

Global Health
Exhibition



2025 Show Report

27 - 30 October 2025

Riyadh Exhibition & Convention Center, Makkah, Saudi Arabia

Under The Patronage Of



Supported By



Health Sector
Transformation
Program

Organized By





Watching Healthcare Transformation in Action



[Watch Recap Video](#)

Global Health Exhibition

is region's definitive platform for impactful partnerships and policy-shaping dialogue. Bringing together global leaders, the show this year delivered tangible outcomes from joint ventures and investment deals to cross-border health agreements uniting decision-makers and innovators committed to advancing the future of healthcare.



2025 In Numbers

131,000
Attendance

↑ +54%
Increase in international attendance

2,200
Exhibiting
Brands

↑ +83%
Increase year
over year

46 Countries



\$35.5 Billion
Deals signed

607
Speakers
|
50%
International

20 Country
Pavilions



2025 Snapshots

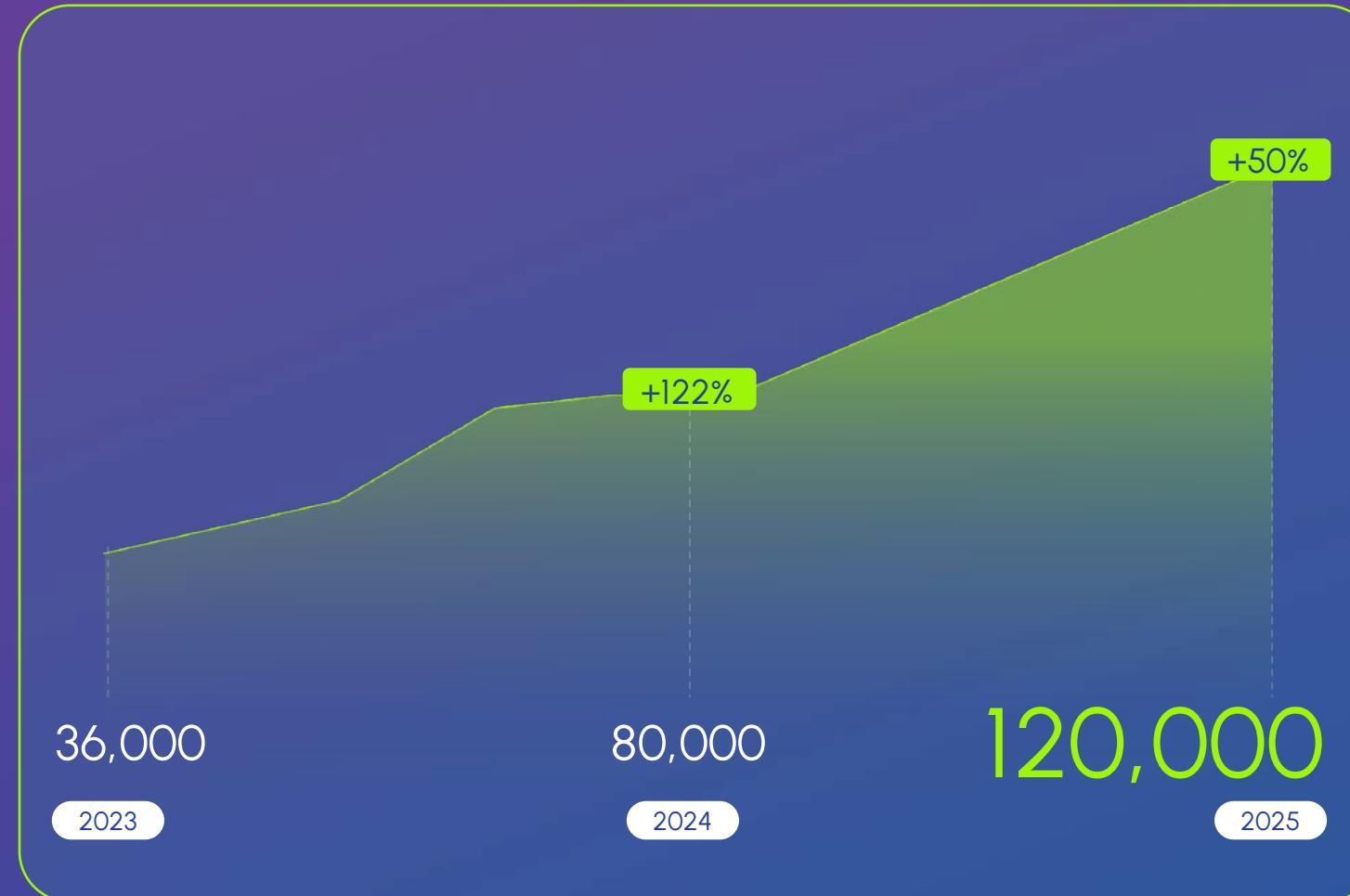


We continue our journey with Global Health Exhibition with new, high-impact initiatives that strengthen our vision and ambition. Together, we are building a healthcare ecosystem that empowers innovation and drives investment.

Fahd bin Abdurrahman Al-Jalajel
Minister of Health

Show Footprint

Representing a cumulative growth of **233% over two years**



Top 3 Fastest-Growing
International Exhibiting Countries
(vs 2024)



China

+59.13% YOY



USA

+76.45% YOY



Turkey

+339% YOY

Top Show sectors



- Government
- Hospitals & Healthcare General Services
- Medical Devices

A Global Healthcare Magnet

2,200

exhibiting brands

85%

of which are
international brands

Top Participating Countries



Germany



China



Italy



USA



Canada



Belgium



Austria



UK



Turkey



South Korea



Egypt



Pakistan



Spain



Portugal



Taiwan



Australia



Finland



Sweden



South Africa



The Global Health Exhibition is a critical platform for us because Saudi Arabia's healthcare ecosystem is advancing faster than ever before. Our presence here allowed us to connect with key stakeholders, policy makers, clinicians, and customers, understand emerging needs and showcase how diagnostic innovation can help accelerate the Kingdom's ambitions."

