

ABHI

JOIN THE ABHI UK PAVILION AT WHX CAPE TOWN 2025

2nd - 4th September 2025

Cape Town International Convention Centre, South Africa





THE WHX CAPE TOWN OPPORTUNITY

Africa’s healthcare landscape is evolving rapidly.

With a young, growing population and a surge in demand for quality healthcare, WHX Cape Town 2025 (formerly Africa Health) offers a unique opportunity to connect, collaborate, and contribute to this dynamic market.

In September 2025, the ABHI UK Pavilion will host leading UK HealthTech innovators ready to engage with African healthcare providers, distributors, and government representatives, bringing solutions tailored to the continent’s unique needs.

Africa presents a compelling market, characterised by:

- **A Growing Middle Class:** A rising consumer base with increasing demand for high-quality healthcare.
 - **Untapped healthcare needs:** The supply-demand gap offers vast opportunities in medical devices, diagnostics, digital health, and telemedicine.
 - **Government Support:** Initiatives focusing on unlocking healthcare value through digitalisation, insurance, and sustainable supply chains.
- UK innovation is highly regarded and companies are perfectly positioned to leverage their heritage of quality, providing trusted healthcare solutions that meet local requirements and regulatory standards.
- Africa’s healthcare market presents both opportunities and challenges:
- **Regulatory Complexity:** This is an opportunity to build partnerships with local experts to navigate evolving regulations.
 - **Infrastructure Barriers:** You can address supply chain issues by forging partnerships and localising your solutions.
 - **Competitive Landscape:** WHX Cape Town enables you to differentiate yourself through UK quality standards and proven innovation.

WHX Cape Town attendees are looking for:

- **Digital Health Solutions:** Addressing digital skills gaps, improving data tracking, and supporting telehealth initiatives.
- **Medical Equipment:** A wide array of needs from traditional devices to advanced, portable diagnostic tools.
- **Affordable Diagnostics:** Innovations that enable cost-effective, early diagnostics across urban and rural areas.
- **Sustainable Technology:** Energy-efficient and robust healthcare solutions suitable for areas with limited resources.

\$117.1 million

The total value of business generated as a result of interactions on the show floor at WHX Cape Town 2024.



UK
Healthcare
Pavilion

THE ABHI UK PAVILION OFFER



Prime Connections

Gain access to Hosted Buyer walkarounds and delegations from across the African continent, creating robust distributor networks and fostering collaboration.



Expert Guidance

Navigate Africa’s complex regulatory environment with insights from ABHI and Department for Business and Trade experts.



Visibility & Credibility

Stand out with a trusted UK Pavilion presence, associated with quality, ethics, and innovation.



Enhance Your Presence:

All exhibitors receive a high quality, UK branded stand design, and inclusion in our wide-reaching PR and marketing activities both in the run up and during the show.

Our partnerships with key government institutions, like the Department for Business and Trade (DBT), enhance opportunities for you to connect with key contacts across some of Africa’s leading markets including South Africa, Nigeria, Morocco, Egypt, and beyond. ABHI UK Healthcare Pavilion exhibitors are able to benefit from DBT’s hosted buyers’ programmes and tap into the support of dedicated Commercial Officers.



Attending WHX Cape Town with ABHI supercharged our presence on the continent. The ABHI team were proactive, engaging and utterly reliable, ensuring that all aspects of our attendance were managed to perfection . This will not be the last time we attend events with ABHI!

Farard Darver, CEO, Healthcare International Research



We have attended WHX Cape Town for a number of years and have always found the organisation and information provided by ABHI professional and efficient. The event itself runs smoothly and we encounter a number of key audiences while taking away meaningful leads.

Joanne Edwards, Events & Administration Officer, Huntleigh



Book your place now

WHX Cape Town is not just an exhibition – it is a platform for UK HealthTech companies to establish a foothold in Africa's burgeoning healthcare sector. With the ABHI UK Pavilion as a base, participants can maximise visibility and access comprehensive resources and network-building opportunities.

To join the ABHI UK Pavilion at WHX Cape Town 2025, please contact ABHI's **Nicola Hudson** on **nicola.hudson@abhi.org.uk** or **+44(0)7842 442986**

Association of British HealthTech Industries
Suite 2, 4th Floor, 1 Duchess Street,
London, W1W 6AN

A company limited by guarantee.
Registered in England no. 1469941. Registered
office as above.

+44 (0)20 7960 4360
enquiries@abhi.org.uk
www.abhi.org.uk
✕ @UK_ABHI

ABHI