

World Health Expo 2026, Dubai

Sally Thompson, Group Event Director, Healthcare

We're here at Informa's World Health Expo, taking place at the brand new Dubai Exhibition Centre.

This enormous new landmark venue is hosting over 140,000m² of dedicated exhibition and conference space, and will be the largest exhibition venue in the region by 2031. This is a huge moment for global healthcare events and in particular World Health Expo, where previously we were at maximum capacity at Dubai World Trade Centre.

The opening of this new venue also means that we can host WHX Dubai and WHX Labs concurrently at both venues across the city. Never before have global healthcare professionals been able to gather in one city and get so much business done in a single week.

Stephanie McKee, Marketing Director, Health

We were conscious that our audience have known and loved Arab Health for over 50 years. We wanted to signal that coming on site to World Health Expo for the first time, at a new venue with a brand new name was really the new era of healthcare.

And that's what we communicated from the outset with the rebrand in 2025. We wanted to be clear with this expanded space, there was more opportunity for networking, for a larger scale of exhibitors and audience.

It really is where the world of healthcare meets.

Ross Williams, Commercial Director, Healthcare

DEC has really unlocked a lot of opportunity for us. Firstly, you know our bread and butter, which is exhibition space. We've really been able to expand on what we've done in previous years, and we've actually grown the show by over 11,000m² alone for 2026, and with wider plans to keep expanding over the future. But we've also been able to commercialise some of the other spaces around Expo City.

Stephanie McKee

The new venue at Dubai Exhibition Centre means that we're no longer wall bound. We've got a venue that can scale with us and scale with our ambitions. There is more space to connect. There are more networking opportunities. It allows us to host multiple activations and event

zones in one place. And that means from a marketing perspective, that we have much more opportunity to have tailored value propositions, to have clear segmentation, to offer more to our event experience, and to listen to our audience and deliver what they need year on year.

Cynthia Makarutse, Content Director, Healthcare

Being in the Dubai Exhibition Centre allows us to change the science of content engagement. And how we're doing that is by bringing the entire ecosystem into our show.

We've been able to host policymakers and regulators at WHX Leaders. We've been able to bring in the investor and start-up community in FutureX. Clinicians are abundant in our clinical conferences, which are traditional to WHX Dubai. But more importantly, now we've put in the business-end of healthcare through our Visionary stage, which is a feature that we didn't have previously.

All of our content there is basically keynotes from people who are, you know, going beyond the boundaries of healthcare and trying new things and pushing new boundaries.

Ross Williams

Exhibitors have been really anticipating the move. You know, we've been speaking to the for a long time about it. And now they're actually seeing how big the venue is, how impressive it is, and the crowds that have been coming through the door.

I think everyone's really excited, really happy to be here and looking forward to how we keep progressing over the future.

There are huge long-term plans to keep increasing the size of this venue, and that's really a benefit for us. The new halls are going to be built by 2029, and there's even more halls going to be built by 2031. And that's going to make this one of the biggest exhibition centres in the world, and really one of the most important places to come to do business.

Sally Thompson

World Health Expo has been a huge success this week, and with plenty more capacity opening up at DEC in the coming years, WHX has a long and exciting future ahead of us.