

Reflections: Attending WHX Dubai - Key Insights from a Global Healthcare Event

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Research note



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Dana Purves graduated from Edinburgh Napier University with 1st Class Honours and joined Javelo as an intern. She's since grown into her role as a Product Operations Engineer – and in February, that role took her to the World Health Expo (WHX) in Dubai, one of the largest healthcare trade shows in the world. With plenty to reflect on, she shares more about her experience.

As a Product Operations Engineer at Javelo, my role focuses on overseeing day to day operations and logistics, supporting an efficient supply chain and building strong relationships with our suppliers. WHX Dubai was a chance to step back from that and see the bigger picture – meeting the people and organisations that shape the industry we're part of.

Motivations

WHX Dubai was a unique opportunity to connect with global suppliers, explore new partnerships, and get a clearer sense of where the industry is heading. As Javelo grows, those international relationships matter more and more, and it's great to be in the rooms where those conversations are happening.

Given the size of the expo, we knew we needed a plan. Ash and I adopted a divide and conquer strategy, splitting up to cover more ground (our step counts will attest to that) while using a simple ranking system we'd put together beforehand, which helped us focus our time and energy where it mattered most. By day two, we were very familiar with the floor plan – and the nearest place to get a good coffee!

We also caught up with friends at ABHI, who walked us through how they can support us as we continue to build our presence within the healthcare space this year.

And we were introduced to Finola Hegarty, Senior Trade Specialist, Science & Technology at Scottish Development International UAE, who offered some really helpful introductions and perspectives.

Learning

One thing that stuck with me was how much came from simply starting a conversation. Some of the most useful insights didn't come from the scheduled meetings or the stands we'd planned to visit - they came from asking questions and taking the time to really get to know the people behind the stands.

I also came away with a much clearer picture of how healthcare operates in the UAE. Talking directly with local organisations like Dubai Health gave me real context about how the region is regulated and where innovation is being pushed – the kind of thing you can't really gain insight into from behind the desk.

What's Next

Attending WHX reinforced how impressive and forward thinking the medical sector is. It was inspiring to be surrounded by organisations that share a common goal, improving patient care and delivering better experiences for those in need.

It was also a strong example of how good design can make a big event feel effortless. One thing that stood out was the QR codes on attendee lanyards to exchange details and schedule meetings. Coming from a product design background, I appreciated how much thought had gone into it. Small detail, huge difference.

Looking ahead, we're delighted to have joined the ABHI Middle East Accelerator this year with support from Scottish Development International to support our market development activities and stakeholder engagement.

And on a personal note, we hope for peace in the region, and look forward to a time when we can collaborate freely/work together toward better healthcare for everyone.

Dana

About Javelo

Javelo is a British medical devices company founded by Dr Ashton Barnett-Vanes. Its Chairman is Sir George Buckley, the Former President and CEO of 3M. Javelo supplies public and private healthcare providers with reliable, patient-friendly securement products that enhance the standard of care.

➤ For further information
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Ash and Dana at WHX - Dubai, 2026.