.

**Eng. Michel Atallah, CEO**

Siemens Healthineers



# What to Expect at Global Health Exhibition 2024

The healthcare sector in Saudi Arabia is undergoing a substantial transformation, propelled by significant digital initiatives and a target for the private sector to contribute 50%, aligning with Vision 2030.

Global Health Exhibition serves as a gateway to this evolving market, offering a platform for international and local companies to connect, network, seek investment, acquire education and CME points, and stay updated on the latest market developments.

**80,000**

Gross SQM

**1,000**

Exhibiting Brands

**100+**

CME Hours

**12**

Tracks

**500**

Speakers

**5**

New Sector Pavilions



Government



Hospitals



Digital



Lab Zone



Medical Devices



Imaging & Radiology



BioTech



Start-Ups



Investment

# Healthcare Investor Program

Global Health Exhibition Investor Program serves as a gateway to expedite both local and foreign direct investment into KSA's healthcare ecosystem by facilitating key strategic partnerships and collaboration.

**01**

Access to Saudi Arabia's Healthcare market

**02**

Access to the most innovative start-ups/ scale-ups

**03**

Access to pre-qualified 1-2-1 meetings with key stakeholders

## Special Features



A high-powered panel of investors coming from international versions of Shark Tank and Dragons' Den.



3 days of exclusive bootcamps and workshops dedicated to strengthening start-ups and angel investing.



3-day investor program including roundtables, one-on-one meetings, gala dinners, panels, Q&As.

## GHE 2024 Investor Program

**1,000**

Investor Attendees

**60+**

Start-up Pitches

**40**

Sessions

**400+**

Meetings

**40**

Investor Speakers



# Conferences: A Gathering of World- Renowned Minds



**23,000**  
Delegates



**500**  
Speakers



**100**  
CME Hours

Global Health  
Exhibition

**1**

Future Health  
Horizons

**2**

Digital Health  
Frontiers

**3**

Health  
Ecosystems

**4**

Clinical Lab  
Practices and  
Diagnostic  
Imaging

**5**

Personalized  
Medicine

**6**

Nursing  
Excellence

**7**

Healthcare  
Intelligence

**8**

Health  
Information  
Management

**9**

Patient  
Centric World

**10**

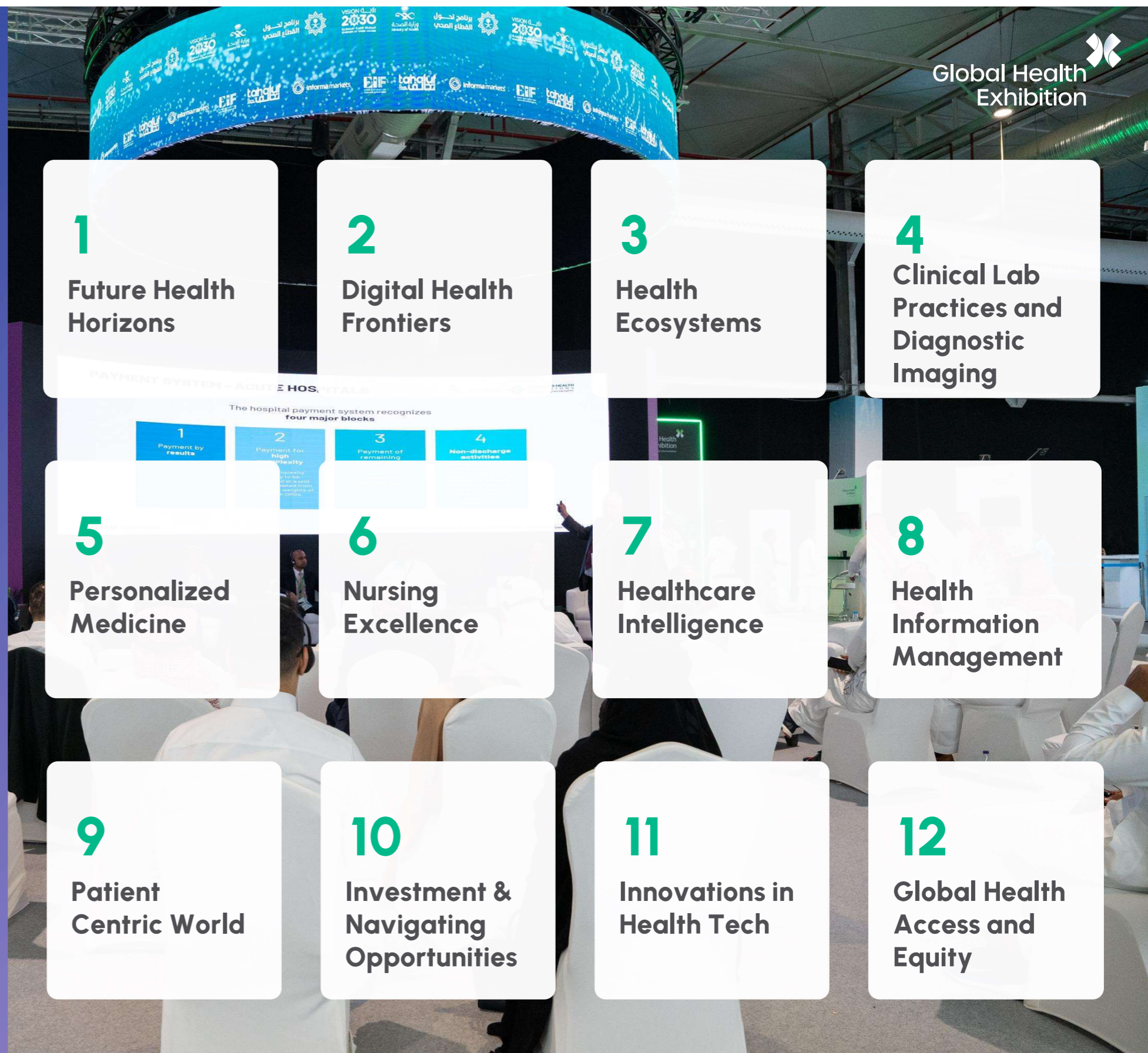
Investment &  
Navigating  
Opportunities

