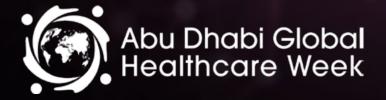
Accelerating the future of global healthcare

POST SHOW REPORT | 2024

AN ABU DHABI STRATEGIC INITIATIVE



HOSTED BY



13 - 15 MAY 2024 ADNEC AND ABU DHABI CITY, UAE

ORGANISED BY dmg::events



Abu Dhabi Global Healthcare Week 2024 was a testament to the industry's resilience and adaptability in the face of unprecedented challenges. ADGHW witnessed an array of initiative launches, exclusive previews, panel discussions, and immersive experiences, captivating audiences and stakeholders alike.

Held Under the Patronage of His Highness Sheikh Khaled bin Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Chairman of Abu Dhabi Executive Council, Abu Dhabi Global Healthcare Week took place 13-15 May 2024, and brought together more than 11,500 visitors, 271 speakers and 1,600 delegates from 97 countries to discuss strategies to meet future challenges in the healthcare sector and efforts to enhance health and well-being globally.

Abu Dhabi Global Healthcare Week's objectives centralised around driving impact, to accelerate the future of healthcare. Key areas included the paradigm shift from healthcare to health, public-private partnerships, ethics and standards in healthcare and life sciences, global health equity and sustainability, and the role of technology, Artificial Intelligence (AI) and innovation in the healthcare sector.

Across three days, Abu Dhabi Global Healthcare Week attracted key attendees, including Health Ministers from Egypt, the Philippines, Greece and Armenia, alongside the UAE federal ministers, members of the Abu Dhabi Executive Council, heads of local, regional and international government departments and authorities, international foundations and associations, and CEOs and business leadership.

His Highness Sheikh Khaled bin Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Chairman of Abu Dhabi Executive Council, has inaugurates Abu Dhabi Global Healthcare Week 2024.





His Highness was accompanied by His Highness Sheikh Theyab bin Mohamed bin Zayed Al Nahyan, Deputy Chairman of the Presidential Court for Development and Fallen Heroes' Affairs; His Excellency Sheikh Abdulla bin Mohamed bin Butti Al Hamed, Chairman of the National Media Office (NMO), His Excellency Abdullah bin Sultan Al Nuaimi, Minister of Justice; His Excellency Dr. Thani bin Ahmed Al Zeyoudi, UAE Minister of State for Foreign Trade; His Excellency Dr Mugheer Khamis Al Khaili, Chairman of the Department of Community Development; Her Excellency Sara Awadh Musallam, Chairman of Abu Dhabi Department of Education and Knowledge; His Excellency Ahmed Jasem Al Zaabi, Chairman of the Abu Dhabi Department of Economic Development; His Excellency Mansoor Ibrahim Al Mansoori, Chairman of the Department of Health - Abu Dhabi; His Excellency Ahmed Tamim Al Kuttab, Chairman of the Department of Government Enablement; and His Excellency Saif Saeed Ghobash, Secretary General of the Abu Dhabi Executive Council.

VIP Exhibition Tour: During a tour of the exhibition, His Highness was briefed on the latest innovations in healthcare technologies and developments in medical sciences being showcased by healthcare institutions and companies. His Highness highlighted that the UAE's efforts in the healthcare sector, including launching several initiatives, innovative projects and programmes, reflect the leadership's vision to provide advanced healthcare by accelerating research in medical and therapeutic fields, and by investing in strengthening healthcare infrastructure, including hospitals, healthcare facilities and specialised laboratories to help further enhance the community's health and quality of life.



2 adghw.com adghw.com



Opening ceremony

Abu Dhabi Global Healthcare Week 2024 initiated profound implications for the global healthcare ecosystem; as a barometer for market dynamics, informing strategic decisions and shaping future initiatives. Opening dialogue under the flagship edition theme 'Accelerating the future of global healthcare', His Excellency Mansoor Al Mansoori, Chairman of the Department of Health Abu Dhabi (DoH) opened dialogue on global collaboration: "When it comes to human lives and health, our world cannot operate in silos - borderless collaboration and access to digital tools in healthcare are global responsibilities that benefit humanity".

