



10-12 October 2018 Eko Hotel, Lagos, Nigeria



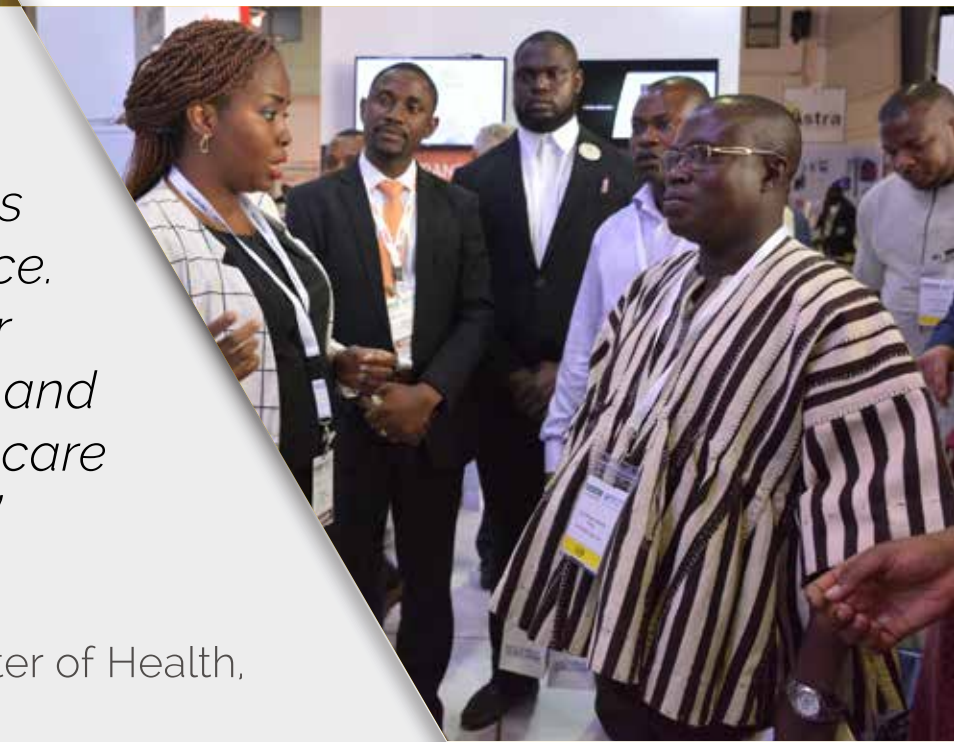
THE LARGEST HEALTHCARE EVENT IN WEST AFRICA



Medic West Africa was an excellent experience. This show is a premier stage for progressing and developing the healthcare industry in the region."

Prof. Isaac Adewole

Honourable Federal Minister of Health,
Nigeria



2017 POST SHOW REPORT

Organised by

informa
life sciences exhibitions

www.medicwestafrica.com



Dear Healthcare Professional,

The 6th edition of Medic West Africa hosted a record number of more than 4,000 attendees from across the West African region. In search of collaboration and doing business, attendees gathered to meet with more than 300 exhibitors showcasing over 200 product categories from medical technology to laboratory, pharmaceuticals, healthcare advancement and much more. Also held alongside the exhibition were six CPD accredited conferences and free-to-attend masterclasses.

I would like to thank the Federal Ministry of Health of Nigeria, National Agency for Food and Drug Administration and Control, Healthcare Federation of Nigeria, Society for Quality in HealthCare in Nigeria, Association of Radiographers of Nigeria, and Bey Health for their continued support.

Medic West Africa 2018 will be held on **10-12 October at Eko Hotel, Lagos**, Nigeria. The team has already started working to deliver a bigger and more successful event to cater to West Africa's multibillion dollar healthcare industry next year.

If you are interested in being part of West Africa's largest healthcare event, please contact mwa@informa.com, or **+971 4 407 2772**.

We look forward to seeing you next year!

Kind Regards,



Ryan Sanderson
Exhibition Director
Informa Life Sciences Exhibitions



A SPECIAL THANK YOU TO OUR 2017 SPONSORS AND SUPPORTERS FOR THEIR CONTINUED SUPPORT

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Gold Sponsors



Silver Sponsor



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EXHIBITOR ANALYSIS

The event was inaugurated by Honourable Federal Minister of Health, Prof. Isaac Adewole represented by the Permanent Secretary, Mr. Osarenoma Clement Uwaifo in the presence of dealers, distributors, government officials and healthcare professionals from West Africa and beyond. More than 300 leading companies displayed the latest healthcare and medical laboratory technology, products and services at Medic West Africa and MEDLAB West Africa 2017. Exhibitor satisfaction resulted in more than 68% of exhibitors rebooking on-site for the 2018 edition.