Vice President & General Manager
Muhieddine Makkouk
Danaher Diagnostics Platform,
Saudi Arabia

A Global Platform That Attracts New Leaders

53%

New Exhibitors

65%

Of New Exhibitors
Were Satisfied with
the Show

“

Global Health Exhibition 2025 is more than a platform; it is a catalyst for progress, collaboration, and innovation across the health ecosystem. At a time of rapid transformation, Global Health Exhibition provides a vital opportunity to engage with global best practices, forge new partnerships, and reinforce our shared commitment to delivering better health outcomes for all”

Ali Sheneamer

Chief Business Development Officer | Bupa Arabia

Some of the new Brands joining us this year



Showcasing Saudi Arabia's Fastest-Growing Investment Hub

\$35.5B

In strategic deals announced
across the show in the areas of

Life Sciences &
Med Tech

Hospital & Healthcare
Infrastructure

Venture Capital &
Strategic funds

Among the most notable signed agreements
and MOUs

\$8.4bn

Committed to hospital
and healthcare
infrastructure
development across
Saudi Arabia

\$3.24bn

Allocated to venture
capital and
strategic investment
funds

\$625m

Channelled into
the life sciences
sector



Strategic Investor Collaboration

\$30bn

Assets Under
Management

200+

Investors

31

Countries

679

Scheduled
investor meetings

100+

Investment Forum
Attendees

Top Countries



USA



UK



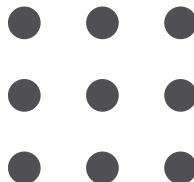
Germany



China



UAE



Top Investment Institutions Participating



Top 10 International VIP Investor Program Attendees



Dr Helmut Schuehsler
Chairman and CEP
TVM Capital Healthcare



Dr Sami Yusuf
Chair of Corporate
Development
Mayo Clinic



Jennifer Lum
Managing Partner
Biospring Partners



Loretta TIOIELA
Founder and Managing
Partner
Next Sequence



Christian Lautner
Co-Founder & Managing
Partner
Heal Capital



Dr Murali Venkatesan
Vice President and Head of
Danaher Ventures, Americas
and Europe
Danaher Ventures



