

Global Health Exhibition



Event Brochure

26 - 29 October 2026

Riyadh Exhibition & Convention Center, Malham, Saudi Arabia

Under The Patronage Of



Supported By



**Health Sector
Transformation
Program**

Organized By



2025 Snapshot



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 Snapshot

130,000
Attendance

+54%
Increase in international
attendance

2,200 Exhibiting
Brands

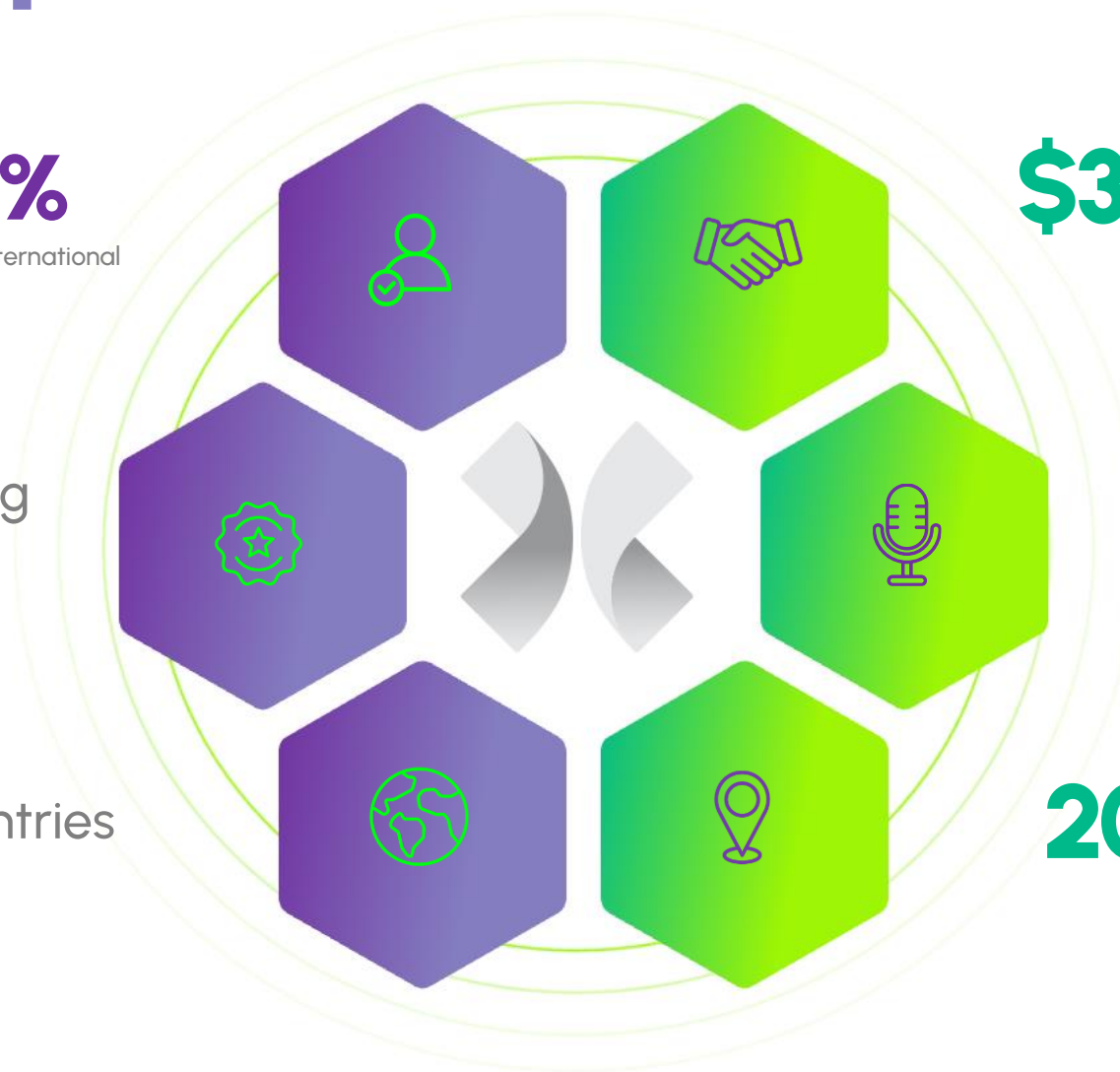
46 Countries

\$35.5 Billion
Deals signed

607
Speakers

50%
International

20 Country
Pavilions



2025 Conference

Where healthcare
leaders took centre stage

4

Stages

150+

Sessions

607

Speakers

16

Tracks

120+

Hours of Content

129+

CME Hours



2025 Conference Top Speakers

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



Why Exhibit

Join leading global brands seizing the healthcare opportunity in Saudi Arabia



Manufacturers
(Medical)



Dealers and
Distributors



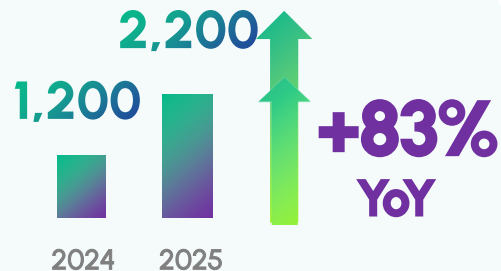
Hospitals



Government



Community Health
Services



Exhibiting Brands

84%

of exhibiting brands
in 2025 were
international
companies

Exhibitor NPS

+14

points

Compared to 2024



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."

Muhieddine Makkouk

Vice President & General
Manager Danaher Diagnostics
Platform, Saudi Arabia

Why Exhibit

Access a Rapidly Expanding Market

Saudi Arabia is set to become a

Top 20 global market within the next decade

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*



Why Exhibit

Meet the Right Audience

130,000
attendance  **+24%**
YoY

Government

29%

Dealers and
Distributors

28%

Healthcare
Professionals

23%

Laboratory
Professionals

5%

Hospital & Clinic
Management

5%

Investors

2%



63%

of attendee were
decision-makers