MAIN REASONS FOR EXHIBITING



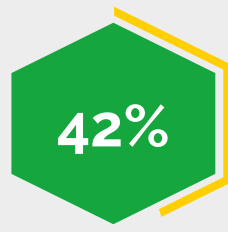
Seek contacts for future business



Raise company/organisation profile



Meet existing clients and partners



Look for a local agent



EXHIBITOR FEEDBACK

88% successfully met their overall objectives

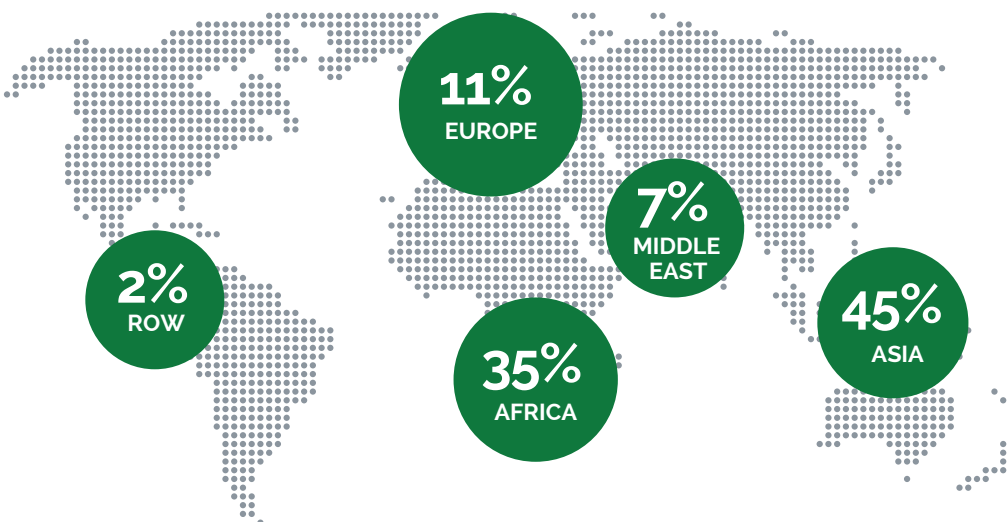
86% generated over 15 promising business leads

79% rated the quality of the visitors as good

68% have already booked for 2018



EXHIBITOR BREAKDOWN BY REGION



The annual healthcare event; Medic West Africa is an undeniably brilliant platform for engagement for both National and International Healthcare providers and professionals. This event always remains a perfect platform for sales and showcasing latest technology and products. It is a veritable tool for marketing and servicing of new projects/clients."

D.Sc (hons) Emma Ajayi, Chief Executive Officer, Swiss Biostadt Limited

VISITOR ANALYSIS

Medic West Africa remains the largest healthcare event in West Africa, receiving 4,313 visitors bringing together a wealth of knowledge and experience from the West African region. 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



confirmed they will attend Medic West Africa 2018



learned about new products during their visit

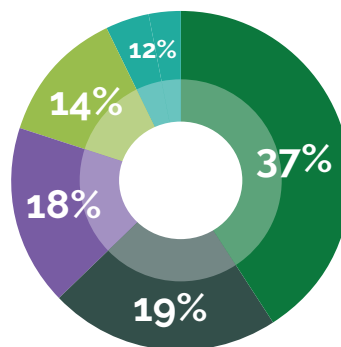


established new business contacts for the future



AREA OF BUSINESS BREAKDOWN

- Distributors
- Healthcare professionals/ Doctors
- Government
- Hospitals/ Medical Directors
- Laboratories



REASONS FOR ATTENDING

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



"MWA is the key platform and established itself as the annual staple healthcare event in the region. I was very excited to participate this year to be aware about the new technologies, latest developments, and the opportunities in the industry. I will certainly be back next year."

Dr. Dominic Ukpogon, Hon. Commissioner for Health, Akwa Ibom State

CONFERENCE ANALYSIS

Medic West Africa attendees had the opportunity to learn from the industry leaders, discussing the latest trends and issues faced by in the healthcare industry.



