



**11-13 OCTOBER 2017**

EKO HOTEL CONVENTION CENTRE, LAGOS, NIGERIA



“Medic West Africa was an excellent experience. This show is a premier stage for progressing and development of the healthcare industry in the region.”

**Prof. Isaac Adewole, Honourable Federal Minister of Health, Nigeria**

**67%**

**EXHIBITION  
SPACE REBOOKED  
ON-SITE**



**THE LARGEST HEALTHCARE  
EVENT IN WEST AFRICA**

[www.medicwestafrica.com](http://www.medicwestafrica.com)

Organised by **informa**  
life sciences exhibitions



Informa Life Sciences Exhibitions and AfroCET would like to extend their thanks and gratitude to the supporting bodies and sponsoring companies who gave their generous support to Medic West Africa and MEDLAB West Africa 2016.



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Dear Healthcare Professional,

Medic West Africa 2016 saw a record number of attendees and exhibitors, further cementing the event as the leading exhibition where the West African healthcare industry comes to do business.

I would like to thank the Federal Ministry of Health of Nigeria, Healthcare Federation of Nigeria, Nigerian Medical Association, National Agency for Food and Drug Administration and Control, Society for Quality in Health Care in Nigeria, Medical Laboratory Science Council of Nigeria and Association of Medical Laboratory Scientists of Nigeria for their continued support. I also would like to thank all our attendees for making the event a huge success.

The exhibition showcased the latest medical technology, laboratory, pharmaceuticals and healthcare advancements. Numerous partnerships and business deals were made. Held alongside the exhibition were three CPD accredited conferences and free-to-attend masterclasses.

Medic West Africa 2017 will be held on 11-13 October at the Eko Hotel Convention Centre, Victoria Island, Lagos, Nigeria. The team has already started working to deliver a bigger and more successful event to cater to West Africa's multi-billion dollar healthcare industry next year.

If you are interested in being part of West Africa's largest healthcare event, please contact [mwa@informa.com](mailto:mwa@informa.com), +234 1 4407367, or +971 4 407 2721.

We look forward to seeing you next year!

Kind Regards,

**Daniel Green**  
Exhibition Sales Manager  
Informa Life Sciences Exhibitions

**5,400m<sup>2</sup>**  
EXHIBITION SPACE

**4,103**  
ATTENDEES

**2,703**  
VISITORS

**766**  
EXHIBITOR  
ATTENDEES

**574**  
DELEGATES

**302**  
EXHIBITORS

**60**  
SPEAKERS

**32**  
EXHIBITING  
COUNTRIES

# EXHIBITOR ANALYSIS



More than 300 leading companies displayed the latest healthcare, laboratory and IVD technology, products and services at Medic West Africa and MEDLAB West Africa 2016. Exhibitor satisfaction resulted in more than 67% of exhibitors rebooking on-site for the 2017 exhibition.

## EXHIBITOR FEEDBACK

**95%**

RATED THE QUALITY OF THE SHOW AS EXCELLENT

**89%**

GENERATED NEW CONTACTS FOR FUTURE BUSINESS

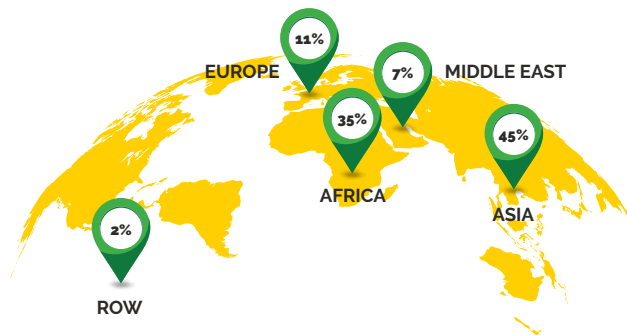
**87%**

MET THEIR OVERALL OBJECTIVES

**67%**

HAVE ALREADY BOOKED FOR 2017

## EXHIBITOR BREAKDOWN BY REGION



## MAIN REASONS FOR EXHIBITING

**90%** Seek contacts for future business

**78%** Raise company/organisation profile

**72%** Meet existing clients and partners

**41%** Look for a local agent

"Indonesia successfully obtained US\$ 1.3 million worth of potential transactions at Medic West Africa. The biggest contribution came from the transaction prospects of latex glove products, enthused by 70 companies from Nigeria and Ghana, for US\$ 650 thousand."

Nino Wawan, Head of the Indonesian Trade Promotion Center (ITPC) Lagos

# DON'T DELAY!

Book your stand today

 [mwa@informa.com](mailto:mwa@informa.com)



# VISITOR ANALYSIS



The exhibition continues to grow with 2016 seeing the largest number of visitors since the launch of the show. Providing a platform for healthcare professionals and purchasing decision-makers to network and do business, Medic West Africa is a key business channel for healthcare industry leaders in the region.