**11**

Innovations in  
Health Tech

**12**

Global Health  
Access and  
Equity



# Key Features



## Leaders Summit

Join visionaries, policymakers, government agencies, healthcare luminaries, scientists and futurists to fuel transformative discussions, paving the way for a healthier, more innovative future.



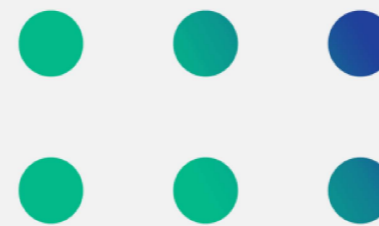
## Medical Excellence Forum

Gain expert insights into future trends, navigate the complexities of healthcare regulations, and master strategies for optimizing patient care and outcomes.



## Digital Health Forum

Enter the Digital Health forum to explore the transformative power of AI and analytics, health information management, aesthetics and mental wellbeing strategies.



## Investors Forum

Shining a light on the Kingdom's growing prominence as an attractive hub for healthcare investment, attendees will have the opportunity to explore the diverse array of investment prospects available within Saudi Arabia.



# Healthcare Reimagined: Exploring Cutting-Edge Technologies



## Virtual Hospital

The Virtual Hospital will use advanced VR technology to simulate patient scenarios, allowing medical professionals to practice and learn in a highly immersive environment.



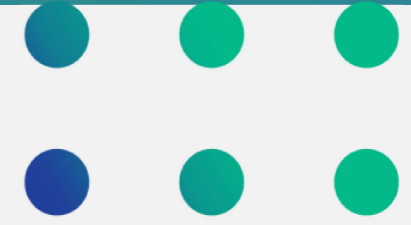
## Start-up Competition

Showcasing the most innovative healthcare startups from around the world. Entrepreneurs get to present their solutions to a panel of industry experts, investors, and healthcare leaders.



## Deals Hub

MOU signing area is shifting to an even better Deals Hub for governments and exhibitors, encouraging companies in advance to sign deals on-site at the show.