CONFERENCES



SPEAKERS



DELEGATES

SNAPSHOT OF WHO ATTENDED THE 6 CONFERENCES

LEADERS IN HEALTHCARE CONFERENCE

In association with



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

HEALTHCARE FINANCING CONFERENCE

In association with



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

QUALITY IN HEALTHCARE CONFERENCE

In association with



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

SOCIAL MEDIA CONFERENCE

In association with



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

IMAGING & RADIOLOGY CONFERENCE

In association with



- Radiologists
- Medical Directors
- Medical Officer
- Clinical Researchers

NAVIGATING DIABETES CARE CONFERENCE

In association with



- General Practitioners
- Clinical Consultants
- Family Medicine Specialists
- Endocrinologists



The conference had the most impressive speaker list ever seen in any healthcare event in Nigeria and even the greater West Africa. The set-up was perfectly designed to build better ties between health professionals, industry and academics, being the best point of contact for networking in healthcare."

Dr. Kabiru Getso, Hon. Commissioner for Health, Kano State

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



Medic West Africa 2017 was very impressive as expected. Incorporating a high quality educational platform with the largest healthcare exhibition presents an invaluable opportunity for the development of healthcare professionals by exposing them to new equipment, technology and knowledge enrichment."

Dr. Jide Idris, Hon. Commissioner for Health, Lagos State



SNAPSHOT OF VIP ATTENDEES

- **Mr. Clement Uwaifo**, Permanent Secretary, Federal Ministry of Health, Nigeria
- **H.E Dr. Linda Ayade**, First Lady, Cross River state
- **Hon. Kingsley Aboagye-Gyedu**, Deputy Minister of Health, Ghana
- **Hon. Ms. Juliet Kavetuna**, Deputy Minister of Health, Namibia
- **Dr. Jide Idris**, Hon. Commissioner for Health, Lagos State
- **Dr. Kabiru Getso**, Hon. Commissioner for Health, Kano State
- **Dr. Paul Dogo**, Hon. Commissioner for Health, Kaduna State
- **Dr. Shinu Kakale**, Hon. Commissioner for Health, Sokoto State
- **Dr. Joe Akabuike**, Hon. Commissioner for Health, Anambra State
- **Dr. Babatunde**, Hon. Commissioner for Health, Ogun state
- **Dr. Dominic Ukpong**, Hon. Commissioner for Health, Akwa Ibom State
- **Dr. Nicholas Azinge**, Hon. Commissioner for Health, Delta State
- **Dr. Rafu Kusamotu**, Hon. Commissioner for Health, Osun State
- **Engr. Oluremi Omowaiye**, Hon. Commissioner for Innovation, Science and Technology, Osun State
- **Dr. Inyang Asibong**, Hon. Commissioner for Health, Cross River State
- **Prof. Khama Rogo**, Programme Manager and Health Lead, Health in Africa Initiative, World Bank Group
- **Dr. Akin Oyemakinde**, Director Planning & Research, Federal Minister of Health



" I wish to express my deep appreciation to the organisers of Medic West Africa for putting together this great business and educational platform. I was awed by the companies present and the display of medical equipment which I am certain will help develop the healthcare services delivery in Nigeria. I'm delighted to be part of such an innovative forum and I assure my partnership and attendance moving forward"

H.E Dr. Linda Ayade, First Lady, Cross River State





Medic West Africa was simply brilliant; we were afforded an exclusive opportunity to view the latest healthcare equipment and technology from different corners of the world. I can say this show has become a major catalyst for the medical sector to conduct business in the region."

Dr. Paul Dogo, Hon. Commissioner for Health, Kaduna State



As Cross River State Government, it was an excellent experience! The event was a perfect combination of knowledge exchange with colleagues and an environment exposing healthcare professionals to the latest technology which produces a fantastic business setting. This unique character and format of Medic West Africa positions it for guaranteed success."

Dr. Inyang Asibong, Hon. Commissioner for Health, Cross River State



The conference was meticulously organised entwined within a well impressive Medic West Africa Exhibition. I was honoured to be part of the speaker panel at the Leaders in Healthcare conference and to discuss amongst peers the way forward to reinvent healthcare service delivery in Nigeria."

