

2nd Edition
MAGHREB REGION'S LARGEST
Healthcare
Exhibition & Conference



3,500 m²
Exhibition Space

175+
Exhibitors & Brands

4,000+
Trade Visitors and Buyers

1,000+
Products on display

25+
Countries Represented

4
Days

Event Brief

Dear Industry Colleagues,

Maghreb Health is the largest healthcare exhibition and conference in the MAGHREB region that brings together key decision makers in the public and private sectors of Algeria, Tunisia, Morocco, Libya, Mauritania, West Sahara and surrounding countries.

The 2nd edition of Maghreb Health took place from 5-8 December 2018 at the Palais des Expositions, SAFEX, Algiers, Algeria hosting 175+ exhibitors and brands from around 25+ countries across the globe.

Over 4,000 high-spending decision-makers, dealers, distributors, resellers, hospital administrators, head of departments, purchasing managers, medical technicians, technologist and healthcare professionals came to look for the best products and services for their business.

The event also featured the Buyers Concierge, a professional networking platform consisting of 100+ pre-selected buyers who met with the exhibitors during the show. The event also hosted a networking dinner for the exhibitors, delegates, buyer and VIPs.

Have your share in the Maghreb region's billion-dollar healthcare industries by exhibiting at the 3rd edition of The Maghreb Health on 25-27 September 2019 at the Palais des Expositions, SAFEX, Algiers, Algeria

Kind regards,



Jeano Pangan
Group Director
Middle East & North Africa



2018 Sponsors and Partners

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Exhibitors

Maghreb Health 2018 provided a unique meeting place for exhibitors who were offering products and services for the medical and health sectors to meet key decision makers and professionals. A one of a kind event that offered unlimited opportunities to network with thousands of buyers and business partners in the region.



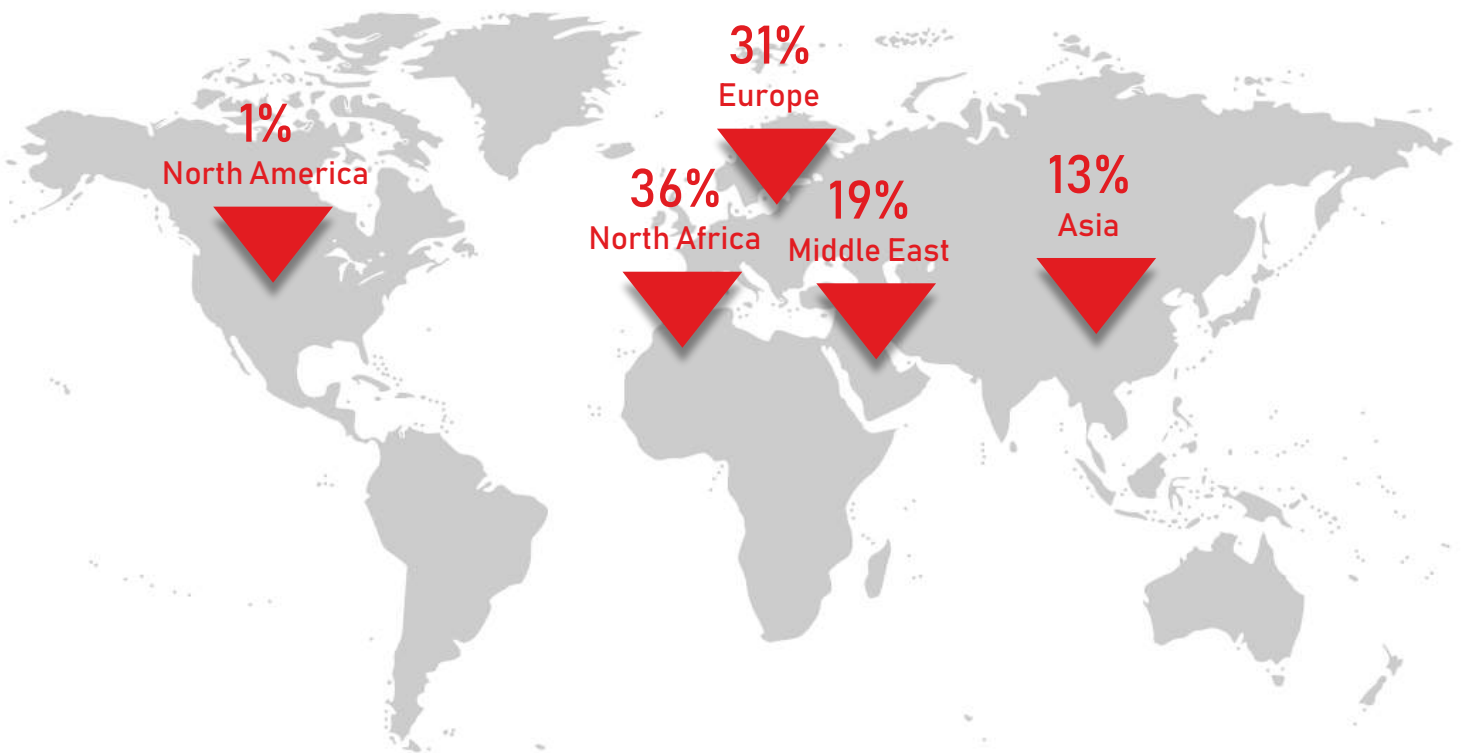
Saraoui Nassim
General Manager
Sarl TSM, Nihon Kodan