84%

of attendees said they
would return in 2026



57

Visitor NPS
(industry
benchmark 28.8)

Why Exhibit

Be in The Place Where
Business Gets Done

\$35.5bn

in healthcare deals and partnerships

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

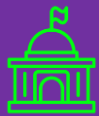
Channeled into the life sciences sector



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**



Exhibiting Opportunities

Hall 1 & 2

Space Only

US\$970
for stand 21sqm
and above

SAR 3,637.5
for stand 21sqm
and above

Notes: Raw Space,
does not include power
and rigging costs.

Hall 1A, 3, and 5

Space Only

US\$910
for stand 21sqm
and above

SAR 3,412.5
for stand 21sqm
and above

Notes: Raw Space,
does not include power
and rigging costs.

Second Level

US\$455
per sqm

SAR 1,706.25
per sqm

Notes: Raw Space,
does not include power
and rigging costs.



Online Showcase Packages

Designed to enhance your participation at the show by providing opportunities to promote your company profile, access the right connections and maximize lead generation.

Essential

USD 966

For stands
between 9-21 sqm

Promote your company,
find contacts, manage
your leads

Includes 3 users

Advanced

USD 1,205

For stands between
22-50 sqm

Enhance your profile
and maximize lead
generation.

Includes 7 users

Essential

USD 1,450

For stands 51+ sqm

Maximize lead
generation and brand
exposure online. Enjoy
the full suite of lead
management
capabilities with
unlimited lead
qualifying tools.

Includes 12 users

Prices are excluding 15% VAT.

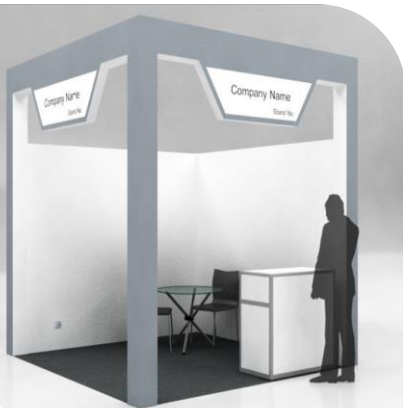
Exhibiting Opportunities

Show Ready Package

Package Includes: 9sqm-36sqm. Back and side wall, power socket, lights, carpet, 1 reception counter, 1 table, 2 chairs, waste bin