Joshua Ford
Managing Director
Redesign Health (Sanabil
Investments)



Sunil Thakur
Partner
Quadria Capital



Rana Lonnen
General Partner
Science Capital Ventures



Omar Khalil
Managing Director
Santé Ventures

Delivering Measurable ROI & Commercial Success

Overall event score

45

Up from 39 in
2024

Net promoter score

+14 points

Compared to 2024

13.9K

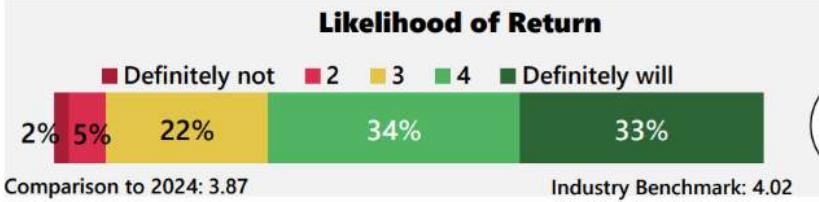
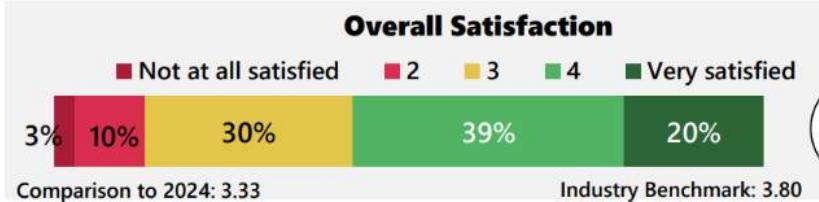
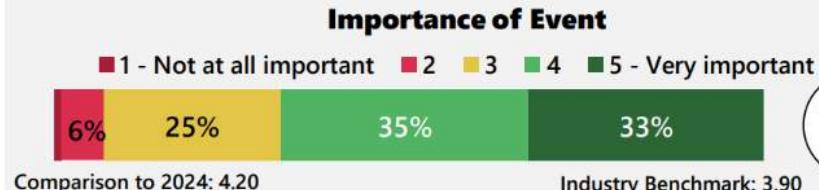
Scanned Leads at the event