Reasons to Exhibit

- 92%** Generate new customer leads and business partners within the region
- 78%** Penetrate the Maghreb market and launch new products or services
- 71%** Brand awareness / Re-affirm position as a leading product manufacturer or service provider in the region
- 52%** Catch up with existing clients and re-establish relationships

It was a success, very good organisation and the quality of visitors were high-level decision makers. We look forward to exhibiting at Maghreb Health 2019

Exhibitors by Region



POST-SHOW REPORT 2018



Hichem Belhadj
Sales Director
BTL Zdravotnicka
Technika A.S.

Maghreb Health always offers an effective platform for our company to sell our products for thousands of buyers and professionals. We will definitely be back on the 3rd edition.



of the exhibitors said that the event was an effective marketing tool for their company



of the exhibitors said that the number of visitors are adequate and excellent



of the exhibitors said that the quality of visitors are adequate and excellent



of the exhibitors said that they will most probably exhibit again in 2019

Exhibitors by Product

40%

- Medical equipment
- Medical device
- Healthcare IT
- Medical Technology
- Hospital Furniture
- Healthcare Products

32%

- Commodities & Consumer Goods, Disposables
- Diagnostics
- Medical Laboratory
- Hospital Build & Infrastructure
- Surgical Products

21%

- Dentistry
- Hospitals & Clinics
- Healthcare Facilities & Management
- Pharmaceuticals
- Medical Travel
- Healthcare Services

7%

- Financial & Leasing Institution
- Associations
- Media & Publications

Visitors

Maghreb Health 2018 witnessed a growth of 33% in visitor number from 2017 and offered both new and returning visitors an unforgettable networking experience in a course of three days. Over 4,000 professionals from all around the world came to find the latest products and services for their business.

Visitor Demographics



- 45% CEO, Owners, Distributors, Dealers & Resellers
- 27% Directors, Hospital Administrators, Head of Departments, Managers
- 18% Medical Technicians and Technologists
- 10% Healthcare Professionals

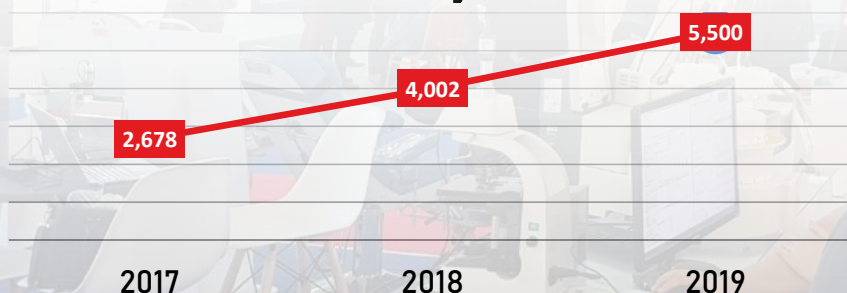


- 76% Algeria, Tunisia, Morocco, Libya, Mauritania
- 11% Middle East
- 10% Europe
- 2% Other African Regions
- 1% ROTW

Buyers Concierge

This year, we introduced The Buyers Concierge - a featured area for pre-selected buyers and exhibitors. It served as one of the most important element of the show where deals were signed and businesses were made during the show. In 2018, Maghreb Health managed to find 100 + buyers who were looking to purchase products and services within the next 6 months.

Visitor Growth Projection



Guichoud Reda
General Manager
Comet Medical

We are pleasantly surprised for the number and quality of visitors who attended the event. Overall, a very well-organised exhibition!



Melouki Ahmed Salim
General Manager
Melouki Group

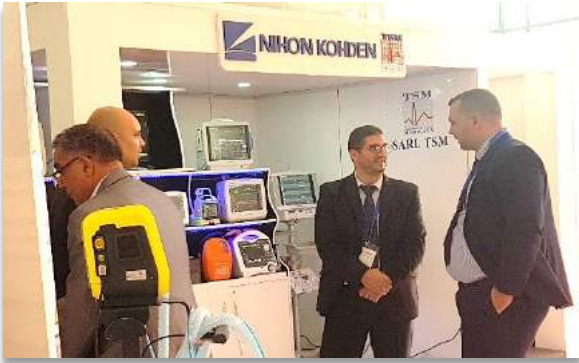
We are very satisfied with the visitors we met. There are many business opportunities during the show to land business with! "

89%

of the visitors said they will most likely recommend Maghreb Health to colleagues and their professional network

POST-SHOW REPORT 2018

Onsite and Post-Event Visitor Survey



88%

of the visitors successfully to meet with potential suppliers, manufacturers and business partners



82%

of the visitors said that the event was an effective platform to do business



75%

of the visitors learned about latest trends in the healthcare and medical industries through live product demonstrations and service presentations



85%

of the visitors said that they will to attend the event again in 2019

What's new in 2019?