Hall 1 & 2 | **US\$1,110 per sqm**

Hall 1A, 3, 5 | **US\$1,020 per sqm**



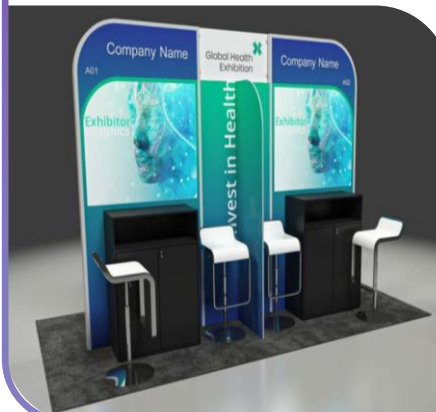
Example of a 12 sqm, 2 open sided Show Ready Booth

Start-up Pod

Package Includes: Carpet, graphics back wall, 2 stools, 1 lockable cupboard, 1 x power socket, 1 x LED light (Inclusive of admin fee)

US\$1,500 per pod

SAR 5,625 per pod



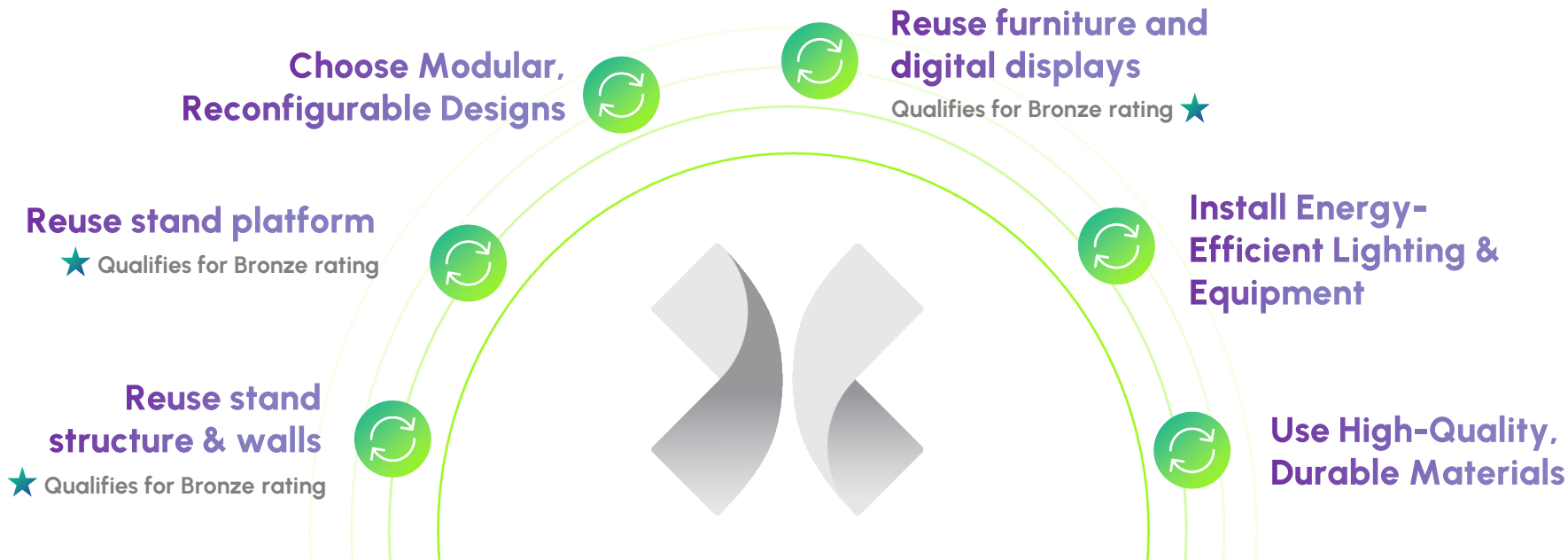
Example of 2 start up pods

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.

Interested? Get in Touch

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Sales, Sponsorship & Partnerships

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Speaking Opportunities

conferences@globalhealthsaudi.com

Marketing & Media Opportunities

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