



14 – 16 April 2018 | Cairo, Egypt

**THE LARGEST HEALTHCARE
PLATFORM ACROSS NORTH AFRICA**

2017 POST SHOW REPORT

 mediconex-exhibition.com

Dear Professionals,

On behalf of the Mediconex team, I would like to extend a warm thank you to all our sponsors, exhibitors, delegates and visitors for their participation at the 10th edition of the exhibition which was held from 8th to the 10th of April 2017 at the Cairo International Convention Center in Cairo, Egypt.

The exhibition remains the largest healthcare platform across North Africa with debuts from Germany, Italy, Pakistan, Saudi Arabia, Taiwan, United Arab Emirates and a total presence of 155 participants from over 10 international countries occupying a show area of more than 8000sqm.

A large number of international healthcare manufacturers seeking to diversify their export market, view Egypt as the gateway into the North African region/market.

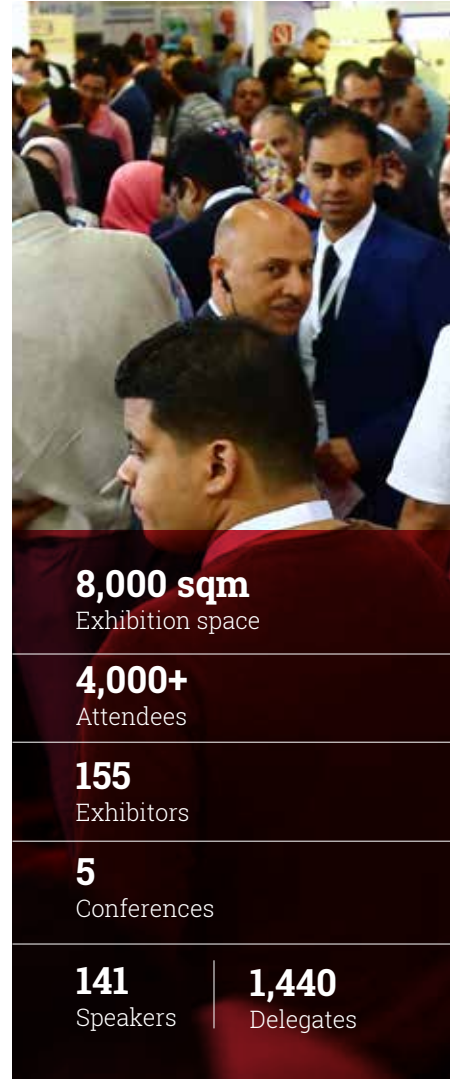
One of our major event highlights was the expanded set of up to 5 CME accredited conferences presented by more than 141 speakers. Delegates were offered a comprehensive program covering topics that addressed the trends and developments in the healthcare industry.

The premier edition of MEDLAB North Africa – the region's only dedicated laboratory exhibition took place alongside Mediconex from 8 – 10 April 2017 in Cairo Egypt. The exhibition welcomed over 3000 laboratory professionals to conduct business with 50 international companies showcasing the latest laboratory management and diagnostics technologies available to the North African region.

The 11th edition of Mediconex will take place from 14th to the 16th of April 2018 in Cairo, Egypt. The team and I, look forward to your continuous support and participation towards yet another greater edition of Mediconex.

Thank you & we look forward to seeing you next year.

Alaa Dardir,
CEO, Arab African Conferences and Exhibitions (ACE)



8,000 sqm Exhibition space	
4,000+ Attendees	
155 Exhibitors	
5 Conferences	
141 Speakers	1,440 Delegates

A SPECIAL THANKS TO OUR 2017 SPONSORS AND SCIENTIFIC PARTNERS FOR THEIR CONTINUOUS SUPPORT

Platinum Sponsor



VIP Sponsor



Scientific Partners



The Egyptian Society of Laboratory Medicine



GOHI
General Organization of
Teaching Hospitals and Institutes



GMTH
El-Galaa Maternity Teaching Hospital



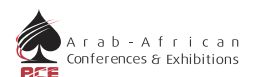
Egyptian Patient
Safety Association



Co-located with



Organised by



EGYPT AT A GLANCE

As one of the largest healthcare markets in the MENA region, Egypt is looking to meet rising demand for services driven by its growing population.

