



# Join the UK Government at Arab Health 2023

30 January to 2 February 2023, Dubai

The UK Government is delighted to be attending Arab Health this January and we would like to invite you to meet with us.

This year we are delighted to be bringing key senior experts across the healthcare and life sciences sector to Arab Health 2023.

Our programme has a number of key senior government leaders from the NHS, Department for International Trade (DIT) and the Department of Health and Social Care (DHSC).

We will be promoting the best of British innovations at the show, on our stands in both Hall 2 and Hall 6 and we would be delighted to meet with private and public healthcare providers.

## Benefit from joining our online Swapcard system and visiting the UK Pavilion Stand at Arab Health:

- Book 1-1 meetings with Commercial Officers from countries across the MENA region, LATAC and India region.
- Register for our seminars and market briefings for the 4 days at Arab Health
- Find out information on the challenges of doing business in MENA markets and how to overcome them.
- Network with buyers, and exhibitors to establish new contacts
- Attend seminars and gain expert advice and make new contacts

We will be hosting these seminars at the World Trade Club, alongside Arab Health, and the seminars are for both the UK and GCC healthcare and life sciences organisations, and other healthcare providers in the region. The schedule of these events can be found on the next pages.

**Please do book meetings in advance and visit us on the UK Pavilion stand at the show.**

We hope you can join us, to explore new opportunities and collaborations, either at our healthcare seminars in the World Trade Club, at one of our business meetings; or on our UK stands.

We look forward to meeting with you.

## Event Details

**Date:** 30 January to 2 February 2023

**Time:** 10:00 - 18:00

**Location:** Dubai World Trade Centre

**Stand:** The UK Pavilion, Hall 2 - E30

For more information please contact:

**E:** [dithealthcare@brayleinoevents.com](mailto:dithealthcare@brayleinoevents.com)

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To book 1-1 Commercial Officer/ market briefing sessions please register on our DIT Swapcard platform. And to register for seminars. <https://www.events.great.gov.uk/ereg/newreg.php?eventid=200251410&categoryid=201878812>



UK Government

The UK's Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

We are an international economic department, responsible for:

- supporting and encouraging UK businesses to drive sustainable international growth
- ensuring the UK remains a leading destination for international investment
- opening markets, moulding the trade environment with new and existing partners which is free and fair
- using trade and investment to underpin the government's agenda for a Global Britain and its ambitions for prosperity, stability and security worldwide.

# Please register for our UK Government seminars

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## **Title: Innovation in Cancer Services – putting the patient first**

**Date:** Monday 30th January 2023 at 2:00pm – 3:00pm

**Venue:** World Trade Club, Level 33, Sheikh Rashid Tower – Dubai World Trade Center

This seminar brings together leading experts to highlight how the UK and UAE are meeting the challenges of cancer care and to demonstrate the impact of innovation from both countries. It will look at cancer prevention, diagnostics, treatment and care and how innovation is promoted and developed, especially in the use of genetics services and AI technologies in cancer diagnosis and treatment.

The keynote speech will be from Lord Kakkar. The unique partnership between patient groups, government bodies, innovators, charity funding and NHS Trusts working together to streamline the adoption of new innovations in Cancer and why this is at the heart of the transformations. Also on the panel will be Great Ormond Street Hospital NHS Foundation Trust and The Christie NHS Trust. The session will foster the discussion among clinicians, leaders, and innovators about what should be retained and adapted to get the best treatments to patients faster.

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## **Title: Net Zero: How the UK is making an impact on Sustainable Healthcare**

**Date:** 1st February 2023 at 11:00am – 12:00pm

**Venue:** World Trade Club, Level 33, Sheikh Rashid Tower – Dubai World Trade Center

The UK's NHS became the world's first health service to commit to reaching net zero by 2045. This is driven by Greener NHS, local UK hospitals & authorities and business innovations & adoption of greener practices. As an example, 56 NHS Trusts are planning to install on-site solar technology within the next three years. Between 2030 and 2050, climate change is expected to cause approximately 250,000 additional deaths per year, from four health impact categories: malnutrition, malaria, diarrhoea and heat stress.

As such, our health systems need to adapt to this change and this raises many questions: how do we minimise health systems environmental impact? how do we build clinical transformation to adapt? how do we bring along key stakeholders and communities together towards this? This session will explore the UK, UAE and wider global perspectives on net zero healthcare for the audience to learn about best practices to take away for their own practices.

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## Title: **Saudi Arabia Market Digital Health Briefing for UK Companies**

**Date:** 30 January 2023 at 3:30pm – 4:30pm

**Venue:** World Trade Club, Level 33, Sheikh Rashid Tower – Dubai World Trade Center

Overview: A briefing from the Saudi Arabia Ministry of Health and key Government Healthcare Authorities on healthcare opportunities in this growing market as well as guidance on how companies can expand their presence in the Kingdom and opportunities for collaboration and partnership. The session will be delivered in partnership with the British Embassy in Saudi Arabia and will have a special focus on Digital Health opportunities across the Kingdom.

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## Title: **LATAC Market Briefing for UK Companies**

**Date:** 1st February 2023 at 9:00am – 10:00am

**Venue:** World Trade Club, Level 33, Sheikh Rashid Tower – Dubai World Trade Center

Overview: A briefing from DIT officers based in LATAC countries about their respective Healthcare and Life Sciences markets and regulatory landscape. They will present which business opportunities they foresee for the year ahead, alongside top tips and success stories from UK companies operating in the region.



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## Title: **UAE & UK Business Breakfast and Networking**

**Date:** Thursday 2nd Feb 8:00am – 10:00am

**Venue:** TBC

This event is a great opportunity to make connections and network with UK, UAE & KSA stakeholders. A meeting of minds from the healthcare and life sciences sector. Regional stakeholders will highlight opportunities and collaboration in the Middle East market. UK healthcare organisations and companies discussing trends, challenges and innovations in both the UK and MEAP.

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## UCL Partner event

### Title: **UK technology for sustainable and equitable health systems of the future**

**Date:** Tuesday, 31 January 2023; 7.30 – 10am

**Venue:** Novotel Hotel, Sheikh Zayed Road, Dubai, Dubai

Register: <https://www.eventbrite.co.uk/manage/events/510795722757/details>

This event will highlight leading UK technology which improves access to health services but also support reduction in carbon emissions. UK companies, representatives of the NHS, UK policy leaders and health/policy leaders from UAE/Middle East Region will discuss how embracing health technology is imperative to our collective, global responsibility to reduce carbon emissions, as well as reduction in health inequalities. Join us for a short morning networking session and panel discussion, hearing from UK health/policy leaders and UK technology companies, including Suzanne Ali-Hassan, UCLPartners (moderator), Leeds Teaching Hospital NHS Trust, C2-AI, Definition Health, Radar Health, UAE Policy/Health Lead and the Association of British HealthTech.

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Register here....

<https://www.events.great.gov.uk/website/9376/seminar-programme>

HealthcareUK

A joint initiative between