Addressing an international audience of more than 200 VIPs, including ministers and public officials, CEOs, international investors, heads of multilateral organisations, and leading health and medicine experts, the opening panel set the tone for ADGHW 2024 around 'Reimagining Health and Life: Partnering to Invest in Humanity', exploring collaborative approaches to invest in initiatives that enhance both health and overall quality of life.



H.E. Mansoor Al Mansoori
Member of the Abu Dhabi Executive
Council
Chairman, Department of Health
Abu Dhabi



H.E. Mariam Al Mheiri
Head of International Affairs Office
Presidential Court
CEO, 2PointZero
UAE



Tony Elumelu Chairman, UBA Group Founder Tony Elumelu Foundation Nigeria



Monica Geingos
UNAIDS Special Advocate
Young Women and Adolescent Girls
Namibia





ADGHW 2024 in numbers

11,525 International Attendees

1,606 Conference Delegates

271 Visionary Speakers

97 Participating Countries

82 **Topical Sessions**

94 Global Exhibitors

Ministers & Ambassadors





Global healthcare innovators in the spotlight

11,525 Healthcare Stakeholders | 97 Countries

ADGHW 2024 saw international participation, including active involvement from key government officials, regulatory stakeholders and healthcare industry executives; an unparalleled showcase of commitments from healthcare visionaries and disruptors to accelerate the future of global healthcare.





















For the first time in our history, we will be able to take our wealth of data as a force to make care more tailored, more personalised to the individual. Healthcare in Abu Dhabi is actually led by Al practitioners; very few departments around the world have an Al leader leading their healthcare stream which I think is a model that needs to be emulated.

H. E. Omar Sultan Al Olama

Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications Government of the UAE





About the global healthcare exhibition

94+ Global Exhibitors | 13+ Countries | 12+ Healthcare Categories

The international exhibition showcase at Abu Dhabi Global Healthcare Week 2024 initiated profound implications for the global healthcare ecosystem from 50+ countries. Cutting-edge technologies and innovations ranged from AI to microbiomes, regenerative medicine, longevity, genomics and the fast-growing fields of preventative and precision medicine, addressing future needs required for a globalised tech-enabled healthcare ecosystem.

The ADGHW exhibition enabled collaboration, fostering synergies between investors, innovators, developers and manufacturers, empowering a platform for emerging leaders to showcase their creativity and innovation, driving entrepreneurship and the outcome of key initiatives in the healthcare sector for the region and beyond.

Showcasing the next generation of solutions from across the healthcare value chain, the Abu Dhabi Global Healthcare Week exhibition set innovations for dynamic industry transformations at the heart of essential conversation.

Leading healthcare providers and institutions showcased disruptive next generation solutions in:



Health Technology



Healthcare Infrastructure / Assets



IT Systems and Integrated Solutions



Biotechnology Innovations



Vaccines and Vaccination



Medical Laboratory



Precision Medicine



Pharmaceuticals and Medicines



Digital Health

Exhibitor survey feedback

98%

rate ADGHW as an important platform for business

96%

met or exceeded their objectives

92%

booked onsite or confirmed plans to participate in 2025

M42 is committed to shaping a sustainable and inclusive health ecosystem enabled by technology. Our focus is on health, not just healthcare. With the support and visionary leadership of the UAE, M42, as the Foundation Partner at Abu Dhabi Global Healthcare Week 2024, is leveraging preventive, precise, and personalised health-tech, including genomics and AI, to transform traditional healthcare. Our goal is to positively impact and disrupt the global health landscape, putting health back into your own hands.