Dr. Shinu Kakale, Hon. Commissioner for Health, Sokoto State



INDUSTRY OVERVIEW



- **Nigeria ranks 7th in the world** in terms of population with 189 million people
- By the year 2050, it is likely that Nigeria's population, based on current growth rates, will be nearer 400 million, making it the **3rd or 4th most populous country in the world**
- International investors are targeting **Nigeria's estimated US\$ 1 billion medical tourism market** as two major investors plan a US\$ 500 million investment on two new 500-bed hospital projects to be located in Lagos state.
- **West Africa's largest private hospital is to be built in Accra, Ghana**
- The **European Union has provided US\$ 106.7 million** to support the Nigerian government's immunisation programme in 23 states of the federation and the Federal Capital Territory.
- Richest economy in Africa with a **GDP of US\$ 553 billion**
- Lagos State GDP alone is US\$ 131 billion - the **6th largest economy in Africa**
- Lagos State Government is currently constructing a **US\$ 1.37 billion Medical Park** in Ikoyi, Lagos
- US-based government agency, Export.gov estimated that **Nigeria's medical equipment market** was worth **over US\$ 93 million in 2016**
- The Niger State government is initiating **projects worth US\$ 3.3 million** for the transformation of the primary health care system in the state
- Germany has partnered with a world-class medical university to **further enhance medical facilities and healthcare** in Akwa Ibom and to **reduce outbound medical tourism from Nigeria.**

EXHIBIT IN 2018



CONNECT

with your existing clients or partners and reach new healthcare industry professionals to build productive business contacts.

STAY ONE STEP AHEAD OF YOUR COMPETITION

in the largest business platform for West African healthcare market.



SHOWCASE

your latest products and solutions to a room full of potential buyers, distributors, dealers and suppliers from across the West African region.

EXPOSE YOUR BRAND

to a targeted audience of healthcare professionals before, during and after the show through our year round promotional activities.



MWA provides the chance to connect with important government stakeholders from Nigeria, as well as other African countries such as Ghana and Namibia. This is essential if you are looking for long-term business partnerships in these countries, and create projects that can offer not only products but knowledge and complete solutions for the healthcare system".

Clara Porto, Marketing and Project Manager, ABIMO brazil



**GET INVOLVED IN WEST AFRICA'S
LARGEST BUSINESS PLATFORM
FOR THE HEALTHCARE
INDUSTRY**

68%
have already
rebooked for
2018

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Amogh Wadwalkar
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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

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	✓	✓	✓

NEW FOR 2018 EXCLUSIVE ENGAGEMENT SPONSORSHIP OPPORTUNITIES

Cocktail Sponsor

- Logo on website, onsite literature and other branding collaterals
- Logo on invitations (print & digital) and a personalized note; sent out to VVIP & VIPs only
- 15 invites to invite guests (C level executives) for the Cocktail Session
- Cocktails to be conducted after the exhibition on either of the show days
- Logo will be updated on website for 3 months post event

VIP Pack Sponsor

- Logo on website (hyperlinked), onsite literature and other branding collaterals
- Company logo on personalized diary
- Inclusion of a scroll with a personalized message to VIPs
- Inclusion of a souvenir in the VIP Pack
- Logo on website for 3 months post event

COMMERCIAL OPPORTUNITIES

Registration Area

Be among the first brands to be noticed. We will brand the registration area with your corporate and have the staff wear branded uniforms.

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 4,000 visitors expected to attend Medic West Africa 2018, 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 2018, this is a highly exclusive branding opportunity towards the leaders of healthcare. Every badge will carry your logo on the front and back.

Floor Tiles

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

Roll-up Banners

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

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.

MARKETING & PROMOTION



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.



WEBSITE

Our website provides the best online platform to communicate to a target audience of healthcare industry professionals across Nigeria. The Medic West Africa website attracted more than 215,204 visits and 83,759 unique visitors in 2017.



DIRECT MAIL

Visitor invitations were mailed across the healthcare industry professionals from all 36 states across Nigeria inviting them to Medic West Africa. More than 12,000 contacts were carefully selected from our extensive and ever growing database.



EMAIL PROMOTION

Our targeted email campaign was our most comprehensive to date, communicating with more than 42,000 people. We have carefully analysed the results and trends to build and grow the data for the 2018 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 968 articles.



SMS PROMOTION

With mobile technology at the forefront of communication, our text message reminders and easy registration messages reached out to more than 28,000 healthcare professionals across West Africa.

