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World Health Expo to showcase trillion-dollar growth across pharma, biotech, longevity and wellness at 2027 edition

October 15, 2026 | News

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More than 235,000 professional visits, over 4,200 exhibitors and representatives from over 195 countries are expected in Dubai, reinforcing the emirate's status as a global life sciences FDI leader

WHX to take place from 25–28 January 2027 across Dubai Exhibition Centre, Expo City and Dubai World Trade Centre

Dubai, United Arab Emirates, 24 August 2026: World Health Expo (WHX) is expanding its focus on some of healthcare's fastest-growing markets, cementing Dubai's role as a leader in longevity, biotech, life sciences and pharma. The new Pharma, Biotech, Longevity and Wellness industry sectors will showcase the trillion-dollar growth in these industries during the upcoming 2027 edition of the world's largest healthcare event.

Taking place from 25–28 January 2027 across Dubai Exhibition Centre, Expo City and Dubai World Trade Centre, WHX will provide a platform for discussions and collaboration around the investment, innovation and partnerships shaping these rapidly expanding sectors.

The expansion comes at a time of significant healthcare investment across the GCC. According to PwC Middle East, healthcare expenditure is projected to reach US$159 billion by 2029, while more than 160 healthcare projects valued at approximately US$53.2 billion are underway across the region.

The longevity economy is emerging as a significant global growth market. According to Bank of Singapore, the global longevity economy is projected to reach US$5.4 trillion by 2034, growing at approximately 6–7% annually. The UAE's longevity market has been estimated to reach US$32 billion this year, up from US$19 billion in 2020, according to the Department of Health – Abu Dhabi.

Pharmaceuticals represent one of the clearest areas of growth. According to IQVIA, the global prescription medicine market reached approximately US$1.7 trillion in 2025, increasing 10% year-on-year. The Middle East and Africa recorded even stronger growth, with pharmaceutical sales increasing 18% year-on-year – the highest growth recorded across the regions analysed by IQVIA.

Solenne Singer, Senior Vice President - Healthcare, inD, said: “Healthcare investment is expanding rapidly into pharmaceuticals, biotech, longevity and wellness, marking a fundamental shift in where the industry sees future value. By bringing together the organisations that develop, fund, regulate and implement next-generation healthcare, World Health Expo (WHX) creates a powerful platform for conversations that matter. By showcasing the unique opportunities in Pharma and Biotech, alongside the increasing growth and potential of longevity and wellness, we can connect these fast-growing sectors with the wider healthcare ecosystem and the global investors watching the GCC region."

One of the most significant changes in healthcare is the increasing emphasis on preventing disease and extending the number of years people spend in good health. The new Longevity and Wellness sectors at WHX will provide a dedicated platform for organisations operating in this expanding market, with an emphasis on prevention, healthy ageing, precision health, and wellness.

The Dubai Longevity Authority, launched in June 2026, exemplifies this shift. With a mandate spanning the entire longevity value chain, it supports Dubai's ambitions to rank among the top three cities globally for quality of life and healthy life expectancy. Its focus on life sciences, biotechnology and advanced therapies mirrors WHX's four new sectors: Pharma, Biotech, Longevity, and Wellness.

The Longevity and Wellness sector focus areas will be anchored by the Healthspan Stage, running across four days at Dubai World Trade Centre. The Longevity & Wellness programme convenes government leaders, healthcare providers, medical societies and researchers to explore preventive and metabolic health, the science of ageing, wearable and diagnostic data, and how longevity can move into an accessible, evidence-based part of mainstream healthcare.

Meanwhile, the new Pharma industry sector will bring pharmaceutical companies, biotechnology innovators, manufacturers, researchers, investors and healthcare organisations together as the life sciences sector enters a new phase of growth.

The pharmaceutical industry continues to expand globally, but growth in the Middle East and Africa is particularly strong, with Dubai emerging as an important destination for life sciences investment. In 2025, the emirate ranked No.1 globally for greenfield foreign direct investment (FDI) projects in life sciences, according to the Dubai Department of Economy and Tourism, based on Financial Times fDi Markets data. The emirate is also strengthening its research and commercial ecosystem through Dubai Science Park, which is home to more than 90 laboratories and 6,500 professionals.

Across the GCC, Saudi Arabia is pursuing similar ambitions through its National Biotechnology Strategy, aiming to establish the Kingdom as the leading biotechnology hub in the Middle East and North Africa by 2030, with biotechnology targeted to contribute more than US$34.6 billion to non-oil GDP by 2040.

The exhibition will also convene the Biotech ecosystem, showcasing the organisations, products, and technologies driving growth in this sector, both regionally and globally. The Biotech & Life Sciences Forum, held on the Healthspan Stage, brings together pharmaceutical leaders, biotech companies, regulators, researchers and investors to examine how scientific discovery becomes deliverable medicine, from genomics and precision medicine to clinical trials, biomanufacturing and patient access.

Another new addition to the WHX show floor this year will be the Connections Programme. The week-long networking opportunity will take place across two dedicated Connection Lounges, bringing together the healthcare community in theme-led group networking sessions.

WHX 2027, which forms part of World Healthcare Week alongside WHX Tech and WHX Leaders, is expected to attract more than 90,000 unique attendees and 4,200 exhibitors, with representatives from more than 195 countries. For one week in January 2027, the three events will bring the healthcare industry together across two world-class venues in Dubai, connecting healthcare trade, digital health and leadership in one city, at one time.

For more information, please visit: https://www.worldhealthexpo.com/events/healthcare/dubai/.