Hasan Jasem Al Nowais

Managing Director and
Group Chief Executive Officer
M42



94 Global companies from 13 countries for future healthcare challenges

showcased groundbreaking innovations

















































































































































الجمعية الوطنية للتصلب المتعدد National Multiple Sclerosis Society











































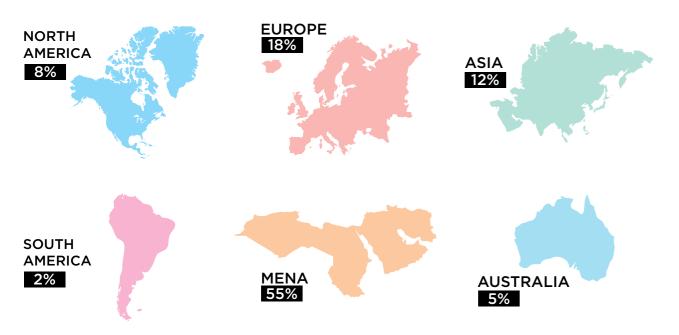


Visitor overview

ADGHW 2024 welcomed more than 10,000 visitors from 97 countries, delivering a global destination for healthcare professionals from across the healthcare ecosystem to engage in important dialogue and gain insights into new technologies, showcasing critical industry transformations for the future of the region and beyond. As visitors reviewed next generation innovations from healthcare pioneers to meet future challenges in the healthcare sector and efforts to enhance health and well-being globally, key solutions providers presented solutions to address the paradigm shift from healthcare to health, enhance public-private partnerships, improve ethics and standards in healthcare and life sciences, and explore global health equity, sustainability and the role of technology, Artificial Intelligence (AI) and innovation.

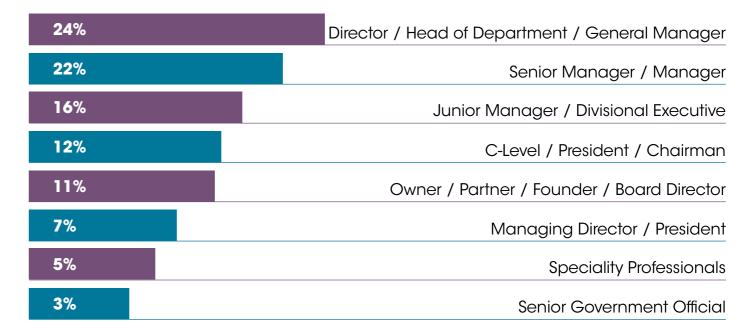
Visitors by region

Witnessing record participation, Abu Dhabi Global Healthcare Week is being hailed as the ultimate convergence point for those having an influence on the acceleration of global healthcare among senior stakeholders, alongside an important review of cutting-edge advancements and trends shaping the future of healthcare.

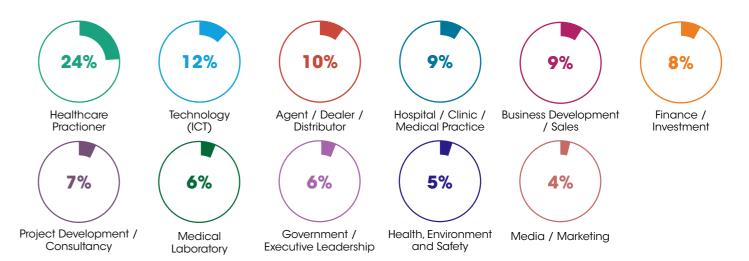


Visitors by seniority

79% Senior decision makers



Nature of business breakdown





Abu Dhabi has a track record of excellence and fast-growing, future-forward, data-enabled healthcare services. A platform such as ADGHW spearheads a global effort to accelerate innovation and the development of novel approaches while making proactive health based on predication, prevention and early intervention a global priority.

H.E. Dr. Noura Al Ghaithi

Undersecretary
Department of Health
Abu Dhabi



Major initiatives as part of the flagship edition



Read more

Announcements of key outcomes including:

- Launch of the Global Al Healthcare Academy in cooperation between DoH, Mohamed bin Zayed University of Artificial Intelligence (MBZUAI) and Core42 to enhance Altrained workforce capabilities and advance diagnostic and operational efficiency.
- Partnership between the Department and Harvard Medical School International Centre for Genetic Disease (HMS-iCGD) was announced to establish a framework for collaboration to advance clinical and translational research in genomics and Artificial Intelligence (AI).
- Translating DoH's continuous efforts to spearhead borderless collaboration, research and innovation, the Department forged a collaborative agreement with the Authority of Social Contribution - Ma'an to bolster scientific research through creating solutions that address arising healthcare challenges, as well as enhancing scientific research and innovation in the Emirate.
- The Department of Health and Awqaf Abu Dhabi also saw the launch of the AED One Billion Healthcare Endowment Fund over five years to further advance endowment work towards specialised healthcare needs of the community.
- Witnessed the launch of HealthX, a startup programme that seeks to advance Abu Dhabi as a hub in the biotech and life science industry, which will advance 30 global cutting-edge life science startups into the UAE's healthcare ecosystem over a period of two years.

