



ABHI MIDDLE EAST ACCELERATOR

Supporting UK medical device, diagnostics and digital health companies to grow their business in the world's most dynamic healthtech market.



Unlock the Middle East's dynamic healthcare market with ABHI's Middle East Accelerator.

Designed for UK HealthTech companies aiming to make an impact in Saudi Arabia, the UAE, and beyond, this programme offers unmatched insights and resources to help you overcome market-specific challenges.

From navigating regulatory requirements and building relationships with local decision-makers to understanding cultural dynamics and patient needs, ABHI's tailored approach equips you to establish a lasting presence in one of the world's fastest-growing healthcare landscapes.

By joining, you will gain the knowledge, connections, and support necessary to successfully expand into a region investing heavily in healthcare innovation and modernisation.

THE ASSOCIATION OF BRITISH HEALTHTECH INDUSTRIES (ABHI)

ABHI is the UK's leading industry association for health technology (HealthTech)

ABHI supports the HealthTech community to save and enhance lives. Our members, including both multinationals and small and medium sized enterprises (SMEs), supply products from syringes and wound dressings to surgical robots, diagnostics and digitally enhanced technologies. We advocate for the industry with key stakeholders, including the UK Government, the NHS, and regulators, ensuring HealthTech remains central to healthcare delivery and economic growth.



THE MIDDLE EAST OPPORTUNITY

A core part of ABHI's mission is cultivating a positive environment for the growth of HealthTech internationally.


Our comprehensive international programme includes UK Pavilions at major global health exhibitions, including the Global Health Exhibition in Saudi Arabia, and Arab Health in the United Arab Emirates (UAE). These events play a pivotal role in showcasing UK innovation and strengthening partnerships across the region. Because of our significant presence at these shows, we have focused the programme on these two markets, with exciting plans to expand in the years to come.


THE ABHI MIDDLE EAST ACCELERATOR


Building on the success of ABHI US Accelerator, this programme will provide a comprehensive introduction to market to support companies to truly understand the opportunity for their product in the market. The 12 month programme of support will include:


- A learning series to prepare companies for market, introduce challenges and opportunities for their solution, as well as outline the plan for the in-market missions themselves.
- Access to a network of market experts in the UK and the Middle East.
- Three missions to market over the course of the year, and one, high profile, UK based engagement.


Benefits

 Learning series to support preparation for market and missions

 Access to a network of in market experts

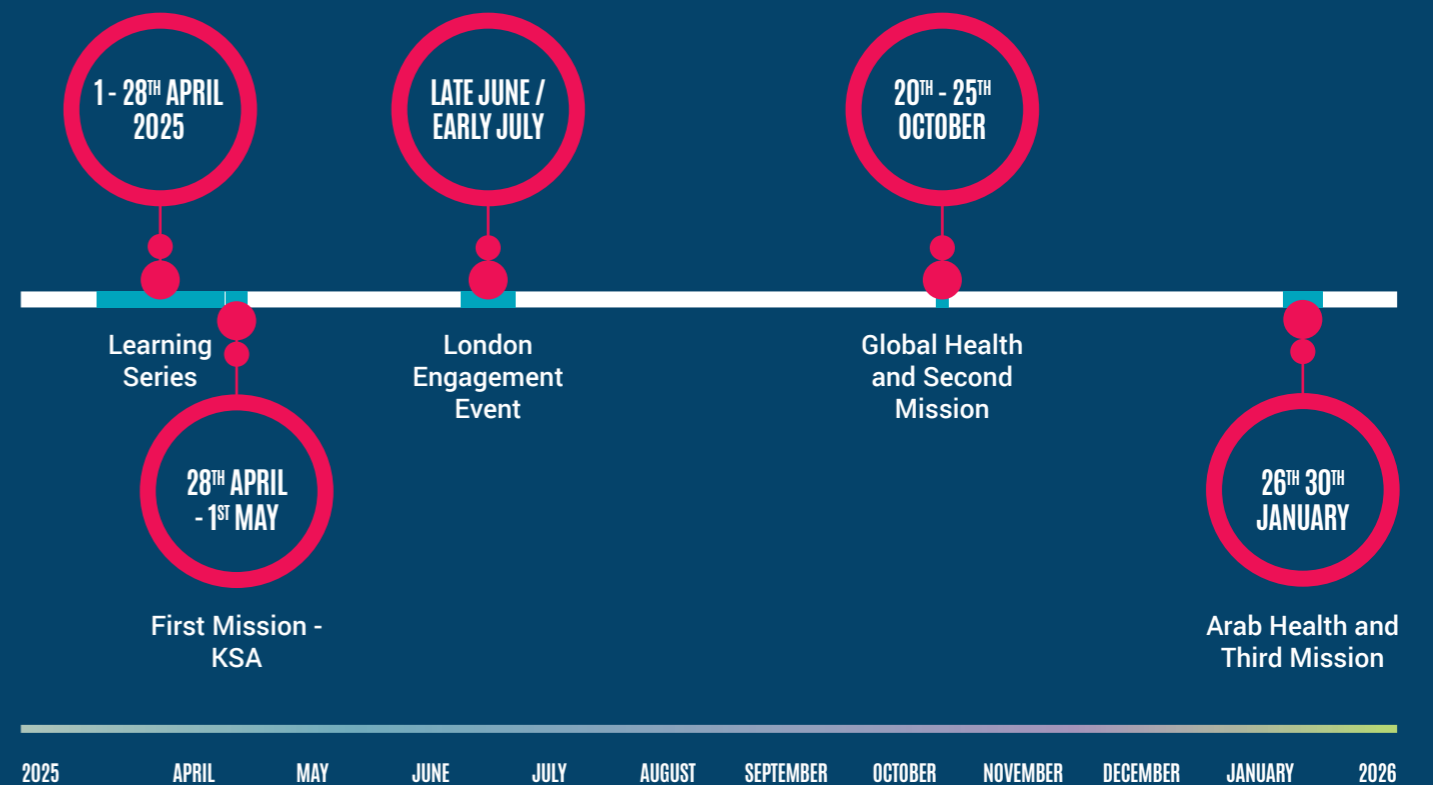
 Trade missions to Riyadh, Jizan and Dubai over the 12-month period

