
Healthcare Transformation and Innovation takes centre stage at Arab Health



For the first time, Healthcare Transformation Talks will take place on the show floor, alongside the biggest disruptors in the healthcare industry with world-renowned experts, innovators, and industry leaders discussing the latest innovations in the sector.

Dubai, United Arab Emirates, 21 December 2021 :The MENA region's leading exhibition for the healthcare industry, [Arab Health](#), has confirmed a new addition to the popular Transformation Zone, with a host of disruptors, world-renowned experts, innovators and industry leaders set to participate in the Healthcare Transformation Talks.

The 2022 edition of the show, which returns as a co-located event for the healthcare and laboratory industries, will take place from 24 – 27 January at the Dubai World Trade Centre. This year's theme is *'United by business, forging ahead'* with new technologies and the latest innovations taking centre stage.

As a result of COVID-19, there has been a marked increase in investment in healthcare as innovative new technologies drive change across the sector. According to a survey by the Global Impact Investing Network, an industry research and analytics firm, some \$715 billion in capital is designated to healthcare impact investments, making it the third-largest impact category behind financial services and climate change, and the fastest-growing area.

Furthermore, according to Deloitte U.S., venture capital in healthcare technology spiked to US\$14 billion in 2020, almost doubling 2019 levels of US\$7.4 billion. The previous annual record was US\$8.2 billion in 2018.

Ross Williams, Exhibition Director for Informa Markets, said: "Innovation and technology continue to witness incredible growth in the healthcare sector with investment in this part of the industry reaching record levels in 2020. This is clearly a vital part of the healthcare landscape and one we are keen to explore and showcase.

"As part of the new Healthcare Transformation Talks, a host of renowned experts, innovators and industry leaders will provide the latest insights, discoveries and predictions for the future of healthcare, with key highlights on Artificial Intelligence (AI), Digital Health and Virtual Reality, amongst others."

Marquee speakers confirmed to speak during the talks include **Dr Christopher Brochhausen**, Vice-Chair Pathology – Comprehensive Cancer Centre Eastern Bavaria, University Regensburg, who will discuss *the Digital transformation of precision medicine using artificial intelligence* and **Reenita Das**, Senior VP and Partner, Frost & Sullivan, addressing Femtech 2030- Growth Opportunities in Women's Health .

Other high-level speakers include **Massimo Cannizo**, CEO and Co-Founder, GELLIFY Middle East; **Dr Michael Bradley Wallace**, Chair-Committee on AI World, Endoscopy Organisation, Division Chair – Gastroenterology & Hepatology, Sheikh Shakhbout Medical City; and **Brandon Rowberry**, CEO – Digital Health, Aster DM Healthcare.

Elsewhere in the Transformation Zone, Innov8 Talks returns. The popular start-up competition will feature 24 companies in various stages of

maturity, with each showcasing unique and innovative solutions in prevention, management, operations, diagnostics, amongst others.

The competition will see eight different companies pitch over three rounds, with the winner of each round going through to the final. More than 16 companies from 13 countries have secured their position to participate in the competition.

Rounding out the Transformation Zone will be another first for Arab Health with the launch of the Product Showcase segment. Companies confirmed include Tada Medical, a Swedish medical device company specialising in needs-based innovations for healthcare that will be presenting ReLink, an advanced breakaway connector for IV tubes.

They will be joined by MeetingDoctors, a B2B digital telehealth operator from Spain. The company will be showcasing a white label, B2B, immediate response telehealth solution, capitalising on simple technology and around the clock medical services.

Arab Health, co-located with Medlab Middle East 2022, is the largest healthcare exhibition and congress in the MENA region. The event will attract global healthcare professionals and feature a range of scientific lectures, industry briefings, product demonstrations and networking opportunities.

For more information, please visit www.arabhealthonline.com.

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