

2018 POST SHOW REPORT



2019 DATES: 9-11 OCTOBER

79% of the exhibition space already sold out



The largest healthcare trade exhibition in West Africa



SHOW OVERVIEW

5,100M²
EXHIBITION
SPACE

4,337
TOTAL
ATTENDEES

2,883
VISITORS

712
EXHIBITOR
ATTENDEES

664
DELEGATES

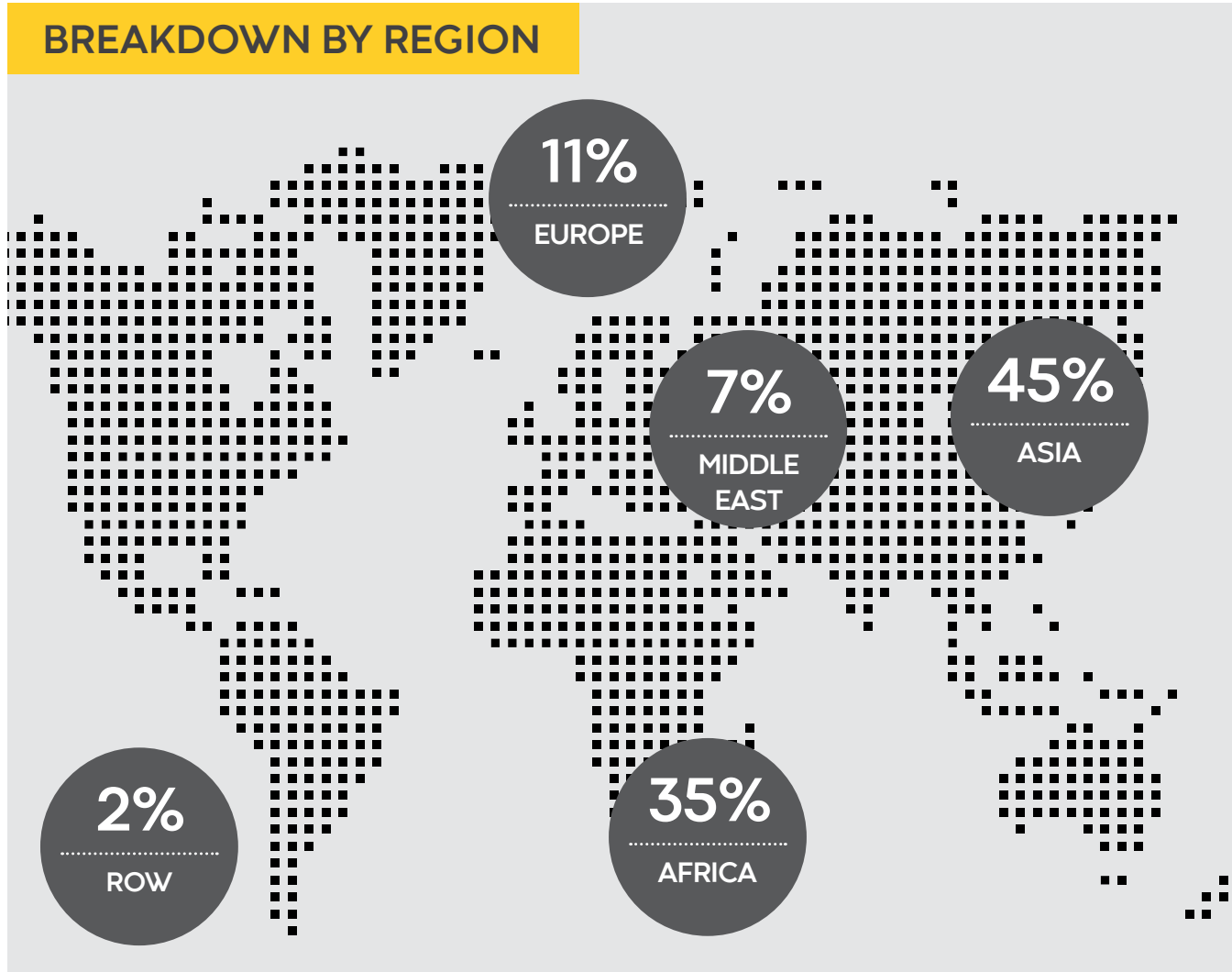
180
EXHIBITORS

78
SPEAKERS

20
EXHIBITING
COUNTRIES

EXHIBITOR OVERVIEW

BREAKDOWN BY REGION



Business generated per exhibitor at the show*



Exhibitors generated an average of

121

leads per stand*

5,100M²
exhibition space

180
exhibitors

FEEDBACK

92%
rated Medic West Africa as an important platform for their business

89%
of exhibitors rated the quality of attendees as good

87%
of exhibitors will be exhibiting again next year

COUNTRIES REPRESENTED



Austria



Brazil



China



Egypt



Germany



India



Israel



Italy



Jordan



Korea



Malaysia



Nigeria



Pakistan



Portugal



Saudi Arabia



Spain



Turkey



UAE



UK



USA

VISITOR OVERVIEW



2,880

Total number of Visitors

AREA OF BUSINESS

39%
Dealers & Distributors

19%
Government

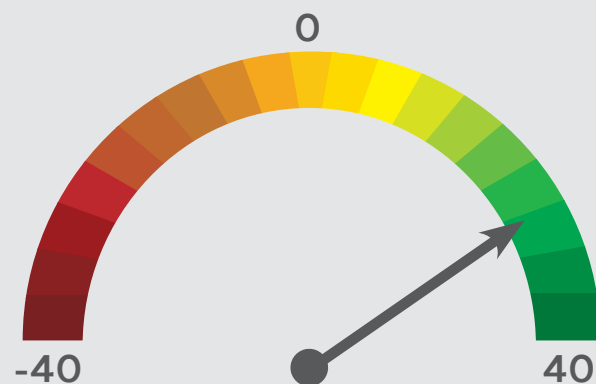
17%
Healthcare professionals/ Physicians

13%
Hospitals/Clinical Managers

10%
Laboratories

2%
Other

NET PROMOTER SCORE (NPS)



MEDIC WEST AFRICA **+36**
Industry Benchmark **+4.9**

Net Promoter Score



$$NPS = \% \text{ (Promoters)} - \% \text{ (Detractors)}$$

Net Promoter Score®, or NPS®, measures customer experience and predicts business growth. This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round.

FEEDBACK

97%
rated Medic West Africa as an important platform for their business

96%
of attendees confirmed they will be attending next year

82%
attendees have purchasing authority or influence

73%
of attendees were able to source new suppliers at Medic West Africa

DELEGATE OVERVIEW

6
conferences

78
Speakers

664
Delegates

KEY AUDIENCE

LEADERS IN HEALTHCARE CONFERENCE

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

In association with



HEALTHCARE INSURANCE CONFERENCE

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

In association with



QUALITY IN HEALTHCARE CONFERENCE

- Quality Directors /Managers
- Medical Directors
- Hospital Managers
- Nursing Directors

In association with