(Source: The report, Egypt 2016)

Egypt's healthcare budget is valued at USD

5.8 BILLION

(Overview, Oxford business group)



Estimated population by 2020

100 MILLION



(DHS programme, Overview of health system in Egypt)

Egypt continues to benefit from increasing political stability, improved economic conditions and various reforms, which are driving confidence in the Egyptian capital markets, attracting both companies and investors.

(Source: MENA IPO Eye, Q4 2016, EY)

Initial Public Offerings (IPO) in Egypt's healthcare sector were valued at USD \$590.9 million in 2016, establishing the country as the largest IPO holder in the MENA region.

(Source: MENA IPO Eye, Q4 2016, EY)

Healthcare spending in 2020 to reach

\$138.9 billion

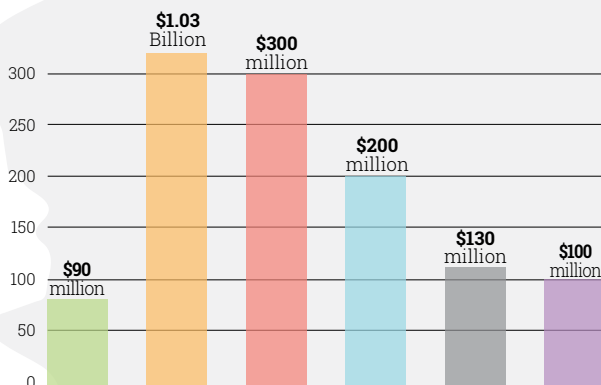
in North Africa, a 4.2% increase from 2015 (\$112.7 billion)

(2017 global healthcare sector outlook, Deloitte)

Egypt is embarking on an undertaking of huge scale and ambition to build an entirely new \$30 billion healthcare city from scratch in only 5-7 years.

This includes construction of 663 hospitals and healthcare facilities.

HOSPITAL INVESTMENT



- Egyptian American Medical Centre, 6th October City
- Alexandria Hospital, Alexandria
- New Giza-Meditown, New Giza, Cairo
- Cleopatra Hospital, Cairo
- Wadi El Neel General Hospital, Cairo
- Saudi German Hospitals Group, Cairo

Egypt's demand for property allocated to healthcare by 2025 stands at 4.4m sqm of hospital space with investments worth

EGP 40.5 BILLION

2.7m sqm of clinics space with investments of

EGP 17.8 BILLION

(Egypt Cairo Market Overview, Colliers 2016)

EXHIBITOR OVERVIEW

Mediconex remains the largest healthcare platform across North Africa with new exhibitors from Germany, Italy, Pakistan, Saudi Arabia, Taiwan and United Arab Emirates. A large number of international healthcare manufacturers seeking to diversify their export market, view Egypt as the gateway into the North African region/market.

