

FOR WHX DUBAI 2027 EXHIBITORS · 25-28 JANUARY 2027

Turn four days at WHX Dubai into a clear, evidence-based plan for the Gulf.

Senior-led commercial analytics for pharma, generics, CDMO and med-tech companies entering or expanding in the UAE, Saudi Arabia and the wider GCC: where to play, which partners to back, and how to measure what happens after the show.

WHO IT IS FOR

Generics & branded generics

Indian and European makers seeking GCC partners

CDMO & contract manufacturers

Testing demand and partner fit in the region

Specialty & sterile injectables

Hospital- and tender-led portfolios

Med-device & diagnostics

Companies choosing or reviewing distributors

HOW WE CAN HELP

01 Pre-Show Market & Partner Scan

2-3 weeks

Before the show: arrive with a target list, not a hope

- Country and channel priorities, incl. public tenders
- Long-list of distributors and agents worth meeting
- Prioritised meeting plan and qualifying-question guide

02 Distributor Evaluation

3-5 weeks

Before or after the show: choose partners on evidence

- Weighted scorecard built for your portfolio
- Desk review of fit, conflicts, coverage and tenders
- Structured interviews and a ranked shortlist

03 Post-Show Launch Plan

2-4 weeks

After the show: turn leads into decisions

- Show contacts scored and sequenced for follow-up
- Opportunity sizing and revenue scenarios by country
- Go-to-market roadmap, KPIs and first-year targets

04 Ongoing Analytics & SFE

Monthly

Once you are in market: see what partners deliver

- Distributor performance dashboards and reviews
- Field force sizing, targeting and incentives
- Forecast tracking and performance diagnostics

WHY ARAVALI

- Pharma commercial specialists.** We focus on commercial analytics and sales force effectiveness (SFE) for life sciences.
- Founder-led.** Avinash K. Jangid, Founder, was at ZS Associates from 2016 to 2022.
- Based in the UAE.** Licensed in the SHAMS free zone and available in Dubai around the show.
- Senior and hands-on.** The person who scopes your work does the work.

HOW TO ENGAGE

- 20-minute call** on your products, target countries and goals for the show.
- Short written scope** with deliverables, timeline and a fixed fee or hourly rate.
- NDA first**, then work starts. Start with one package and add more only if useful.

Our scope: commercial and analytical advice only. We do not file regulatory submissions, act as a local agent or importer, or give legal advice. We work alongside your licensed regulatory and legal advisers.

Book a 20-minute call before WHX Dubai

Tell us your products and target markets. We will suggest the smallest useful first step.

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