ADGHW 2024 facilitated the signing of 18 agreements and Memorandums of Understanding (MoUs) between global organisations, fostering joint actions to accelerate the future of healthcare including:







Future health summit

Key themes addressed:

- Precision and Personalised Health
- Digital Health and Data
- Policy and Governance
- New Models of Care
- New Frontiers in Prevention
- Innovation and Technology

Offering CPD **Accreditation**



The Future Health Summit, a key component of Abu Dhabi Global Healthcare Week's four-track conference program brought together visionaries to address tomorrow's healthcare challenges today.

The three-day summit benchmarked the latest trends and innovations in healthcare, hosting industry executives and experts to discuss and reimagine responsible advancements in effective care delivery. The event explored cutting-edge technologies, regenerative medicine, personalized treatments, and the transition from healthcare to holistic health.

Before a global audience, speakers reviewed the realm of the Genomic Era and intricate blueprints as cornerstones for personalised treatments to redefine the patient's journey. Spotlighting the profound impact of biotechnology, conversations evoked debate on revolutionary forces poised to reshape lives and set new standards for patient care.

The summit engaged a diverse group of experts, researchers, policymakers, healthcare specialists, investors, and entrepreneurs from various disciplines and geographies. Topics ranged from AI and microbiome to regenerative medicine and longevity, expanding horizons for new innovations in health.



I genuinely believe that this is the unique moment where we can now foresee a world where we can deal with the big drivers of disease. And technology is the integrator of that.

GSK

Future health summit speakers





















DR. EVELYNE BISCHO

DR. HESHAM A. ABDULLAH



RIZWAN TUFAIL up Chief Data Office

















CHRISTOPHE JAUQUET

DR. JAMES MAULT CEO

LARS HARTENSTEIN
Co-Leader
CKinsey Health Institute





DR.THOMAS LAUNEY Chief Researcher





















DR. SALMAN RIZV



JACK BARTRAM





Sir. Jonathan Symonds

Chair



Health leaders forum

Thematic pillars:

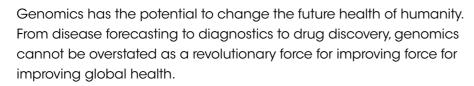
- Public-Private Partnerships Technology
- Artificial Intelligence and Innovation
- Global Health Equity and Sustainability
- Ethics and Standards in Healthcare and Life Sciences

The Health Leaders Forum as an exclusive, invitation-only opening forum and an integral part of the Abu Dhabi Global Healthcare Week, unites global leaders to focus on the imperative for decisive and collaborative efforts to tackle the changes and challenges of global health.

This year's theme of 'Transforming the Global Health Ecosystem: From Healthcare to Health' marked a significant paradigm shift in how societies approach the concept of well-being and reflects a broader understanding of what constitutes true health - a departure from the traditional reactive model of treating illnesses to a proactive focus on promoting holistic health and wellness.

Insights exchanged during discussions continue to set the tone for foundational industry strategies over comprehensive plans of action forward, outlining the key takeaways and policy recommendations from the Forum, and will serve as a blueprint for future collaboration and engagement.

The Forum brought together 200 leaders from across disciplines and geographies, and will include VIPs such as ministers and public officials, CEOs, international investors, innovators, heads of multilateral organizations, and leading experts across science, health, and medicine.



H.E. Dr. Ahmed AlKhazraji Acting Director General Abu Dhabi Public Health Center

Health leaders forum speakers











Abu Dhabi

































UWAIDH K. AL-HARETH









JACQUES MORET





























DR. FOUZIA SHAFIQUE













DR. LIPING LIU



DR. SHAMSHEER VAYALI







3rd PHSSR summit: working together to strengthen health systems

Key discussions:

- Launch of Abu Dhabi PHSSR Report
- Importance of acting early on NCDs for Health System Sustainability and Resilience
- Reflections post COP28 and ahead of the World Health **Assembly**

Offering CPD **Accreditation**



Representatives from the Partnership for Health System Sustainability and Resilience (PHSSR) returned to the UAE for Abu Dhabi Global Healthcare Week 2024.