EXHIBITING FACTS

97%

Rated the quality of visitors as good or excellent

86%

Met their exhibiting objectives

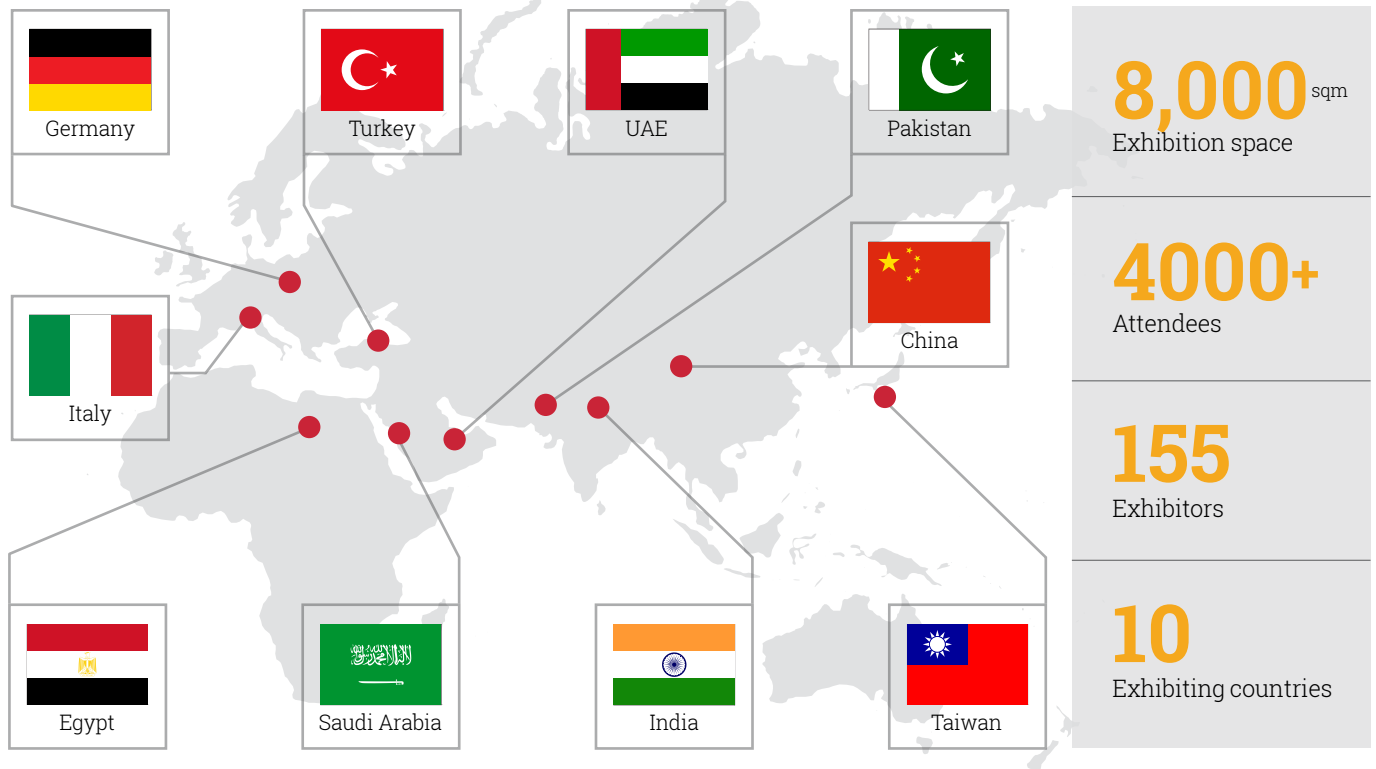
86%

found the show effective in generating new business enquiries

63%

Have already rebooked space for 2017

PARTICIPATING COUNTRIES



This is our first time exhibiting. We were looking to enter the North African healthcare market and the exhibition has given us the opportunity to connect with the right people.

