



79%

OF EXHIBITION SPACE ALREADY

SOLD OUT

29 – 31 MAY 2018

Gallagher Convention Centre, Johannesburg, South Africa

AFRICA'S
LARGEST GATHERING
OF **HEALTHCARE**
PROFESSIONALS



“

This is a beautiful platform where we meet and network with people who provide tech solutions for health, academics and healthcare managers.”

Hon Minister Dr Bernard
Haufiku, **Minister of Health**,
Windhoek, Namibia



SHOW SUMMARY

8,338m²
exhibition space

10,108
attendees

553
exhibitors

18
country pavilions

13
conferences

R660,450
donated to charity

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EXHIBITORS

8,338^{m²}
exhibition space

553
exhibitors

EXHIBITION SUCCESS

89%

met their overall
objectives

87%

rated the quality of
visitors as good

86%

generated over 15
promising business leads

79%

have already
booked for 2018

EXHIBITORS BY LOCATION

12%
ROW

22%
EUROPE

3%
MIDDLE EAST

45%
ASIA

18%
AFRICA

COUNTRY PAVILIONS

Africa Health hosted several dedicated country pavilions, bringing in technology and products from across the world:



Austria



Brazil



China



Germany



India



Israel



Italy



Pakistan



Poland



South Africa



South Korea



Spain



Taiwan



Turkey



UK



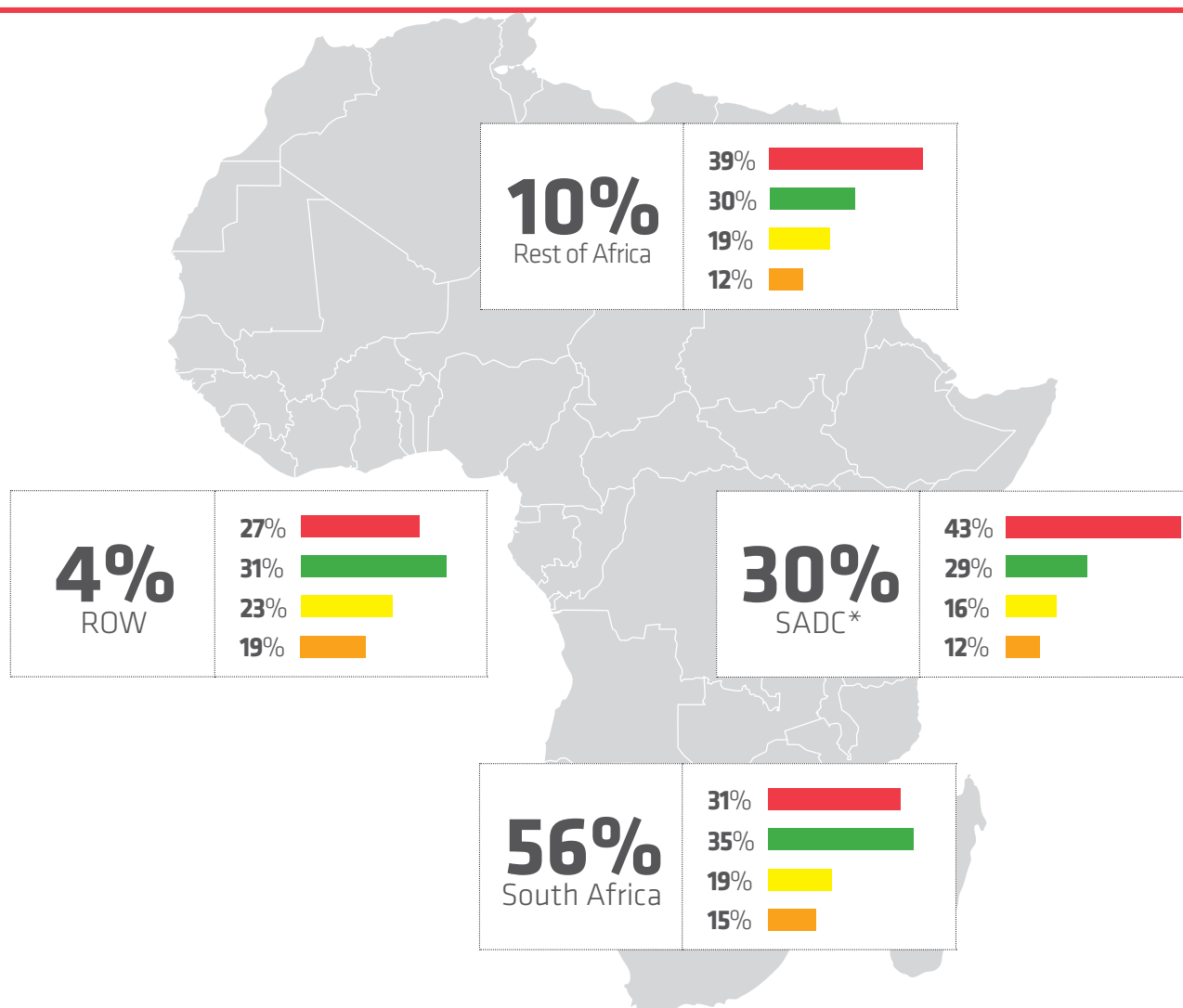
USA

WHO ATTENDS THE EXHIBITION

10,108
attendees

68
countries represented

VISITORS BY LOCATION



VISITOR AREA OF BUSINESS:

- Dealers & Distributors
- Hospitals & Clinics
- Government
- Other

* SOUTHERN AFRICAN DEVELOPMENT COMMUNITY



Africa Health continues to attract a high standard of attendees such as the Ministers of Health, leaders from public health institutions and healthcare professionals. This makes the exhibition a great platform to be a part of.

