Press Release

Messe Düsseldorf to Expand REHACARE with AccessAbilities Expo in Dubai

Düsseldorf / Dubai, 7 October 2025 – Messe Düsseldorf, organizer and owner of REHACARE International, the world's leading trade fair for rehabilitation and assistive technologies, has entered a strategic partnership with UAE-based Nadd AlShiba PR & Event Management. Through this partnership, Messe Düsseldorf acquires a stake in AccessAbilities Expo, the Middle East's leading event for assistive technologies, further expanding the global importance of REHACARE International.

The agreement, officially announced during the 7th edition of the AccessAbilities Expo in Dubai in the presence of His Highness Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, Chairman of the Higher Committee for the Protection of the Rights of People of Determination marks Messe Düsseldorf's first collaboration in the Middle East in the healthcare and rehabilitation sector. By combining the strengths of REHACARE in Düsseldorf and the AccessAbilities Expo in Dubai, both partners aim to advance assistive technologies, rehabilitation, and inclusion on a global scale.

"Our engagement in Dubai is not about duplicating REHACARE; it's about linking two complementary platforms," says Wolfram N. Diener, President and CEO of Messe Düsseldorf. "AccessAbilities will remain the region's flagship, locally led in Dubai, while our strategic partnership - strongly supported by our newly established Messe Düsseldorf Gulf Office - aligns its strengths with the global network of REHACARE in Düsseldorf and China. In practical terms, that means co-developed content, shared exhibitor and buyer pathways, and higher international visibility for innovators across the rehabilitation and assistive-technology ecosystem. This is how we bridge borders and lower barriers to the free flow of ideas, technologies and trade — globally relevant, locally rooted."

"With the AccessAbilities Expo, we are expanding the international reach of REHACARE," explains Marius Berlemann, Chief Operating Officer of Messe Düsseldorf. "This partnership allows us to combine our expertise with the local strengths in Dubai and opens up new opportunities for innovation, exchange, and empowerment for people of determination, a term that reflects the UAE's inclusive vision for persons with disabilities across the entire region."

The partnership will also pave the way for new activities in Dubai's exhibition industry, leveraging Messe Düsseldorf's extensive expertise in organizing leading international trade fairs and Nadd AlShiba's deep local insight and network within the region.

"I am very pleased about our strategic partnership with Messe Düsseldorf, a leading global player in the trade fair industry. With REHACARE International, Messe Düsseldorf has established a highly successful business and networking platform that sets international benchmarks. This partnership allows us to build on that success, combine our strengths, and drive new initiatives in Dubai that foster innovation, exchange, and the empowerment of people of determination across the entire region," said Ghassan Suleiman, CEO of Nadd AlShiba PR & Event Management.

Suleiman added that the cooperation would further strengthen Dubai's reputation as a global hub for assistive technologies, attract new investment, and bring international best practices in rehabilitation to the Middle East. This aligns with Dubai's Economic Agenda 2033 (D33), which seeks to position the emirate as one of the best cities worldwide for living, working and tourism. In parallel, the Dubai Social Agenda 33 envisions a healthcare system that delivers high-quality, affordable, and comprehensive services – spanning medical, preventive, physical, and mental health – to all segments of society. At its core, the strategy fosters a proactive social system that ensures equal opportunities and inclusion, providing support and rehabilitation across the entire community.

The importance of assistive technologies and inclusive solutions is growing worldwide, particularly in the Middle East, where demographic change, healthcare innovation and societal awareness are driving investment in accessibility and empowerment. With this step, Messe Düsseldorf underlines its ambition to expand the REHACARE brand family as the global hub for assistive technologies and inclusive innovation – with Düsseldorf, China and Dubai as its three strong pillars.

About REHACARE International

REHACARE is the world's leading trade fair for rehabilitation, prevention, inclusion, and care. Under the guiding principle "Self-determined living", it brings together people of determination, chronic illnesses, and in old age with solution providers, start-ups, associations, and political decision-makers. The next REHACARE will take place in Düsseldorf from 23 to 26 September 2026.
With REHACARE China, founded in 2023 and held at the Suzhou International Expo Center, the brand is also present in the Asian market and has already established itself there as an important platform. The next REHACARE China will be held from 20 to 22 August 2026.
The portfolio now also includes the AccessAbilities Expo in Dubai, the largest dedicated event for people of determination in the Middle East. It presents cutting-edge assistive technologies and solutions that foster inclusion and accessibility in one of the world's most dynamic regions. The 7th edition of AccessAbilities Expo will be held from the 6th to 8th of October 2025.

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-m² exhibition center in Düsseldorf, Germany. Across 18 halls, international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and to network. Messe Düsseldorf's sectors of expertise include: "Machinery, Plants and Equipment," including metallurgy and foundry technology (inter alia drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE, A+A); "Lifestyle and Beauty" (BEAUTY, TOP HAIR); "Leisure" (boot, CARAVAN SALON); and "Mobility" (XPONENTIAL Europe, Flotte!). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes more than 80 events. The corporate group's global network encompasses 78 international representations for 142 countries and nine international subsidiaries.

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