\$910K

Expected business sales
on average in the next 12
month

40%

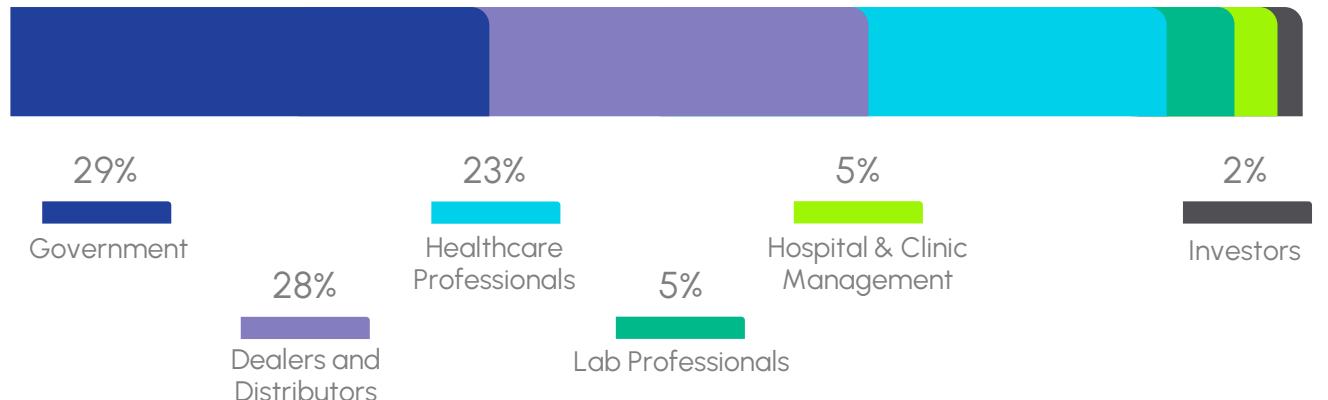
Rebooking rate



Attracting The Right Audience

131,000

Attendance Across The Four Days



24% decision makers
10% C-levels and executives



The Global Health Exhibition was more than just an event; it was a powerful glimpse into the future of healthcare. The exhibition successfully showcased cutting-edge innovations and pivotal strategies set to redefine patient care and public health globally."

Aashima Gupta
Global Director, Healthcare, Google Cloud

Top Attending Countries

YOY growth in primary & secondary countries

125

Countries

54%

increase in international
attendance

47%

increase in primary
countries attendance

40%

increase in secondary
countries attendance



“

The Global Health Exhibition provides an excellent opportunity to share innovative approaches and collaborate on solutions that will have a real impact on the urgent health challenges facing communities worldwide.”

Sir Jonathan Symonds
CBE
GSK

Why Global Health Exhibition Matters

In Their Words

Innovation at the Forefront

Cutting-edge healthcare technologies, AI solutions, and global advancements.

World-Class Learning Platform

High-value education through scientific sessions, workshops, and CME programs.