The PHSSR 3rd Summit connected experts from around the world to first launch new data from the Abu Dhabi PHSSR report, followed by deep-dives on how globally we can build stronger health systems that will withstand these future challenges. These two sessions addressed the importance of acting early on non-communicable diseases (NCDs) and tackling the relationship between climate change and health systems.

Through its work, the PHSSR seeks to build knowledge through robust research, guide action through evidence-informed policy recommendations, and facilitate global, multi-sector collaboration and partnership to collectively facilitate policy implementation to future proof health systems. PHSSR global member organisations include the London School of Economics, the WHO Foundation, the World Economic Forum, AstraZeneca, Philips, the Center for Asia-Pacific Resilience and Innovation and additional organisations at the regional and national levels. PHSSR representatives were last in the UAE in 2022, where they organised the Health System Resilience Summit at the World Expo in Dubai.



Our ambition alongside ADHDS is to collaboratively redefine treatment pathways to someday eliminate cancer as a cause of death.

Sameh El Fangary GCC & Pakistan Cluster President AstraZeneca

3rd PHSSR summit speakers



H.E. MANSOOR AL MANSOORI **Executive Council** Chairman, Department of Health



H.E. KHALED ABDEL GHAFFAR



H.E. ADONIS GEORGIADIS



H.E. DR. JEAN KASEYA Africa CDC



H.E. DR. OMNIYAT AL HAJERI Abu Dhabi Public Health Center

DR. EMANUELE CAPOBIANCO

WHO Foundation

DR. INES HASSAN

Tony Blair Institute

ef Strategy & Impact Officer



H.E. DR. AHMED ALKHAZRAJI Acting Director General
Abu Dhabi Public Health Center



MICHEL DEMARÉ Non-Executive Chair of the Board





PROF FLIAS MOSSIALOS Brian Abel-Smith Professor of Health Policy, LSE Health Director Department of Health Policy



DR. ANNA VAN POUCKE **KPMG**



Vice President Global Policy Advocacy and Health Equity





STEFAN WEBER



JAN-WILLEM SCHEIJGROND Vice President Government and Public Affairs



DAVID WILSON Program Director in the Health Nutrition and Population







BATHYLLE MISSIKA Head of the Networks, Partnerships and Gender Division



ISKRA REIC Executive VP Vaccines and Immune Therapies



RYOJI NORITAKE CEO, and Board Membe Health and Global Policy



ASMUS HAMMERICH Director, Department of NCDs &





DR. MOHAMAD HASSANY Assistant Health Minister fo projects and public health initiatives Ministry of Health Egypt





SAMEH EL FANGARY



HESHAM DINANA American University



African Global Health



Euromed University of Fes

PROF. GEORGE WHARTON Department of Health Policy



DR. ANDERSON E. STANCIOLE



DR. RASHED OBAID ALSUWAIDI Department of Health Abu Dhabi



BAYNA AL AWANI Healthcare Payers Department of Health Abu Dhabi





Live stage sessions

Key topics:

- Healthcare 4.0
- From Gen AI to Apple Vision Pro
- Co-pilots transforming Healthcare
- Rise of Mental Health and Public Health
- Precision Medicine and 'Omics' Sciences
- Drug Development to Extend Healthy Lifespan
- Value-Based Healthcare
- Paradigm Shifts with Home-Based Health

In partnership with



The Live Stage served as the dynamic heart of Abu Dhabi Global Healthcare Week 2024, offering an immersive experience on the exhibition floor. This interactive platform brought together the latest innovations, groundbreaking ideas, and thought-provoking discussions in healthcare.

Over three exhilarating days of dialogue, the Live Stage delivered diverse content including insightful presentations, panel discussions with industry pioneers, captivating case studies, engaging fireside chats, and cutting-edge tech showcases.

The program focused on the convergence of innovation and healthcare. Attendees explored healthtech frontiers, the potential of generative AI and emerging technologies, and witnessed how copilots are revolutionising healthcare delivery.

As dynamic hub of innovation, the possibilities of healthcare were unveiled, collaborations forged and the future further envisioned alongside key stakehodlers.

We aim to evolve from hindsight to insight, and ultimately to foresight. This progression leads us to the exhilarating possibilities of predictive analytics where we not only predict future outcomes but also prescribe proactive measures.

