

Let your brand come alive in

مساحة عشدة بصة LiveWell Zone

At the Global Health Exhibition 27 - 30 October



Global Health Exhibition 2025

The premier Investment Destination in HealthCare-
Under the Patronage of the Ministry of Health

The Global Health Exhibition returns in its 8th
edition under the patronage of the Ministry of
Health and with the support of the Health Sector
Transformation Program, one of the pillars of Saudi
Vision 2030.

It stands as the leading platform bringing together
healthcare leaders, investors, and decision-makers
under the theme:

“Invest in Health.”



2024

Numbers That Speak



+105,000
Visitors
In the previous edition 2024



+2000
Exhibitors
Local and International



+500 Global Speakers



+20 International booths

Here we open the door for inspiring brands to become part of an immersive experience that redefines health as a lifestyle, through six interconnected zones full of vitality and interaction.



Objectives of "LiveWell Zone"



Empowering individuals to adopt a healthy lifestyle

Through practical and interactive activities that turn healthy habits into an enjoyable, applicable experience.



Promoting prevention of chronic diseases

Through early screenings, awareness of healthy habits, and real-life experiences that reveal the impact of daily choices.



Providing health information in a reliable and accessible way

Through digital platforms and educational experiences that connect knowledge with direct interaction.



Achieving quality of life in line with Vision 2030

By integrating physical activity, balanced nutrition, mental well-being, and prevention into a holistic journey lived by the public.

The zone is designed as a fully interactive journey that the visitor experiences from the moment they enter until the moment they leave.

A journey that begins with movement on the track, then takes the visitor through six main zones (Fitness – Nutrition – Mental Health & Sleep – Prevention – Challenge Zone) in addition to the “Walk 30” track.

Each zone offers a unique interactive experience that blends knowledge, engagement, and fun—leaving the visitor with the impression that health is not just information to be told, but a lifestyle to be lived.





ساحة اللياقة

GYM PARTNER

GYM PARTNER

GYM PARTNER

ميساجه
عند بصره



مسابقة
عند بصحة

مسابقة
عند بصحة

مسابقة
عند بصحة

قيا غفلا فقلنا

مسابقة
عند بصحة

Breathing, Risk, Reset.

Calm Mind, Healthy Life









Fitness Arena

In this zone, visitors experience the energy of movement and challenge through weightlifting, push-up contests, yoga and Pilates sessions, and fitness experiences with virtual reality. Here, they discover that physical activity is not just effort, but also enjoyment and challenge that boost both health and confidence.

Activities



Weightlifting & Push-Ups Challenges :

Under the supervision of fitness and bodybuilding coaches from the national

team, in collaboration with



وزارة الرياضة
Ministry of Sport



VR Fitness Experience



Boxing Machine



VR Cycling



Digital Climbing Wall



Workshop Corner









Join us and be part of an experience full of excitement and energy



Nutrition Zone

Here, food becomes an educational and fun experience: live cooking stations reveal healthy recipes, engaging challenges keep visitors involved, the sugar wall uncovers hidden truths, and interactive games put knowledge directly in their hands. An experience that redefines our relationship with food and instills the idea that healthy choices begin with simple details.

Activities

-  **Live Cooking Stations**
-  **Interactive Plate**
-  **Hydration Station**
To find out how many liters of water one needs daily + to test their hydration knowledge
-  **Mini Challenges : Guess the Calories - Mix & Match Plate**
-  **challenge-10Min Cook-Off**
-  **Sugar-Cubes Wall**
-  **Virtual Consultation : A consultation with a nutrition specialist, integrated with the **Sehhaty** app.**
-  **Workshop Corner**

Here, we place your brand at the heart of the experience: through live recipes, innovative drinks, or healthy alternatives that visitors can taste.



Mental Health & Sleep Oasis

A space designed for tranquility and renewal; from the sound-and-light relaxation room, to meditation sessions and natural aromas, all the way to technologies that reveal stress levels before and after the experience. Visitors leave this zone equipped with practical tools that help them regain mental clarity and improve sleep quality.

Activities



Sleep Lab



Virtual Consultation Through the (Qareboon)

app:

A quick consultation with a mental health specialist via the Qareboon app, integrated with the Sehhaty platform.



Workshop Corner



What your body says?



Mood Screen

Join us in creating a moment that inspires visitors to care for their mental well-being and embrace healthy sleep solutions.



Prevention Hub

Here, the visitor understands that early screening is an investment in their future health. The clinic, equipped in collaboration with the Ministry of Health, provides real check-ups, while interactive screens showcase the long-term impact of daily habits on the body. It is a space that redefines prevention, making it a tangible practice rather than just a slogan.

Activities



The clinic

In coordination with the “Taakkad” initiative to conduct real medical check-ups.



Interactive Timeline

To measure the impact of daily habits on health



Memory VR Space



Workshop Corner

Your participation here places your brand at the forefront of preventive health solutions, whether through screening services or interactive education.



Challenge On Area

The Challenge Arena draws excitement: a virtual goalkeeper tests visitors' saving skills, while basketball challenges display scores instantly for everyone to see.

Activities



AI Goalkeeper



Basketball Challenge



Leaderboard Screen

The zone features a screen that showcases numbers, results, and collective achievements.

Be present with us and share with visitors the joy of movement, the spirit of competition, and unforgettable collective fun.



I Walk 30 Track

The surrounding track turns every step into an achievement, linked to the Sehhaty app that records visitors' steps throughout the days of the exhibition.

Here, the simplest daily movements become a powerful message: change begins with a single step.

Activities



A rectangular track surrounding the zones that counts the visitor's steps.



Every 1,000 steps = points added to the visitor's Digital Passport.



Connecting the counters to the **Sehhaty** app to track the visitor's steps throughout the entire exhibition, not just within the zone.





Why join us?



Direct Reach

A direct opportunity to engage with thousands of visitors from diverse segments.



Showcasing social responsibility

Participation in a national initiative that embodies the values of health, prevention, and quality of life.



A live experience

Activating your products and services within an immersive experience that visitors share with their community.



A national legacy

Being part of the Kingdom's leading national health initiative.

Join Us Today

Make your brand part of the LiveWell Zone, and be present in the most impactful and inspiring health experience in the Kingdom.

For contact and participation:
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Thank You