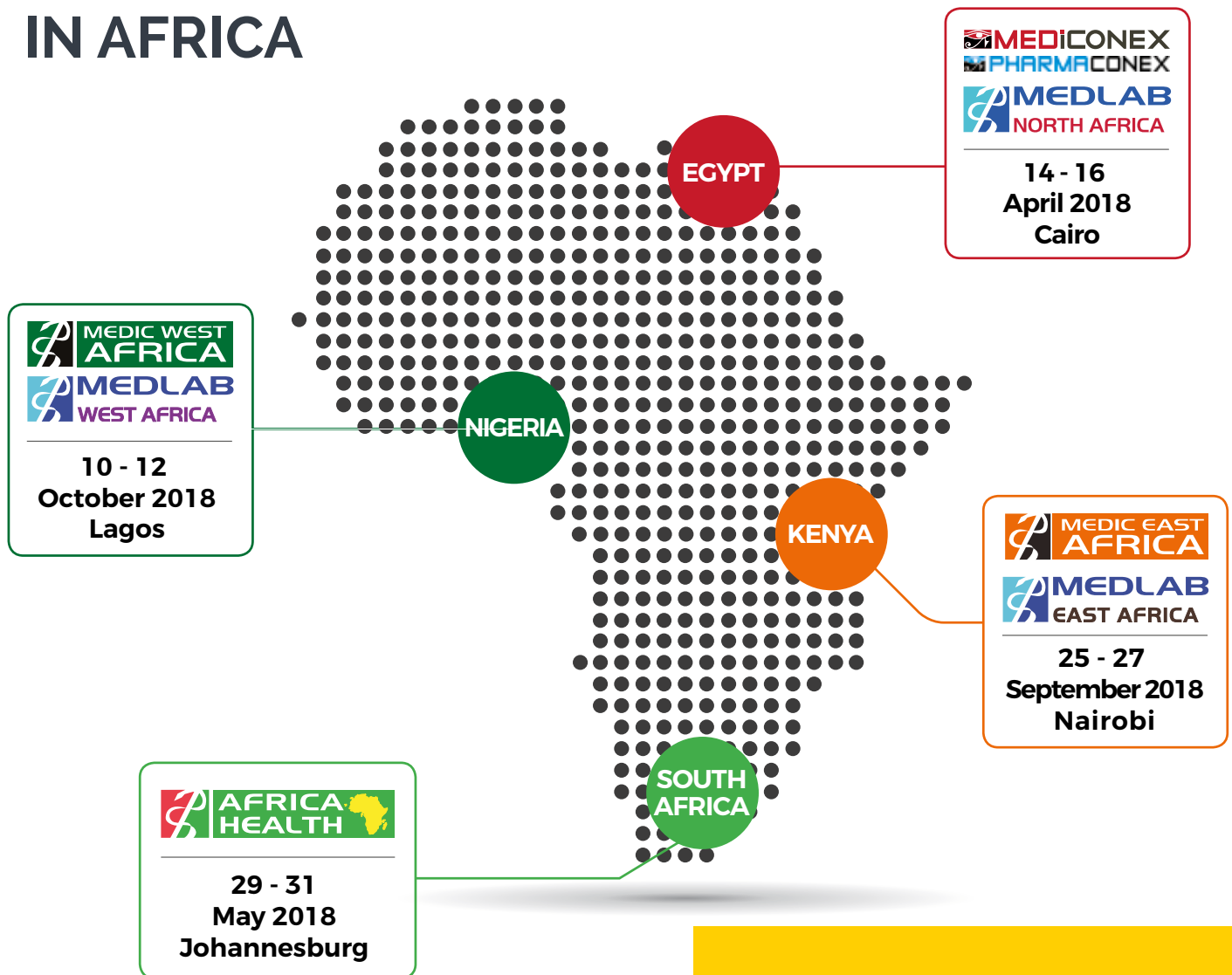


SOCIAL MEDIA

Medic West Africa engaged through Facebook and Twitter to reach out to healthcare professionals from across the country. Facebook being the prime platform in the country with more than 9,000 likes in 2017.



OUR PORTFOLIO IN AFRICA



EXHIBIT

Book your stand today, contact us:

☎ +971 (0) 4 407 2772

✉ mwa@informa.com

🌐 www.medicwestafrica.com

**START YOUR
PLANNING
TODAY**

**10-12
OCTOBER 2018**

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 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: www.informalifesciences.com