Dr. James Mault CEO BioIntelliSense

Live stage sessions speakers

























Innovation in Healt Science & Digital Healt Dubai Health

DR. NELLIE BOMA



MARC PETRE



HELEN FEATHERSTONE























BENJAMIN FURNEAUX















Satellite sessions and roundtables

Key subjects:

- Al & Healthcare
- Value of GenAl in Healthcare
- Bridging the Gap between Health Policy
- Future of Surgical Robotics
- Regulatory Frameworks
- Innovation Enablers
- Intellectual Property Rights in Healthcare

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As part of Abu Dhabi Global Healthcare Week, the 90-minute sessions offered an immersive exploration into specialized healthcare topics. These focused sessions allowed participants to delve deeply into the intricacies, challenges, and latest advancements within chosen subject areas.

The satellite sessions, held in intimate settings, facilitated robust discussions, knowledge sharing, and collaboration among healthcare professionals, researchers, policymakers, and stakeholders. Attendees benefited from interactive presentations, case studies, panel discussions, and Q&A sessions led by renowned experts in specialty fields.

By dedicating concentrated times to specific healthcare domains, the satellite sessions provided a comprehensive understanding on a wide range of subject matters, enabling participants to explore complexities, nuances and emerging trends. From addressing cutting-edge research, innovative treatments, healthcare technologies, or policy implications, the overarching agenda empowered attendees to explore actionable insights and practical strategies to drive meaningful progress and improve patient outcomes.

Today, we witnessed a groundbreaking moment with the world's first telerobotic manual thrombectomy on a model, from Abu Dhabi to Seoul. This pioneering achievement is not just a first, but a crucial stepping stone towards regulatory and industry support, ultimately leading to widespread acceptance and adoption.

Surgical Robotics Pioneer and Founder of Intuitive Surgical

Satellite sessions speakers







McKinsev & Compan

DR. VITOR MENDES PEREIRA

School, Co-Director, Center of Weight









STACEY HICKSON Director, Global Access Policy Johnson & Johnson Innovative

DR FRED MOLL

Surgical robotics Pioneer and

Founder of Intuitive Surgical





DR FFION DAVIES International Federation of

BASSAM MAHBOUB

Consultant, respiratory and allergy professor of Medicine Dubai



DR. JAMES TUDOF VP ALXCath Inc



MARWAN ABDULAZI Dubai Science Parl





ORIOL SOLA-MORALES

OMAR NAJIM

Executive Director of Al Sager Health and Life Science

Al Sager Group Healthcare and Life Science (UASQ HLS)

ANGEL MARTIN





DR. TODD WILSON



DR. YOUNG HOON OF





the Middle East & North Africa





Advisor & Director Ellipses Pharma & Health Value



HUMAID AL SHAMSI









Dr. Fred Moll



Young leaders initiative

Inspirational agenda:

- Navigating Career Choices
- Academia to Real-World Impact
- Leveraging Data for Impactful Public Health Policies
- Transformation of Cancer Care
- Medical Education in the Region

The Young Leaders Initiative at Abu Dhabi Global Healthcare Week 2024 provided a valuable platform for students and young professionals in the healthcare sector. This program offered participants direct access to industry trailblazers and insights into innovative projects, products, and research.

The initiative fostered a collaborative environment where the next generation of healthcare leaders could interact with established professionals. Participants gained exposure to current industry trends and challenges, enhancing their understanding of the evolving healthcare landscape.

Abu Dhabi Global Healthcare Week's Young Leaders Initiative guaranteed a seat at the healthcare table for an unparalleled experience. Embracing the collaborative spirit, the next generation engaged for meaningful mentorship connection, embracing the collective brilliance of healthcare leaders and the opportunity to express interest in getting involved as emerging talent for the future workforce.