 15% discount on visitor packages at Global Health and Arab Health exhibitions

 UK based engagement and activity focused on Saudi Arabia

2025 /26 STRUCTURE

The ABHI Middle East Accelerator will run from April 2025 – March 2026



To discuss this opportunity, please contact the Middle East Accelerator programme on meaccelerator@abhi.org.uk

THE KSA MARKET

Saudi Arabia's healthcare sector is undergoing significant transformation as part of its Vision 2030 initiative, presenting substantial opportunities for HealthTech companies. Key statistics highlighting the Kingdom's healthcare landscape include:

Healthcare Spending



- **Per Capita Expenditure:** In 2021, Saudi Arabia's healthcare spending per capita was \$1,442, marking a 6.36% increase from 2020.
- **Percentage of GDP:** Healthcare expenditure accounted for 5.97% of the nation's GDP in 2021.
- **Projected Growth:** Healthcare spending is expected to reach \$160 billion by 2030, driven by factors such as population growth and increased demand for healthcare services.

Healthcare Infrastructure



- **Government Investment:** In 2023, the Saudi government allocated \$50.4 billion to healthcare and social development, representing 16.96% of its budget and underscoring the sector's priority status.
- **Private Sector Engagement:** The private sector plays a significant role, operating numerous hospitals, clinics, and pharmacies across the Kingdom.

Population and Demographics



- **Population Growth:** The population is projected to grow at a compound annual growth rate (CAGR) of 2.5%, reaching 45 million by 2030.
- **Aging Population:** By 2035, 44% of the population is expected to be over the age of 40, indicating a rising demand for healthcare services.

Healthcare Indicators



- **Life Expectancy:** Life expectancy is projected to increase to 81.8 years by 2050.
- **Chronic Diseases:** The prevalence of chronic conditions, such as diabetes, is rising, with an estimated 7.5 million people expected to be diabetic by 2045.

These statistics reflect Saudi Arabia's commitment to enhancing its healthcare system, creating a conducive environment for HealthTech innovations that can support modernisation efforts and improve public health outcomes.

THE UAE MARKET

The United Arab Emirates (UAE) is actively enhancing its healthcare sector, presenting significant opportunities for HealthTech companies. Key statistics highlighting the UAE's healthcare landscape include:

Healthcare Spending



- **Per Capita Expenditure:** In 2021, the UAE's healthcare spending per capita was \$2,352, reflecting a 7.3% increase from 2020.
- **Percentage of GDP:** Healthcare expenditure accounted for 5.31% of the nation's GDP in 2021.
- **Projected Growth:** Healthcare spending is anticipated to reach \$26 billion by 2028, driven by factors such as population growth and increased demand for healthcare services.

Healthcare Infrastructure



- **Hospitals and Clinics:** By the end of 2021, the UAE had 166 hospitals (54 government and 112 private) and approximately 5,301 medical centres and clinics.
- **Healthcare Workforce:** In 2021, the healthcare workforce totalled 135,929 individuals, including 27,268 physicians, 7,476 dentists, 12,481 pharmacists, 59,798 nurses, and 28,906 medical technicians.