Tarek Shaker, Business Development and Training Manager, Al Borg Laboratories



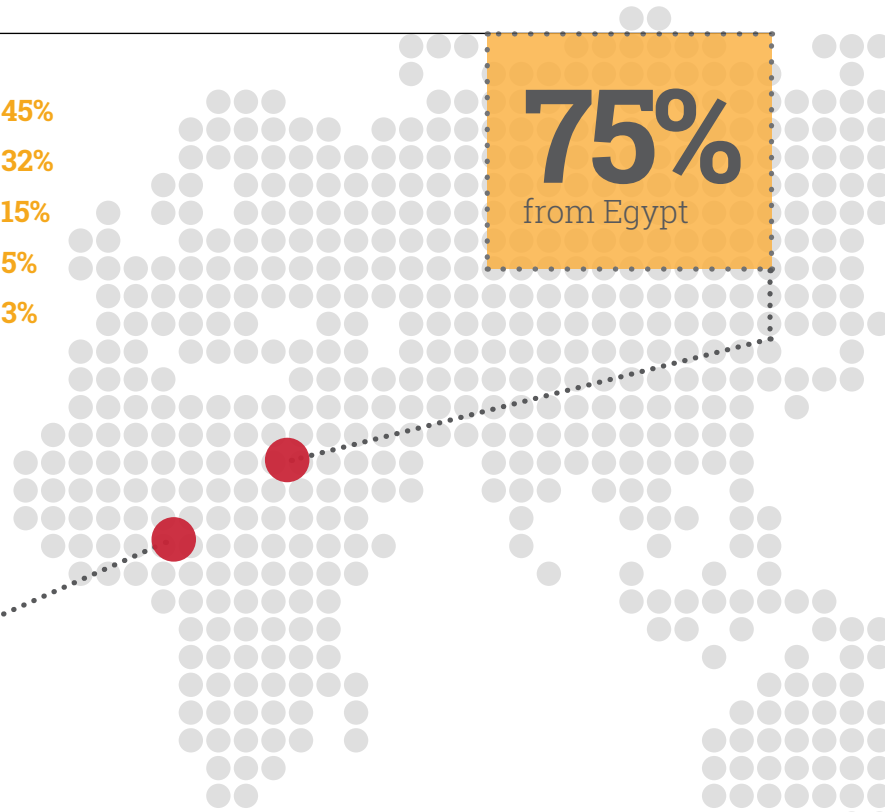
VISITOR OVERVIEW

Bringing together a wealth of knowledge and experience, Mediconex provides a networking platform for more than 4,000 healthcare professionals and decision-makers to do business, exchange ideas and learn about the latest product advancements from key industry players.

AREA OF BUSINESS

Healthcare Professionals.....	45%
Dealers & Distributors.....	32%
Laboratory Professionals.....	15%
Government.....	5%
Other.....	3%

25%
from Africa
& Middle East



REASONS FOR ATTENDING

>> Source a new supplier	42%
>> Find/buy a specific product or service	43%
>> Establish new business contact	38%
>> Meet up with industry colleagues	32%

SURVEY RESULTS

93% successfully met their objectives during the exhibition
82% had influence in the decision-making process
72% made new contacts for future business
93% confirmed they plan to attend Mediconex 2018



“It my first time to visit Mediconex Exhibition. I came to source manufacturers and I must say I am very pleased with the business deals made onsite. And the quality contacts I have made, we will be doing business between Egypt and Uganda. I look forward for the coming edition.”

Flavia Kesime, Operations Officer, Precise Diagnostic and Medical Supplies, Uganda

CONFERENCE OVERVIEW

With healthcare being the primary focus for Egypt, one of our major event highlights was the expanded set of upto 5 CME accredited conferences presented by more than 30 speakers. The varied conference tracks bring in a wide selection of healthcare professionals who visit the exhibition as well.

5
Conferences

141
Speakers

1440
Delegates

CONFERENCES

TRAUMA, EMERGENCY & ANESTHESIA CONFERENCE

The Trauma, Emergency & Anaesthesia Conference, is the perfect opportunity for first-line providers, anaesthesiologists, surgeons, general practitioners and physicians, to interact, learn and develop their skills in the field of emergency medicine

276
Delegates

33
Speakers



THE DILEMMA OF C.S.EPIDEMIC AND NEW HORIZONS IN FETAL IMAGING CONFERENCE

The dilemma of C.S. epidemic and new horizons in foetal imaging conference offered attendees an opportunity to share and discuss clinical & academic experience in the fields of obstetrics and foetal medicine

148
Delegates

15
Speakers



INVESTMENT IN HEALTHCARE - A FUTURISTIC PERSPECTIVE

As healthcare professionals, we understand that lack of funding, fast evolving technologies, infrastructure required for smart hospitals among others are the challenges faced in providing high quality service. To help overcome these challenges, a dedicated conference was launched, Investment in healthcare - A futuristic perspective.

150
Delegates

26
Speakers

PATIENT SAFETY

This conference covered topics from infection control, safety measurements, decontamination and sterilisation, wound care, correct diagnosis, maintenance of health records and data and much more.

89
Delegates

9
Speakers



The premier edition of MEDLAB North Africa – the region’s only dedicated laboratory exhibition took place alongside Mediconex from 8 – 10 April 2017 in Cairo Egypt. The exhibition welcomed over 3000 laboratory professionals to conduct business with 50 international companies showcasing the latest laboratory management and diagnostics technologies available to the North African region.

VISITOR AREA OF BUSINESS BREAKDOWN

Hospitals	27%
Laboratories	25%
Distributors	24%
Manufacturers	14%
Government	10%

EXHIBITORS FEEDBACK



ANNUAL ESLM CONFERENCE 2017 – LABORATORY MEDICINE CRUCIAL PARTNER IN HEALTHCARE

The theme for the 28th edition of the annual Egyptian Society of Laboratory Medicine (ESLM) conference was Laboratory Medicine: Crucial partner in Healthcare - examining the influence of laboratory test results on decisions made regarding patient diagnosis and treatments, hospital admission and discharge.

