

**NORTH AFRICA'S
PREMIER PHARMA
TRADE EXHIBITION**

Connecting the entire
pharmaceutical value chain

PHARMACONEX

CREATING A HOME FOR THE PHARMA INDUSTRY

6 - 8 April 2019

Egypt International Exhibition Center – EIEC,
Cairo, Egypt

POST SHOW REPORT 2019

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OVERVIEW

SHOW OVERVIEW

Pharmaconex is North Africa's premier pharma trade exhibition connecting the entire pharmaceutical value chain. The event welcomed over 200 local and international exhibitors from over 15 different countries. It was a unique opportunity to network with industry leaders, generate business leads and follow the pharmaceutical industry's latest technologies and advancements.

SHOW HIGHLIGHTS



7,500 SQM

EXHIBITION FLOOR SPACE



3,727

NUMBER OF TOTAL ATTENDEES



200++

NUMBER OF EXHIBITORS



15

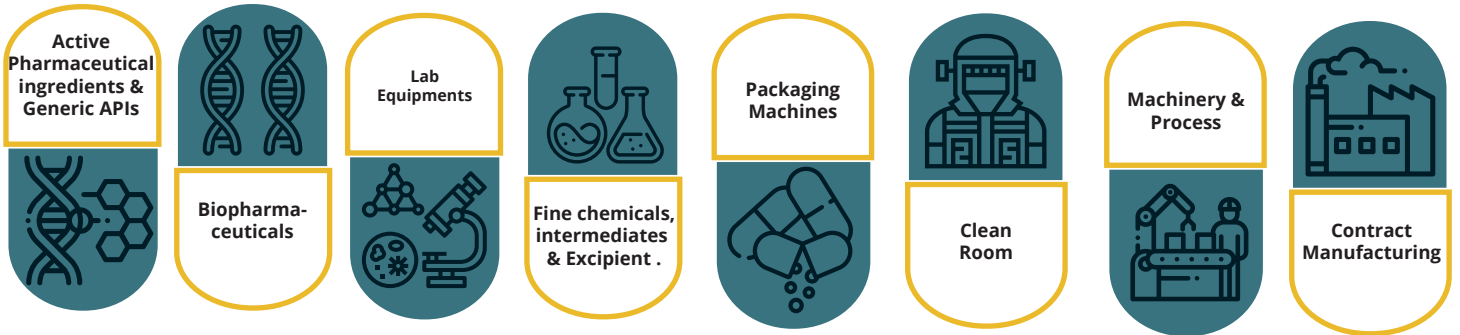
COUNTRIES

MINISTRY OF HEALTH CAMPAIGN

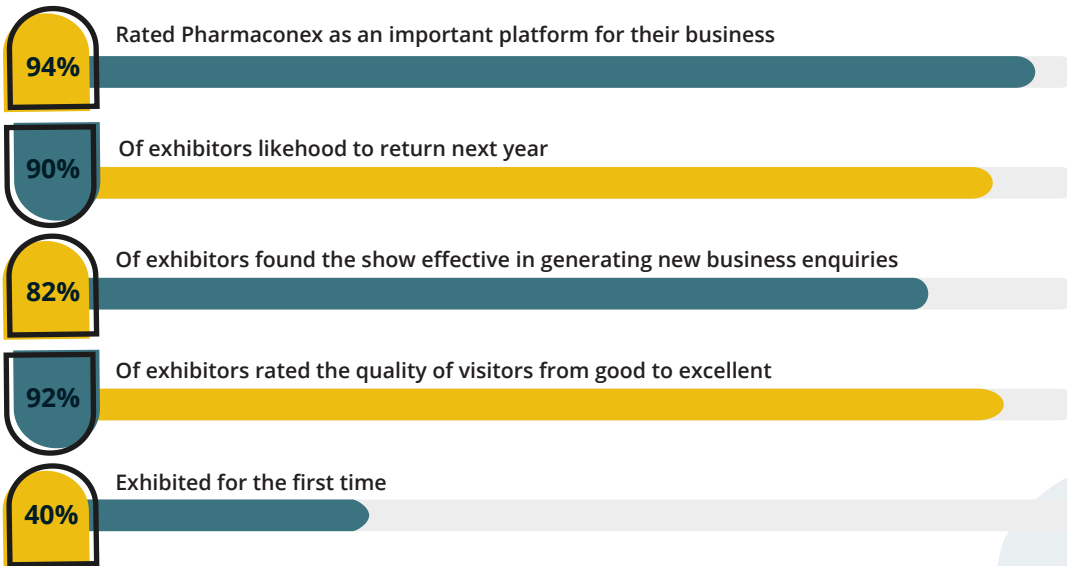
- Egypt's Ministry of Health has launched the last phase of the "100 Million Healthy Lives" initiative, which aims at screening more than 52 million citizens for hepatitis C (HCV).
- The initiative has been launched in October 2018 under the auspices of President Abdel Fatah al-Sisi and due to end in April 2019 after targeting more than 45 million citizens. The Health Ministry has vowed to completely eliminate the disease from Egypt 2022.