Speakers



PROF. HABIBA AL SAFAR
Dean of the College of
Medicine and Health Sciences



DR. MOHAMED ALHASHMI Medical Doctor Khalifa University



DR. BASEM AL-OMARI
Assistant Professor Public
Health And Epidemiology



FATIMA ALSHIMMARI Student Khalifa University



PROF. SALEH MOHAMED SALEH IBRAHIM Associate Dean for Research | Professor, Department of Medical Sciences | Director, Center of Biotechnology Khalifa University



PROF. JENS LUNDGREN
Director, translational and
clinical research centre
CHIP, Rigshospitalet, University



SUMAYYA ISMAIL IBRAHIN ALI AL ALI Doctoral Student in Molecular Biology Khalifa University



DR. HAMDAN HAMDAN
Assistant Professor
Biological Sciences
Khalifa University



DR. SCOTT PENBERTHY
Healthcare and Life
Sciences CTO



DR. HALIMA ALNAQBI Post-doctoral Scientist Khalifa University



DR. KHAIRAT AL HABBAL
Assistant Professor Strand
Leader, Medicine and Society
Medical Sciences
Khalifa University



KIMBERLY WASHINGTON
Co-Founder & Chief
Investment Officer
Deep Space Biology



PhD candidate (Biomedica Engineering) Khalifa University



DR. ANNA MARIA PAPPAAssistant Professor Biomedical
Engineering and Biotechnology
Khalifa University



MANSOOR AHMED
Executive Director I Middle East &
Africa (MEA) Region



Over the last year data has tremendously accelerated with Al. Not just the ability to digitise data, to digitise it and share with clear governance.

Elena Bonfiglioli

Global Business Leader, GM Healthcare, Pharma Life Sciences

Microsoft





Social & digital outreach

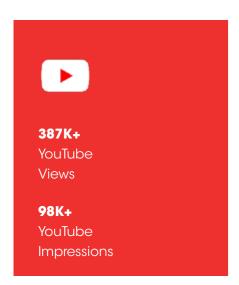
Under a strategic countdown communications campaign, ADGHW 2024 promoted every experience in the healthcare community.

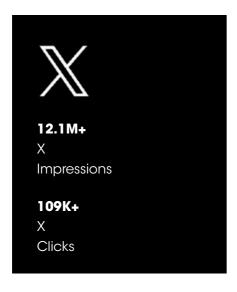
ADGHW 2024 implemented a comprehensive communication strategy, spanning the period leading up to, during, and after the event, aimed at ensuring a unified message and maximising engagement across diverse audiences. By closely collaborating with sponsors, partners, exhibitors, speakers and healthcare experts, the communication efforts effectively conveyed the ADGHW core narrative, critical perspectives and outcomes to a global audience.

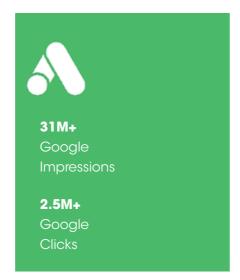












1,000+ SOCIAL MEDIA TOUCHPOINTS AS PART OF THE MIXED COMMUNICATIONS INITIATIVE





















Official ADGHW mobile application

Powered by cutting-edge
AI, the ADGHW mobile app
provided a pocket-friendly
window into the event
experience, ensuring attendees
benefited from live networking
and programme news. By
simplifying communication
and enhancing accessibility,
the app significantly improved
user experience, enabling
participants to maximise
relationship-building
opportunities and live updates
onsite.

MOBILE APP SPONSOR

PURΣHΣALTH

The official mobile app facilitated seamless interaction for participants during Abu Dhabi Global Healthcare Week. Attendees effortlessly searched, connected and engaged with new and existing industry colleagues from the region and beyond. With live information on the multi-track conference sessions, exhibition features, daily planner functionalities and access to a glossary of the 50+ strategic partners, app users mobilised invaluable, critical information on the go.







5,421Total number of attendees using the mobile app

1,846
Total number of messages exchanged

258
Total number of meetings

scheduled

Under the government's vision, Abu Dhabi has set new global benchmarks for healthcare excellence, built upon a robust ecosystem comprising some of the world's most advanced facilities, technologies and companies. The Emirate is the ideal platform to convene global healthcare leaders to address its future, and PureHealth is proud to be the National Healthcare & Longevity Champion for Abu Dhabi Global Healthcare Week. Under our participation, we will champion the transition from traditional healthcare models to a proactive, holistic system that promotes preventative care to enable longer, healthier and happier lives. We will engage with public and private sector leaders as we strive to elevate global health standards in line with Abu Dhabi's efforts to foster lasting, positive change beyond its borders.