Net promoter score

+57

Up from 50 in 2024

56%

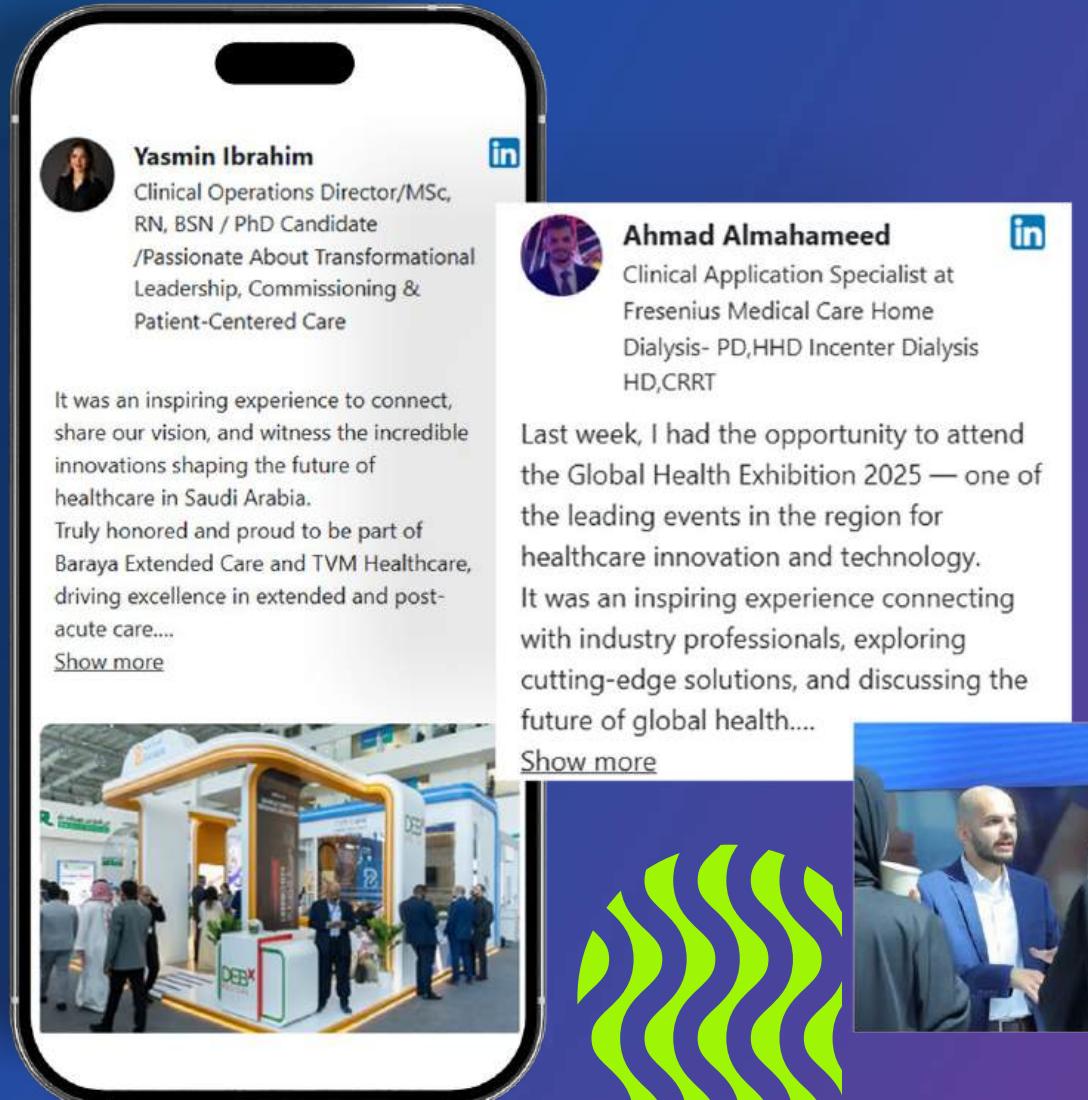
Are likely to come back next year

50%

Said event is important to them

Powerful Networking Hub

Direct access to key stakeholders, partnerships, and business opportunities all in one place.



4 Stages. CME-Accredited Insights. Niche Workshops

607

Speakers

52k

Attendance

150+

Sessions

129+

CME Hours

120+

Hours of Content

16

Tracks



Leaders Summits

Medical Excellence Forum

Investor X Venture Forum

Digital Health Forum

CME Accredited Workshops and Masterclasses

Healthcare's Brightest Minds Took Centre Stage

Health Care Leaders



**HRH Prince Khaled bin
Alwaleed bin Talal Al Saud**

President, Saudi Sports for All Federation (SFA),
Founder & CEO, KBW Ventures



**H. E Prof. Dr Khaled Abdel-Ghaffar, Deputy
Prime Minister for Human Development and
Minister of Health & Population**
Arab Republic of Egypt



HE Hosams Abu Meri, Minister for Health
Ministry of Health of the Republic of Latvia



Baroness Nicola Blackwood
Member of the House of Lords, Chair of
Genomics England, Former Minister of Health

Global CEOs



Sir Jonathan Symonds
Chair, GSK



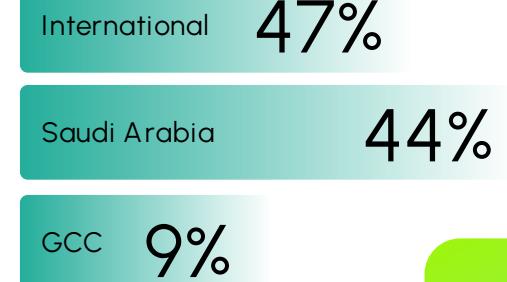
Toshio Takiguchi
Chief Executive Officer,
Canon Medical



Joseph Romanelli
President Human Health
International for Merck (MSD)



Frederic Oudea
Chairman of the Board of
Directors, Sanofi



NextGen Pitch Competition

Sponsored by:  **Persivia**

The NextGen Pitch Competition is the global stage for healthcare startups & scaleups. Aligned with Vision 2030, finalists pitch in dedicated tracks in AI, MedTech & Biotech innovation.

