



PRESS RELEASE

Middle East Health Market Leads the Way for UK Clinics

The Middle East has become a leading market for UK practitioners, say several British-based clinics who now regularly exhibit in the region with the Association of British Healthcare Industries (ABHI).

For Middle Eastern patients, the UK is an optimum destination for the latest cutting-edge technologies and clinical expertise.

Many chose to travel to London's prestigious Harley Street Medical Area, a collective of hospitals, clinics and specialists who deliver outstanding patient care through pioneering treatments and cutting-edge technologies; and Birmingham's Edgbaston Medical Quarter, a leading medical and healthcare destination. Located within the heart of the UK and just one mile from Birmingham city centre, Edgbaston Medical Quarter is the 'go-to' destination for more cost-effective treatments and rapid clinical trials.

Both Harley Street Medical Area and Edgbaston Medical Quarter will be returning to Arab Health 2018 to showcase their skill as part of the ABHI UK Pavilion.

Speaking on behalf of the Harley Street Medical Area, Simon Baynham, said: *"The Middle East is an important market with many patients from the region coming to London for treatment. We are extremely excited to be returning to Arab Health 2018 with most of the area's world class clinics and hospitals. The ABHI always create a brilliant environment for us to demonstrate our work, network and showcase world-class healthcare in action."*

Firmly positioned as the Middle East's largest medical trade show, Arab Health 2018 will once again feature a state-of-the art simulated operating theatre, that takes centre stage at the UK Pavilion. It celebrates collaborations between healthcare providers, clinicians and healthcare technology companies, allowing visitors to watch Britain's best surgeons in action. Confirmed hospitals taking part in the demonstrations include BMI Healthcare, Royal Brompton & Harefield Hospitals (RB&HH) and HCA Healthcare UK.

Scott Feldman, International Director at BMI Healthcare, added: *"BMI Healthcare has worked closely with the ABHI for many years to deliver marketing programmes that showcase our offering at Arab Health, one of the largest events of its kind in the world. Each year they help us bring together world class British expertise and equipment, enabling our surgeons to demonstrate complex skillsets via simulator to targeted, global audiences in the superbly organised UK pavilion."*

ABHI is the industry association for the medical technology (MedTech) sector in the UK and each year takes over 100 healthcare businesses, renowned hospital groups and esteemed clinicians to Arab Health. Hall 7 hosts the UK Pavilion at Arab Health 2018 and TAP grants are available to the value of £2,000 for UK exhibitors. For more

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About ABHI

The Association of British Healthcare Industries (ABHI) is the industry association for the medical technology sector in the UK. ABHI's mission is to champion the benefits and use of safe and effective medical technologies to deliver high quality patient outcomes. With over 260 members, ABHI leads the advocacy of the industry in order to advance access to medical technology. Our membership includes some of the leading multinational businesses in the sector in the UK right the way through to small and medium sized enterprises (SMEs). For further information, visit the ABHI website: www.abhi.org.uk

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