## VISITOR FEEDBACK

**94%**  
CONFIRMED THEY  
WILL ATTEND MEDIC  
WEST AFRICA 2017

**87%**  
ESTABLISH NEW  
BUSINESS CONTACTS  
FOR THE FUTURE

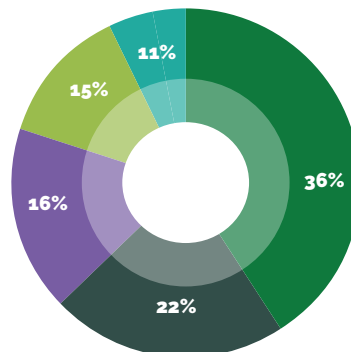
**85%**  
LEARNED ABOUT NEW  
PRODUCTS DURING  
THEIR VISIT



## REASONS FOR ATTENDING

- 71%** Establish new contacts
- 64%** Keep up to date with new products/trends
- 57%** Source a new supplier
- 32%** Meet up with industry colleagues
- 28%** Attend the conferences
- 27%** Find/buy a specific product or service

## AREA OF BUSINESS BREAKDOWN



<span style="color: green;">■</span> Distributors	36%
<span style="color: darkgrey;">■</span> Hospitals/ Medical Directors	22%
<span style="color: purple;">■</span> Laboratories	16%
<span style="color: lightgreen;">■</span> Government	15%
<span style="color: teal;">■</span> Healthcare professionals/ Doctors	11%

"Great experience, we are expecting good results from West Africa."

**Paul Jacob**, Director, CML Biotech Ltm  
Protech Gas Ltd

"Medic West Africa is an excellent platform for emerging innovations in medical health infrastructure in Africa."

**Eng Nathaniel Oitomen**, C.E.O. Protech  
Gas Ltd

# CONFERENCE ANALYSIS

Running alongside the exhibition were free-to-attend masterclasses and CPD-accredited conferences featuring regional and international speakers. Each conference programme was scientifically prepared to offer education on the latest advances in healthcare.

"If the health sector is to reach its full potential in Nigeria, it will depend largely on the leadership capacity of those entrusted with steering the ship both in the public and private sectors. The panel at the Leadership in Healthcare conference provided hope of a new dawn for the Nigerian health sector."

Dr Chikwe Ihekweazu, CEO, the Nigeria Centre for Disease Control, Ministry of Health, Nigeria

## SNAPSHOT OF THE 5 CONFERENCES

### Healthcare Leaders Conference

A brand new addition to Medic West Africa's conference line up, the prestigious Leaders in Healthcare conference highlighted the theme: 'Leading Nigeria into the 21st Century in Healthcare'. This high profile hosted the Federal Minister of Health and Commissioners of Health from 9 States.

#### Attendee jobtitle

- Ministerial/Government Executives
- CEOs
- General Managers
- Directors

### Quality Conference



*In association with  
The Society for  
Quality in Health  
Care in Nigeria*

The theme for this year's conference was: Leading in Challenging times: Innovation & Collaboration for access and Quality.

#### Attendee jobtitle

- Medical Directors
- Quality Managers
- Quality Assurance Managers
- Hospital Managers

### Navigating Diabetes Care & Cardio-Renal Disease Masterclass

*In partnership with BeyHealth*



The theme of the 2016 conference was 'Type-2 Diabetes, Sustainable Development and subSaharan Africa'.

#### Attendee jobtitle

- General Practitioners
- Clinical consultants
- Family medicine Specialists
- Endocrinologists

### Healthcare Financing Conference



*In association with  
the Healthcare  
Federation of Nigeria*

Taking on a different theme each year, the Healthcare Financing conference theme elaborated on: Public Private Partnerships: *transforming policy into action.*

#### Attendee jobtitle

- Chief Medical Officers
- Finance Directors
- Hospital Managers
- Managing Directors

### Social Media Conference

Back by popular demand, this year the conference headline was Improving healthcare access through digital health.

#### Attendee jobtitle

- Sales / Marketing Directors
- Hospital Managers
- General Practitioners
- Healthcare Professionals



# DON'T JUST TAKE OUR WORD FOR IT...

"This was the first year for ABIMO to organise an official Brazilian pavilion in Nigeria, and we had a great experience. We met fantastic prospects for our partners across Western Africa and also got chance to discuss collaboration with the Federal Minister of Health. We are already looking forward to next year."

Clara Porto, Marketing and Exports Manager, ABIMO, Brazil



"It was my first time to Medic West Africa. This is classic and huge I have seen a collection of the best of the world in terms of medical equipment and medical services. As Ogun State Government we are looking for opportunities like this exhibition were we have direct way for procurement and establish business relationships."