777
Delegates

58
Speakers

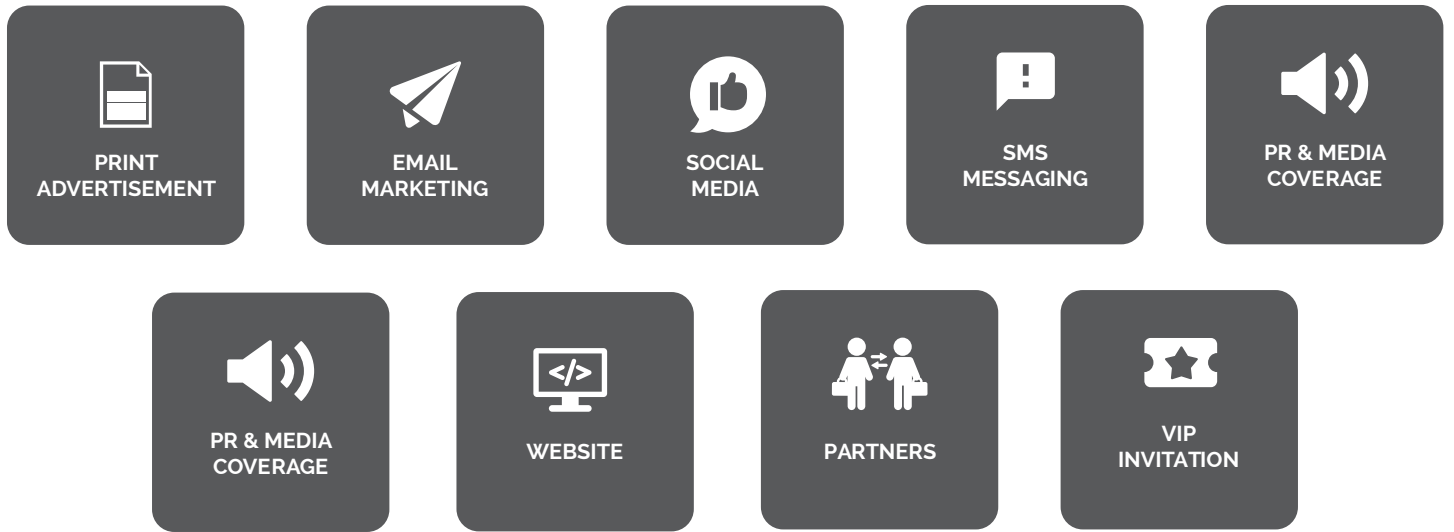


CONFERENCE ATTENDEES BREAKDOWN

Laboratory Management	25%	Clinical Chemistry	19%
Clinical Microbiology & Immunology	20%	Haematology	12%
Molecular Diagnostics	19%	Histopathology	5%



MARKETING & PROMOTION



SAVE THE DATES **14-16 APRIL | 2018**

EXHIBIT

EXHIBITING ENQUIRES
INTERNATIONAL

Michael Tube

Sales Manager,
T: +971 (0) 4 4072496
E: Michael.Tube@informa.com

EXHIBITING ENQUIRES
EGYPT

Boussaina Ashraf

Sales Manager
T: +202 23594 110
E: boussaina@arabafricanegypt.com

VISIT

REGISTER NOW TO CONFIRM YOUR FREE VISIT TO THE EXHIBITION:

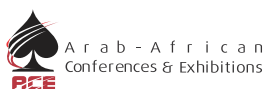
 [mediconex-exhibition/register](https://www.mediconex-exhibition/register)

Organised by:

informa
life sciences exhibitions

Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 26 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 150,000 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 have a number of digital and print offerings, publishing a variety of healthcare magazines and medical directories, with a readership of top decision-makers in the MENA region's healthcare industry. Additionally, Omnia, the global medical directory, is a unique digital platform providing company and product information 365 days of the year, allowing users to connect with exhibitors and products in one simple click. For more information visit: [informalifesciences.com](https://www.informalifesciences.com)



ARAB AFRICAN CONFERENCES AND EXHIBITIONS (ACE) is the leading event's organizer in Egypt organizing events that reveal the potential scientific and trade possesses in uplifting the economy. ACE's trade shows, exhibitions and conferences enable international and local key players to gain up-to-date knowledge, network with prospective clients, launch and promote new products.