Population and Demographics



- **Population Growth:** The UAE's population is projected to grow from approximately 10 million in 2020 to around 16 million by 2050.
- **Aging Population:** The proportion of individuals aged 65 and above is expected to increase, indicating a rising demand for healthcare services.

Healthcare Indicators



- **Life Expectancy:** The life expectancy at birth in the UAE is approximately 76.96 years.
- **Chronic Diseases:** The prevalence of chronic conditions, such as diabetes, is significant, with nearly one in five adults affected.

These statistics underscore the UAE's commitment to advancing its healthcare system, creating a favourable environment for HealthTech innovations that can support modernization efforts and improve public health outcomes.



UK Healthcare Pavilion

ABHI UK PAVILIONS

ABHI has an exclusive agreement with Informa Markets to be their sole UK business partner for their global healthcare portfolio of trade shows. This includes the Middle East's two most important exhibitions:



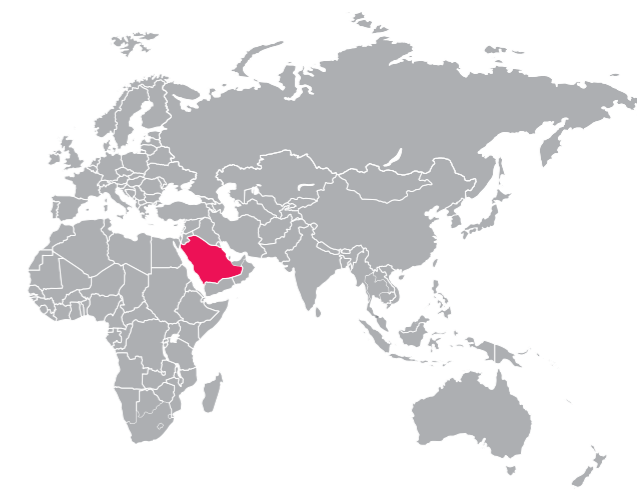
ARAB HEALTH

Arab Health is the largest gathering of healthcare and trade professionals in the Middle East and North Africa (MENA) region, held annually in Dubai, UAE. Drawing over 130,000 attendees from more than 180 countries, it is a key platform for showcasing cutting-edge HealthTech innovations. The event hosts a comprehensive exhibition and numerous conferences covering topics from radiology and surgery to artificial intelligence and healthcare investment. For HealthTech companies, Arab Health offers unparalleled exposure to decision-makers, distributors, and influencers, making it an essential entry point to the region's healthcare market.



GLOBAL HEALTH

Global Health Exhibition is a premier healthcare event held annually in Riyadh, Saudi Arabia, focusing on the Kingdom's rapidly transforming healthcare landscape. Aligned with Vision 2030's objectives, this rapidly growing exhibition attracts healthcare professionals, government representatives, and business leaders interested in advancing healthcare access and innovation. With attendees from across the Middle East and beyond, Global Health provides a targeted platform for HealthTech companies to connect with key players in Saudi Arabia's healthcare sector. It also fosters opportunities for collaboration and knowledge sharing, making it a valuable event for businesses looking to contribute to Saudi Arabia's healthcare modernisation efforts.





PAUL BENTON **MANAGING DIRECTOR, INTERNATIONAL**

Paul has spent the last 17 years in the life sciences sector working in a variety of leadership roles spanning both marketing and commercial interests, having previously set up, managed, and sold on a UK SME. Paul heads up ABHI’s international work for members and the wider health technology industry, work which spans several areas including a focus on, trade policy, strategy, and market access in regions including North America, Europe, Asia and the Middle East, as well as responsibility for an exhaustive programme of overseas trade promotional activity.

In 2017 Paul developed ABHI’s US strategy and formed the first UK – US HealthTech Accelerator. This programme has expanded year-on-year and now supports both HealthTech companies as well as fostering transatlantic clinical and hospital collaborations. Companies who have participated in the programme have gone on to build significant businesses in the US delivering over \$100m in business won.

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SUZIE ALI-HASSAN **INTERNATIONAL BUSINESS DIRECTOR**

Suzie has 15 years’ experience of working across the UK health innovation ecosystem. Dedicated to forming partnerships between the public and private sector, she has supported various institutions collaborate and partner for the benefit of the health system, patients and the economy.

Previously working at a boutique UK consultancy, as well as one of the leading health sciences clusters in London, UCLPartners, she has created market access programs and directed national initiatives such as the national NHS Innovation Accelerator.

She was on the Board of the Digital Health London Accelerator Programme, as well as part of the UK national innovation infrastructure, the Health Innovation Network (HIN). With a background in molecular biology, she has worked across the breadth of the innovation pathway to accelerate patient access to the world’s best healthcare technology.



To discuss this opportunity, please contact
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