Dr Babatunde Ipaye, Commissioner for Health, Ogun State Ministry of Health



"The Medic West Africa was an eye opener for me. Little did I realize that such conferences are held in Nigeria. The quality was definitely very commendable and many of the leaders in the sector including the Minister made it a point of duty to attend. I will definitely be at the 2017 show."

Dr. Abayomi Ajayi, Founder/ CEO, Nordica Fertility Centre, Lagos, Nigeria



"It was my first time to attend Medic West Africa. It was an absolutely fantastic outing. I'll rank it equal in standard and richness of the content, capacity of the exhibitors and visitors to that of most international exhibitions. The Leadership conference angle was much needed and highly informative. I can't wait to be back next year."

Dr Nick Azinge, MD, FACP, Honourable Commissioner for Health; Delta State, Nigeria



"Medic West Africa lived up to its billing as "the largest healthcare platform across West Africa. It afforded us the opportunity to acquaint ourselves with state-of-the-art medical equipment and provided an excellent opportunity for networking and business. Looking forward for next year."

Dr (Mrs.) Aihanuwa Eregie, Honourable Commissioner for Health, Edo State, Nigeria



"Medic West Africa is a platform that contributes to the development of healthcare professionals by exposing them to new equipment, technology and knowledge enrichment."

Dr Jide Idris, Honourable Commissioner of Health, Lagos State, Nigeria



**Highest populated country in Africa 183 million** – twice as large as second place Ethiopia



**Richest economy in Africa with a GDP of US\$553 billion**



**Lagos State GDP alone is US\$131 billion** – 6<sup>th</sup> largest economy in Africa



Lagos State Government has approved construction of a medical campus at an estimated cost of **US\$156 million**



Nigerian Government has allocated **US\$11 billion of federal investment into the opening of 10,000 primary health centres**



President Muhammadu Buhari recently declared **US\$11 billion would be injected into the health sector in 2016**



The federal government has **disbursed about US\$50.8 million to all 36 states** for qualitative primary health care delivery



Lagos State Governor, Akinwunmi Ambode, has allocated **US\$63.54 million to addressing major issues affecting the health sector**

**References:**  
Business Day Online  
BMI Research  
Oxford Business Group  
Vanguard NG  
World Bank



# WHY EXHIBIT



As healthcare services continue to be spread across the country and overall coverage among the population increases, the demand for healthcare services and products escalates as well. Make sure that you have a share in this growing opportunity by being present at the largest healthcare forum for decision makers in the West Africa region - Medic West Africa 2017.

## 2016 VIP ATTENDEES AT A GLANCE

- Honourable Federal Minister of Health Nigeria
- The Acting Director-General of the National Agency for Food and Drug Administration and Control, NAFDAC
- Assistant Inspector General, Nigeria Police Force
- Commissioner of Health, Lagos State Ministry of Health
- Commissioner for Health, Delta State Ministry of Health
- Commissioner for Health, Anambra State Ministry of Health
- Commissioner for Health, Ogun State Ministry of Health
- Commissioner for Health, Edo State Ministry of Health
- Commissioner for Health, Cross Rivers State Ministry of Health
- Commissioner for Health, Ondo State Ministry of Health
- Commissioner of Police, Lagos State
- The Director General/CEO of Nigeria Institute of Medical Research
- President, Nigeria Healthcare Federation
- President, Nigeria Medical Association

## ENSURE

your market share in this rapidly growing industry in West Africa.

## SHOWCASE

your latest products and solutions to thousands of potential buyers, distributors, dealers and suppliers attending the event.

## REACH

a targeted West African audience before, during and after the show, with our year-round promotional activities.

## NETWORK

with medical specialists and healthcare end-users to grow your client list of partners, patients, buyers and purchasers.



# 67% EXHIBITION SPACE REBOOKED ON-SITE,

book your space today on **+971 (0) 4 407 2721** or **[mwa@informa.com](mailto:mwa@informa.com)** to avoid disappointment.

# SPONSORSHIP OPPORTUNITIES

With our tiered structure you can choose a campaign that suits you. The list below shows exactly what you receive for each package; however we can bolt on specific requirements to suit your individual needs.