Shaista Asif
Group Chief Executive Officer
PureHealth





360° Communications campaign

Global marketing reach

4BN PR Value (\$)

7,680

Media Clippings

1,295

Social Media Posts

1.22BN

1.2M

Ad Value (\$)

289

Features Posts

55

Interviews

Circulation

344

Editorial Clippings

68

Promotional Videos







































































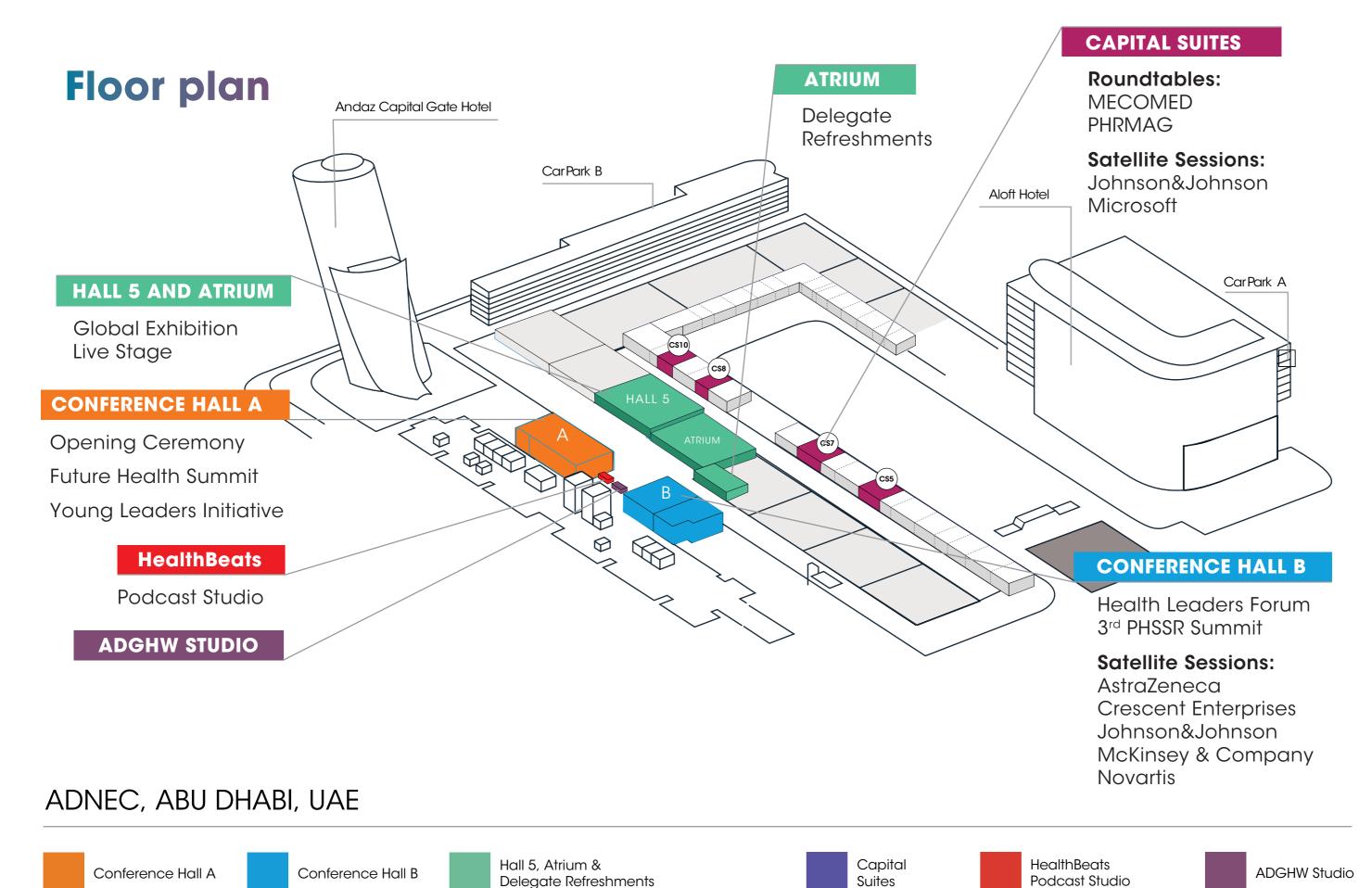














ADGHW 2024

Healthcare community





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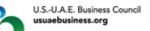












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