Johnny Kassab, Director of Training and Compliance, Karl Storz





REASONS FOR ATTENDING

>> Source a new supplier	43%
>> To find/buy a specific product or service	32%
>> To establish new business contacts	42%
>> Keep up to date with new products/trends	57%
>> To meet up with industry colleagues	25%

WHAT THEY HAD TO SAY

76% made new contacts for future business
72% arranged to do business with a new or existing supplier
66% learned about new products during their visit
96% confirmed they will attend Africa Health 2018

HOSTED BUYERS & MATCHMAKING

Government officials and key healthcare decision makers conducted multiple meetings with exhibitors as scheduled through the Africa Health matchmaking system in the lead up to the show:

149 VIP Hosted Buyers **1,241** matchmaking meetings

DEALERS & DISTRIBUTORS

Through the dedicated contact wall, exhibitors could identify which distributors/dealers are looking for medical products in Africa and set up a meeting directly on-site.

865 Dealers & Distributors conducted new business through the contact wall.

SNAPSHOT OF THE VIPS

- **Minister of Health**
Namibia Ministry of Health and Social Services, **Namibia**
- **Minister of Health**
Zimbabwe Ministry of Health and Child Care, **Zimbabwe**
- **Assistant Minister of Health**
Botswana Ministry of Health and Wellness, **Botswana**
- **Director General**
NAFDAC/ Nigeria Federal Ministry of Health, **Nigeria**
- **Deputy Minister of Health**
Namibia Ministry of Health and Social Services, **Namibia**
- **Chief Medical Equipment Officer**
Zambia Ministry of Health, **Zambia**
- **Chief Biomedical Engineer**
Botswana Ministry of Health and Wellness, **Botswana**
- **Head of Maintenance**
Mozambique Ministry of Health, **Mozambique**
- **Chief Executive Officer**
Harare Central Hospital, **Zimbabwe**
- **Senior Procurement Officer**
Zambia Ministry of Health, **Zambia**



All the key international industry players are at Africa Health. This year the attendance has increased significantly in the number of attendees visiting the stands. It is important for industry professionals to attend Africa Health to stay up to date with technology, as it is a great platform to view innovation in the healthcare field.

Douglas Austen, Business Unit Manager, **Obsidian Health**



DELGATES & CONFERENCES



3,705
delegates

159
local & international
speakers

13
conferences

DELEGATE JOB TITLE BREAKDOWN

20%

C-level

13%

Government

37%

Specialists

30%

Other healthcare professionals

A SNAPSHOT OF THE TOP JOB PROFILES AT THE CONFERENCES

1. Leaders in Healthcare

- C-level executives
- Ministers/government officials
- Heads of department

2. Imaging & Diagnostics

- Radiologists
- Radiographers
- Sonographers

3. Public Health

- Public health specialists
- Clinical managers
- Medical directors

4. Obs-Gyne Case Reviews

- Obstetricians
- Gynaecologists
- GPs/consultants/registrar

5. Medical Device Procurement

- Procurement directors
- Biomedical engineers
- Facility planners

6. Decontamination & Sterilisation (CSSD)

- Infection prevention & control personnel
- Unit managers
- CSSD supervisors

7. Healthcare Management

- Hospital management
- Heads of departments
- Managing directors

8. Hospital Build

- Facilities planners
- Architects, designers & quantity surveyors
- Hospital engineers

9. Ethics, Human Rights & Medical Law

- Hospital management
- GPs/doctors/registrar
- Professors and consultants

10. Quality Management

- Physicians (doctors and nurses)
- Operational managers
- Chief medical officers

11. Surgery Forum

- Surgeons
- Medical directors
- Chief medical officers

12. Nursing

- Professional nurses
- Clinical facilitators
- Operational managers

13. Healthcare Technology Lifecycle Management

- Managing directors/directors
- Clinical engineering practitioners
- Hospital managers



R359,150 as proceeds from the clinical conferences were donated to Surgeons for Little Lives



R251,450 as proceeds from the non-clinical conferences were donated to Just Footprints Foundation



R49,850 as proceeds from the Nursing Conference were donated to the Academy of Nursing South Africa (ANSA)



Three lucky winners walked away with R25,000 in cash on each day of the show!

MARKETING & PROMOTION



PRINT

Advertising across key publications in Africa, including The Times, Business Times and Sunday Times



RADIO

Adverts aired on key local radio stations during premium time slots in the days leading up to the show.



EMAIL MARKETING

Comprehensive targeted email campaigns reaching more than 74,000 healthcare professionals across Africa.



WEBSITE

The website saw 94,074 visits and 61,266 unique visitors in the run up to the 2017 exhibition.



DIRECT MAIL

More than 45,000 healthcare professionals were carefully selected to receive personal invitations to the show.



VIP PACKS

VIP packs sent to key decision makers across Africa, including health authorities and governmental organisations.



SMS

Text message reminders and easy registration messages to 23,000+ healthcare professionals across Southern Africa.



HOSPITAL MAILING

Key hospitals across Sub-Saharan Africa received show information packs to increase awareness of the upcoming event.



PR & MEDIA COVERAGE

With dedicated guidance from a local agency, articles were published through prominent media outlets across various channels in Africa.



START YOUR
PLANNING TODAY

**29 – 31 MAY
2018**

EXHIBIT

BOOK YOUR STAND TODAY

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VISIT

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