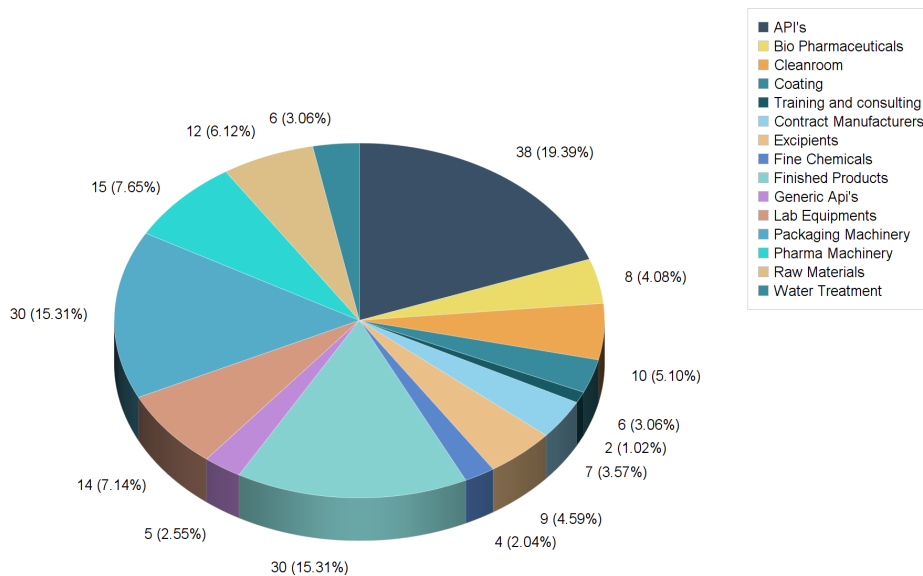
EXHIBITOR PROFILE



EXHIBITING FACTS

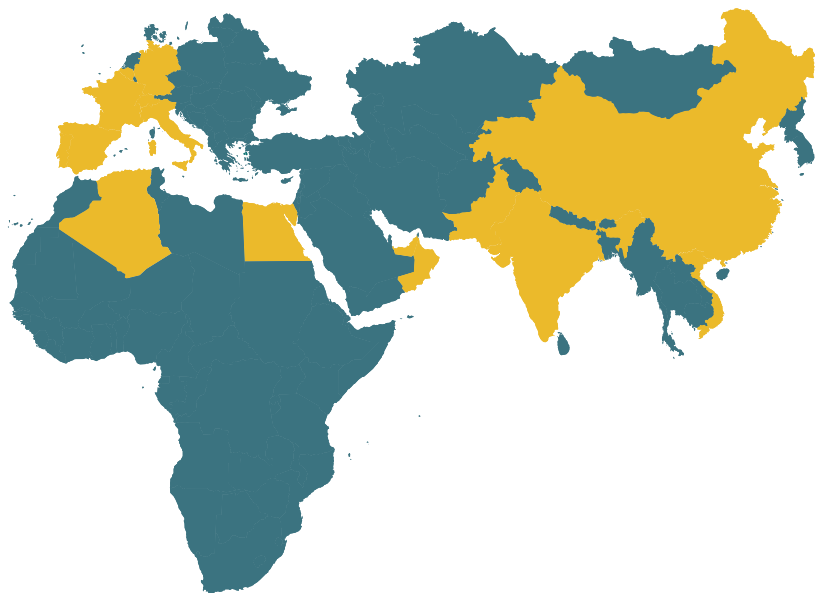


EXHIBITORS BY SECTORS





PARTICIPATING COUNTRIES



- ALGERIA
- BELGIUM
- CHINA
- EGYPT
- FRANCE
- GERMANY
- INDIA
- ITALY
- OMAN
- PAKISTAN
- PORTUGAL
- SPAIN
- SWITZERLAND
- UAE
- VIETNAM