175

Entries
Received

35

Unique Countries
Applied

20

Semi - Finalists
Chosen by Judging
Committee

100K

SAR
Grand Prize

Community Partner:

 **Startupbootcamp**

 **PLUGANDPLAY**

Judges Include



Omar Khalil
Managing Director
Sante Ventures

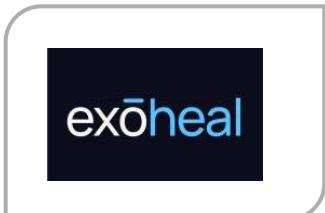
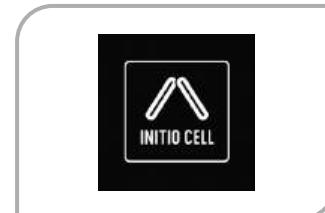
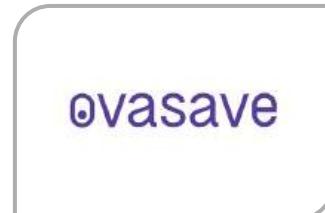
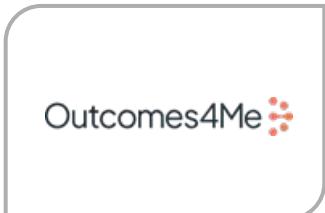


Jennifer Lum
Managing Partner
Biospring Partners



Ayah Hamdan
Director, Ventures & Head of Health
Plug and Play

Competition Finalists Include:



exoheal

WINNER

Live Well Youth Competition

Sponsored by:



Supported by the Ministry of Health's LiveWell initiative, the Live Well Youth Competition empowers young talents to create cutting-edge wellness technology. Join as a team of 1–6, pitch transformative solutions in digital health & wellness.

7 | 117+ | 600+ | SAR 20,000

Universities Submissions Participants Prize money

Supporting Universities:



The winners from King Abdulaziz University, representing the Faculty of Medicine.

VITRAC, A lifelong, multilingual health companion that connects daily habits such as sports, exercise, and travel with clinical follow-ups. Their innovative project secured the top spot in the LiveWell Youth Competition

Health Datathon

Data scientists, AI innovators, and health enthusiasts pitched real-world solutions that transformed health through data in the areas of reducing premature mortality and extending healthy lifespan through genomics and biotechnologies.

500+ Participants | 8 Winners | SAR400,000 Prize Money

Sponsored by:



In partnership with:



Experiences That Enhanced Engagement

Wellness Technology Spotlight emerged as the most enjoyed feature at the show, attracting **37% of visitors**, standing out as the top experiential highlight



Wellness Technology
Spotlight



Immersive Active
Arena



Fit & Flow
Basketball



Medical Escape Room
2.0



Health Memory
Museum



Art & Health

Top features rated
by our visitors

Wellness Technology Spotlight

37%

Health Memory Museum

29%

Live Well Youth Competition

28%

Immersive Active Arena

26%

Medical Escape Room

22%

Social Club Experience

19%

Fit & Flow Basketball

16%

Launching VIBE

Saudi Arabia's Newest Platform for Holistic Health, Longevity & Wellness Innovation

VIBE attracted prominent wellness and fitness exhibitors, including Technogym, Samsung, Fine Solutions, Biofit, Delta Fitness, Ultrahuman, Optimo, B_Fit and others, underscoring the event's growing relevance within the wellness ecosystem.

VIBE featured immersive experiences that linked wellness with technology and play.

Attendees engaged with the VIBE Social Club, which included a basketball shooting zone and interactive fitness activations designed to connect physical movement with mental wellbeing.

Another key highlight was the LiveWell Youth Competition, sponsored by Roche. Supported by seven Saudi universities, the competition attracted 117 team submissions and over 600 participants, demonstrating the creativity and innovation of the next generation in shaping the future of wellness.



Expanding And Amplifying Our Digital Reach

1.15 Billion

cumulative impressions across all platforms

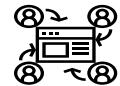
1B

PR Impressions



75 Million

Social media
impressions



65 Million

Digital impressions
Across Google and
programmatic marketing



1.8M

active users on
the website



1.3M

Outdoor
advertising reach

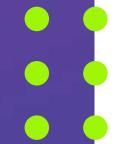


5.6M

Email campaigns
impressions



PR Exposure Across The Globe



10

Press releases
vs. 8 Press releases in 2024



3,189
Articles



94+
Earned media

Featured in:

sky news

FT

Forbes

الشرق
الأخبار
Bloomberg

Gulf Business

Bloomberg

CNBC
عربي

العربية
alarabiya

WAM
SPA

ARAB NEWS

الإخبارية

ALARABIYA
BUSINESS

CITY.A.M.