## Matchmaking Zones

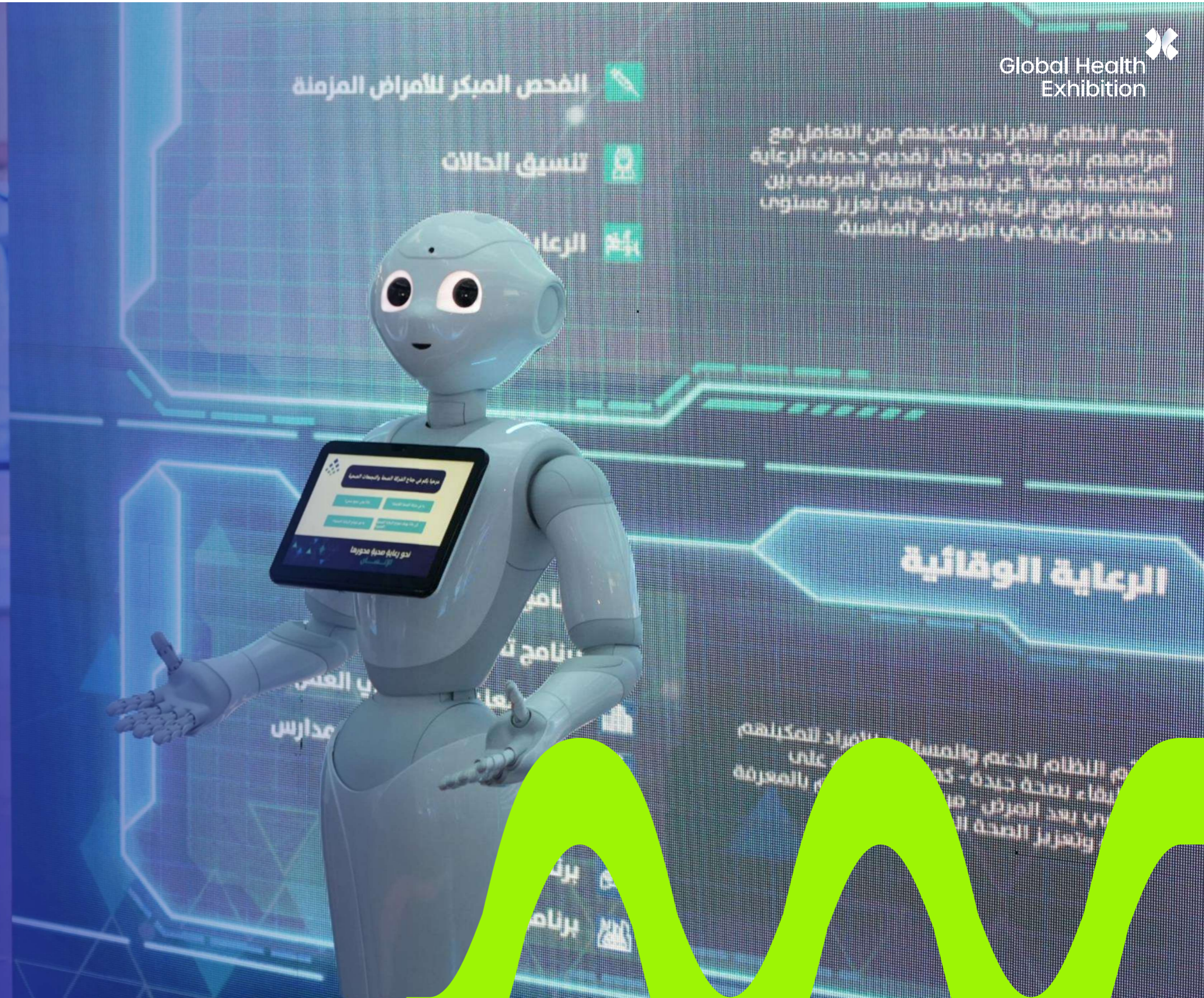
Fostering collaborations that shape the future of healthcare, the new matchmaking zone will provide an opportunity for exhibitors, investors and start-ups to network.



# Startup Competition

The competition invites entrepreneurs to present their groundbreaking solutions in areas such as medical technology, digital health, and biotechnology to a panel of industry experts, investors, and healthcare leaders.

Participants compete for recognition, funding opportunities, and partnerships that can propel their ventures to the next level. The competition not only highlights cutting-edge advancements in healthcare but also fosters networking and collaboration, driving forward the future of global health innovation.



# About the Venue

## Riyadh Convention & Exhibition Center, Malham

### GHE will move to Malham in 2024 to allow for expansion

As a result of overwhelming interest from companies eager to participate in Global Health 2024, we've made the decision to move to a new and bigger venue, Riyadh Convention Centre Malham.

### Ideal location for large-scale exhibitions: Malham is home to LEAP & Cityscape Global

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### Key Stats

**22,000 Car  
Parking Spaces**



**25+ Meeting  
Rooms**



**50,000 SQM**



**Private  
Conference  
Rooms**



**Dedicated  
VVIP Road**



# Stand Costs

## Space- only Stand

Package includes  
space only

**\$720/m<sup>2</sup>**

## Stand Build Packages

Package includes  
exhibitor's name  
board, 2 chairs, 1  
table, 1 waste bin,  
spotlights, electricity  
socket

**\$840/m<sup>2</sup>**

## Start-up Pod

Package includes  
exhibitor's name  
board, 2 chairs, 1  
table, 1 waste bin,  
spotlights, electricity  
socket

**\$1,500**