Maghreb Health is the best way of winning profitable new business in the region. The 2019 edition will once again be an important platform for manufacturers, distributors and service providers to increase their presence and meet with key decision makers in the Maghreb region's healthcare industry. Alongside the exhibition will be the Future of Healthcare Conference and free-to-attend conferences.

5,000 m²

Exhibition Space

5,500+

Trade Visitors & Professionals

200+

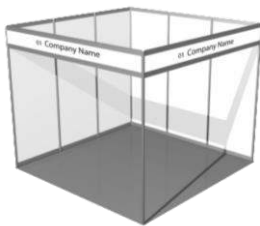
VIP Buyers

33% increase from 2018

27% increase from 2018

50% increase from 2018

Exhibiting Options



Shell Scheme Basic US\$ 3,200

- 9 m² shell scheme stand
- 3 Spot lights, carpet
- Name board
- Basic catalogue and online entry*

Shell Scheme Plus US\$ 3,500

- 9 m² shell scheme stand
- 3 Spot lights, carpet
- Name board
- Enhanced catalogue and online entry*
- Basic furniture *

Extra Shell Scheme: US\$ 360 per m²



Space Only Basic US\$ 6,000

- 18 m² bare space
- Basic catalogue and online entry*

Space Only Plus US\$ 6,500

- 18 m² bare space
- Enhanced catalogue and online entry*
- 1 full page advert

Extra Space: US\$ 350 per m²

Basic Catalogue Entry: company name and contact details, 3 product categories

Basic Online Entry: company logo, company name and contact details, 3 product categories

Enhanced Catalogue Entry: your company logo + 100 words company description, contact details and 5 product categories

Enhanced Online Entry: Your company logo + 100 words company description, contact details, 3 product images and 5 product categories

Basic Furniture: 3 chairs, 1 table, 1 waste bin, 1 counter (optional extras can be ordered for an additional cost)

To book your exhibition space, please complete the Space Application Form and send to maghrebhealth@atexinternational.com

Sponsorship & Branding Opportunities

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market finds attractive. By sponsoring at Maghreb Health 2019, your company will have the opportunity to promote your products or services to all attendees that may have little or no knowledge of your brand, raise your company profile against competitors and enjoy the benefits of our competitive marketing campaigns.

	Platinum Sponsor \$7,000.00	Gold Sponsor \$5,000.00	Silver Sponsor \$3,000.00
Logo in all pre-event and post-event marketing campaigns	Platinum	Gold	Silver
Logo in all onsite event branding	Platinum	Gold	Silver
Exclusive email campaign (Pre-event and post event)	2x	1x	-
Full page advertisement in the official show catalogue	2x	1x	1x
Company logo + 100 words company description in the official show catalogue	Yes	Yes	Yes
Conference speaking opportunity	1x	1x	-
Floor Tiles	3x	2x	1x
Conference passes	10pax	5pax	3pax

Lanyards (Exclusive)
Logo on all visitor and exhibitor lanyards

US\$ 5,000.00

Visitor Bags (Exclusive)
Logo on all visitor and exhibitor bags

US\$ 5,000.00

Registration Area (Exclusive)
Logo on the registration desks with pens and uniforms

US\$ 5,000.00

Badges (Exclusive)
Logo on all visitor and delegate badges - Front

US\$ 5,000.00

Dedicated E-shot
Targeted email marketing campaign

US\$ 1,000.00

Floor Tiles
Logo and stand number on directional floor tiles

US\$ 1,000.00

Online Registration Forms
Logo on all online visitor and delegate registration forms

US\$ 3,000.00

Full Page Advert
Advertisement in the official show catalogue

US\$ 500.00

SEE YOU NEXT YEAR!

25-27

September 2019

Palais des Expositions, SAFEX
Algiers, Algeria

CONTACT US

If you are interested to know more about the Maghreb Health, please contact us at maghrebhealth@atexinternational.com or get in touch with:

Jeano Pangan
Group Director – Middle East & North Africa
Mob.: +971 55 198-3448
Email: jeano.pangan@atexinternational.com

Jose Hackett Coe
Exhibition Sales Manager
Mob.: +971 58 287-6237
Email: jett.coo@atexinternational.com

MM Communication
Project 165/554 Bt 28 local N6, Said Hamdine,
Algiers, Algeria

ATEX International Exhibitions
P.O. Box 413520, Business Bay, Dubai, United
Arab Emirates



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