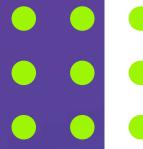
Inside Saudi

FAST COMPANY

Clippings



Download & engagement rate for event app



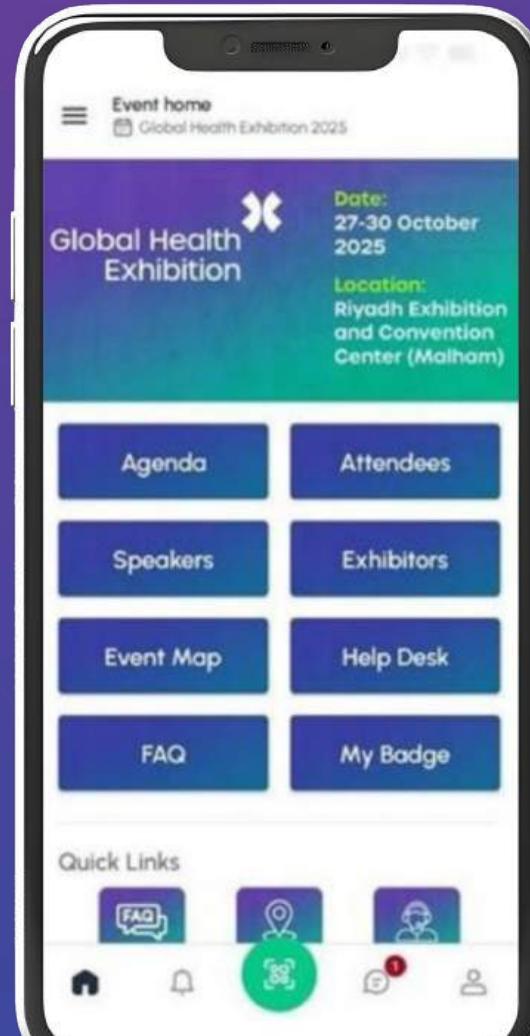
Total app downloads
(+106% YOY)

44K

Agenda page views
71K

Total contacts made
42K

Active users
55K



Engagement rate
26%

Exhibitor page views
36K

Event map views
65K



Global Health Exhibition 2026 at a Glance

The Global Health Exhibition brings together the full spectrum of healthcare innovation, driving collaboration and investment in Saudi Arabia's evolving health landscape and beyond.

Returning on 26-29 October 2026, it will feature VIBE, a co-located event powered by the Ministry of Health's Live Well initiative, dedicated to holistic health, longevity, and wellness innovation under Vision 2030.



Government



Disposables



Medical Devices



Lifesciences



Start-ups



Healthcare &
General Services



Wellness



Digital
Health



Imaging
& Radiology



Why Exhibit

1. Join leading global brands seizing the healthcare opportunity in Saudi Arabia
2. Access a rapidly expanding market
3. meet the right audience
4. Be in the place were business gets done



Key healthcare sectors that drove partnerships, investment, and innovation at GHE 2025.

Production of ultrasound imaging devices

Bringing world-class sports medicine to the Kingdom

support pharmaceutical manufacturing and R&D.

Establish new specialty healthcare centers

Build clinical research capabilities

Manufacture blood bags locally

Advanced hospitals and primary health clinics.

Saudi Arabia is set to become a

Top 20 global market within the next decade

It combines scale, government-backed transformation, investment momentum, and fast innovation adoption, creating the region's most dynamic and commercially attractive healthcare ecosystem.