PRIMARY CARE DIABETES CONFERENCE - BEYHEALTH

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

In association with



DIGITAL HEALTH CONFERENCE

- Chief Operations Officers
- Chief Information Officers
- Chief Medical Officers
- General Practitioners

In association with



HEALTHCARE LEADERSHIP ACADEMY WORKSHOP

- Hospital Managers/Directors
- Chief Medical Officers
- Nursing Directors
- General Practitioners

In association with



SNAPSHOT OF VIP ATTENDEES

- **Prof. Isaac Adewale**, Hon. Federal Minister of Health, **Nigeria**
- **Sen. Lanre Tejuoso**, Chairman, Senate Committee on Health, **Nigeria**
- **Dr. Babatunde Ilpaye**, Hon. Commissioner of Health, **Ogun State**
- **Dr. Inyang Asibong**, Hon. Commissioner of Health, **Cross River state**
- **Dr Fintan Ekochin**, Hon. Commissioner of Health, **Enugu State**
- **Dr Jide Idris**, Hon. Commissioner of Health, **Lagos state**
- **Dr Mustapha Jibril**, Hon. Commissioner of Health, **Niger state**
- **Dr. Gozie John Ahukannah**, Hon. Commissioner of Health, **Abia state**
- **Dr. Fatima Abubakar**, Hon. Commissioner of Health, **Adamawa state**
- **Dr. Faisal Shuaib**, Executive Director, National Primary Health Care Development Agency, **Nigeria**
- **Dr. Adefunke Adesope**, Zonal Director South West - National Primary Health Care Development Agency, **Nigeria**
- **Dr. Ben Nkechika**, Director General, Delta State Contributory Health Commission, **Delta, Nigeria**
- **Prof. Charles Bode**, Chief Medical Director, Lagos University Teaching Hospital, **Lagos, Nigeria**
- **Mr. Obafemi Akingbade**, General Manager, NHIS, **Lagos, Nigeria**
- **Dr. Olubunmi Jetawo Winter**, Executive Secretary, Kwara Health Insurance Scheme, **Kwara**
- **Dr. Peju Adenusi**, General Manager, Lagos State Health Management Agency, **Lagos, Nigeria**
- **Dr Anas Ahmad Sabir**, Chief Medical Director, UDUTH, **Sokoto state**
- **Dr. Olaro Charles**, Director Health Services, **Uganda Ministry of Health**



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Lanyard Partner



Badge Partner



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START YOUR PLANNING FOR 2019



9-11 October 2019

Eko Hotel Convention Centre, Lagos, Nigeria

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