Please contact our team for more information on: [mwa@informa.com](mailto:mwa@informa.com)

## PRE-EVENT BENEFITS

	PLATINUM	GOLD	SILVER
Logo on website with hyperlink to sponsor's website	✓	✓	✓
Exclusive sponsor e-shot	1	-	-
Inclusion on visitor promotion campaign – print and electronic (appropriate tier)	✓	✓	✓
Sponsor announcement four weeks ahead of our visitor promotion	✓	✓	✓
Feature article in visitor newsletter	2	1	-
Dedicated sponsor page on event website with company description and logo (appropriate tier)	✓	✓	Logo only

## ONSITE BENEFITS

	PLATINUM	GOLD	SILVER
Logo on onsite signages	✓	✓	✓
1 x A4 advert in show catalogue	✓	✓	✓
Gold entry in the show catalogue – 100 words plus logo	✓	✓	✓
Directional floor tiles inside the exhibition	2	1	1
Stand highlighted in show catalogue	2	-	-

## POST SHOW BENEFITS

	PLATINUM	GOLD	SILVER
Dedicated e-shot thanking visitors and promoting sponsor	✓	✓	✓
Exhibition round-up e-shot – hyperlinked logo	✓	✓	✓
Hyperlinked logo on website – 3 months post event	✓	✓	✓

## COMMERCIAL OPPORTUNITIES



### Registration area – hall entrances (per area)

- Registration desks
- Staff uniforms
- Pens on writing desks



### Lanyards

Your logo will appear on all lanyards. The lanyards are worn by visitors and exhibitors throughout the event. Your company logo will appear on all lanyards.



### Visitor badges

More than 3,000 visitors expected to attend Medic West Africa 2017, this is a significant and exclusive branding opportunity. Every badge will carry your logo on the front and back.



### Exhibitor badges

More than 1,000 exhibitor attendees expected at Medic West Africa 2017, this is a highly exclusive branding opportunity towards the leaders of healthcare. Every badge will carry your logo on the front and back.



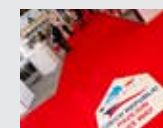
### Visitor Carrier bags

Have your brand in the hand of all Medic West Africa visitors – a direct way to create an impact. Bags will be branded with your company's logo along with the Medic West Africa logo and will be distributed across different points on the exhibition floor.



### Roll-up Banners

Positioning a roll up banner around the venue will enhance your visibility and ensure your customers.



### Floor tiles on exhibition floor

Directional-style floor tiles positioned in close proximity to your stand not only enhance the visibility of your stand but also remind the visitors of your presence and extend an invitation to visit your stand.



# MARKETING & PROMOTION

By promoting the event we promote you...



## PRINT



The Medic West Africa marketing strategy consisted of a diverse print advertising campaign that reached across leading trade publications, magazines and newspapers throughout Nigeria and greater West Africa. A total of 176 adverts appeared as part of the campaign, covering a range of the most renowned titles.

## WEBSITE



Our websites provide the best online platform to communicate to a target audience of food industry professionals across Nigeria. The Medic West Africa website attracted more than 215,204 visits and 83,759 unique visitors in 2016.

## DIRECT MAIL



Visitor invitations were mailed across the healthcare industry professionals from all 36 states inviting them to Medic West Africa. More than 10,000 contacts were carefully selected from our extensive and ever growing database.

## EMAIL



Our targeted and comprehensive email campaign was our most comprehensive to date, communicating with more than 45,000 people. We have carefully analysed the results and trends to build and grow the data for the 2017 event.

## PR & MEDIA COVERAGE



An extensive international Public Relations campaign was delivered through an experienced and specifically commissioned PR agency, focusing on the communication of clear, specific and targeted messaging to our core audience and media. The PR campaign was covered in more than 963 articles.

## RADIO



Radio adverts are aired on key local radio stations during premium time slots of morning and evening rush hours in the days leading up to the exhibition.

## SMS



With mobile technology at the forefront of communication, our SMS reminders and easy registration messages reached out to more than 35,000 contacts across the country.

## SOCIAL MEDIA



Through the active use of social media, Medic West Africa has built a strong following and presence on various platforms including: Facebook the prime platform in the country with more than 7,300 likes in 2016.

# START YOUR PLANNING TODAY

11-13 OCTOBER 2017

EKO HOTEL CONVENTION CENTRE, LAGOS, NIGERIA

## EXHIBIT

Book your stand today, contact us at:

T: +971 (0) 4 407 2721

E: [mwa@informa.com](mailto:mwa@informa.com)

[www.medicwestafrica.com](http://www.medicwestafrica.com)

## VISIT

Register now to confirm your free visit to the exhibition:

[www.medicwestafrica.com/register](http://www.medicwestafrica.com/register)

## TRAVEL

Benefit from Medic West Africa discounted rates. Contact our hospitality team on

T: +971 (0) 4 407 2694, +971 (0) 4 407 2710

E: [hotels@informa.com](mailto:hotels@informa.com)

Organised by:

**informa**

life sciences exhibitions

Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 27 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 230,000 healthcare professionals worldwide and offering a range of marketing solutions for companies involved with the healthcare sector. Over 100 congresses take place in parallel with the exhibitions.

Informa Life Sciences Exhibitions publishes four international healthcare magazines, offers Dothealth, a healthcare portal showcasing over 40,000 healthcare companies and runs Healthy Change, an online recruitment portal.

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