US\$135 bn

The expected value of the Saudi healthcare sector by 2027. CAGR of 6.4% from 2024-2032

US\$116.7 bn

Expected total Healthcare expenditure by 2029

 **7.2%**

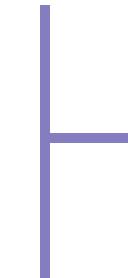
Annual growth rate*

*Sources: MOH.GOV.SA BMI Report



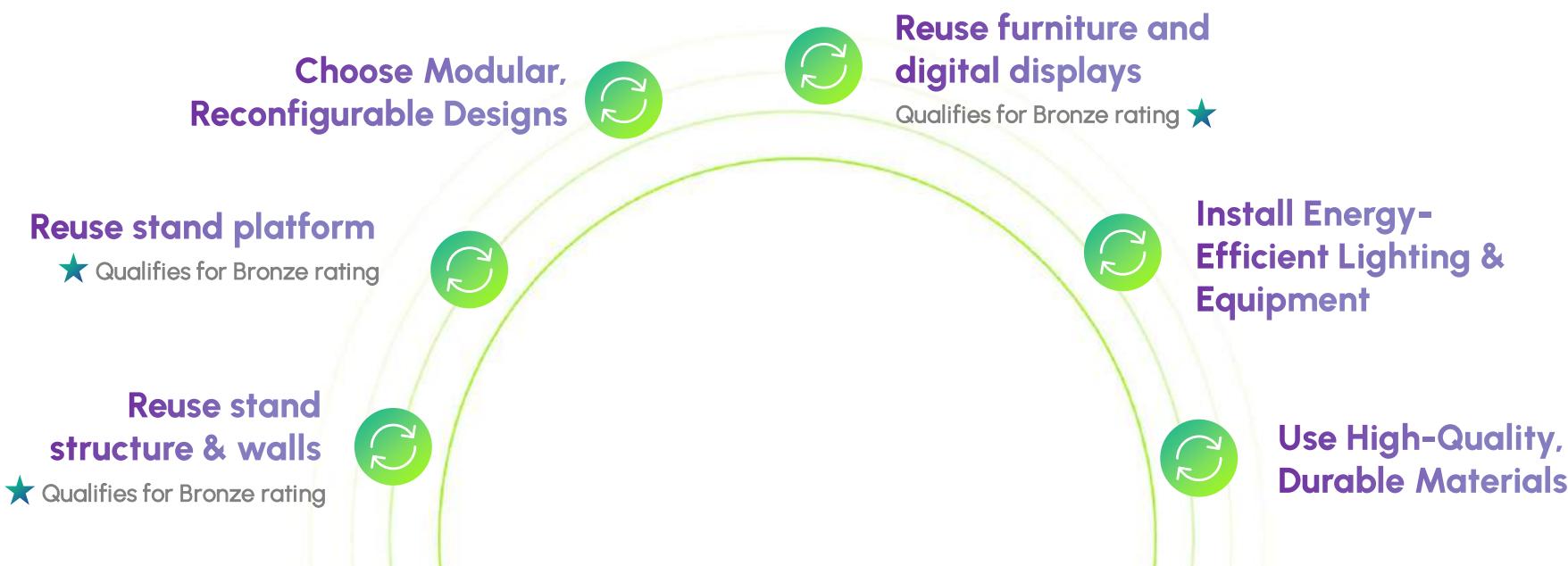
* Better Stands Program

Better quality.
Better safety.
Better time efficiency.
Better sustainability.



A Better exhibition experience.

Informa Better Stands, working together to move away from disposable stands.



Did you know?

Over
95%

of The Space-Only exhibition stands are disposable



Tahaluf is supporting the Better Stands Program, demonstrating a commitment to reducing disposable stands at our events. The goal is to empower all space-only exhibitors to achieve a Bronze stand rating this year.

Thank You To All Our 2025 Sponsors and Partners

NATIONAL HEALTH PARTNER



FOUNDATION PARTNERS



AIR MOBILITY STRATEGIC PARTNER (UAM)



HEALTH INNOVATION PARTNER



DIGITAL ENABLER



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Speaking Opportunities

conferences@globalhealthsaudi.com

Marketing & Media Opportunities

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