SOME OF OUR EXHIBITORS

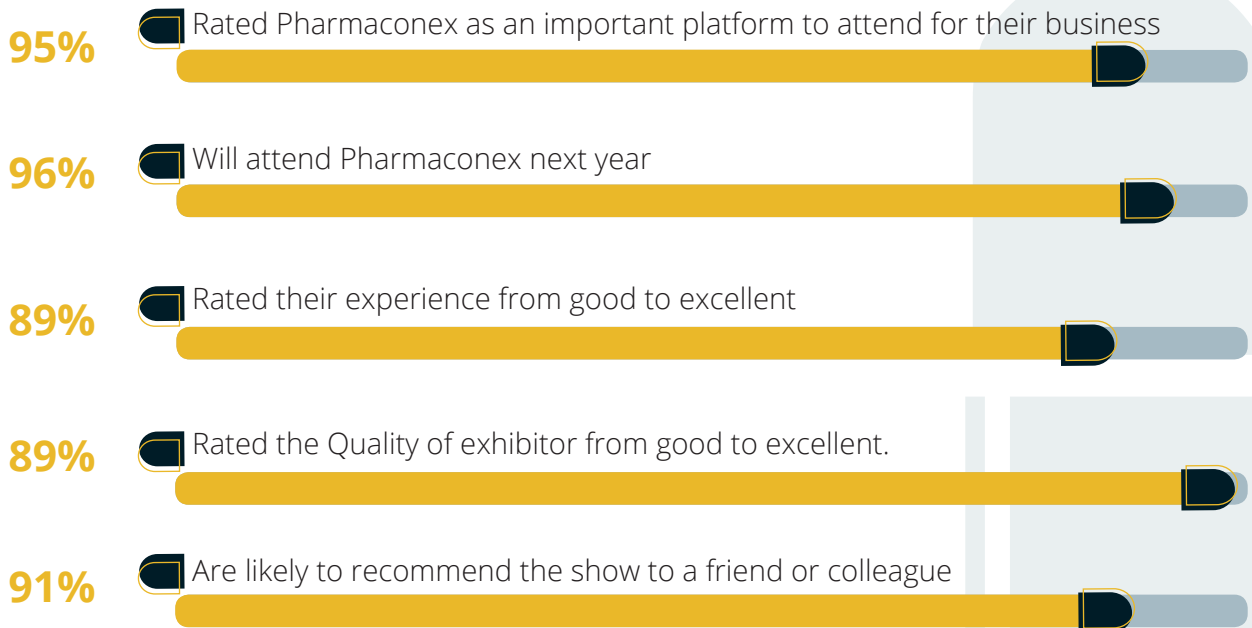




VISITORS PROFILE

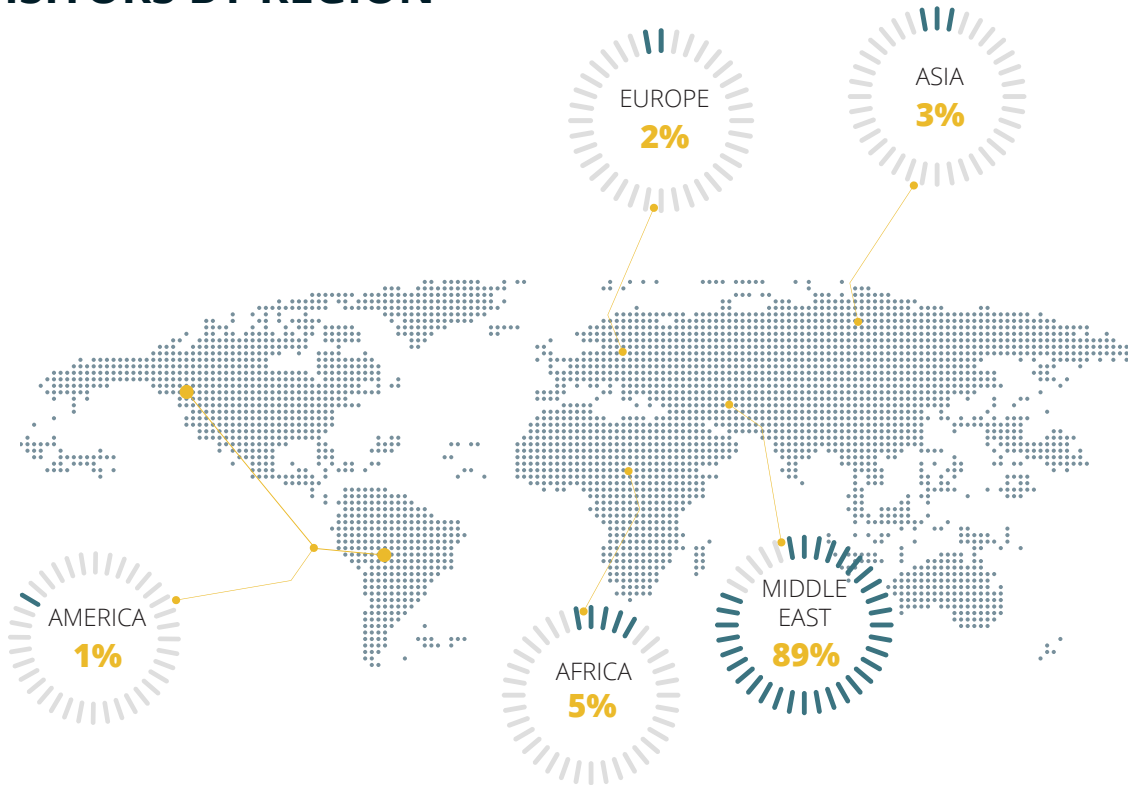
- Key decision makers, CEOs, COOs of Pharmaceutical Manufacturers
- Governmental Heads and Officials
- Procurement Mangers
- Distributors
- Importers and Exporters
- Quality Managers
- Marketing Managers
- Production Managers
- Research and Development Managers
- Sales Managers
- Researchers, Scientists & biotechnology Experts
- Retailers
- Supply Chain Managers
- Trade Visitors
- Pharmaceutical Analysts & consultants
- Pharmaceutical Professionals
- Academia: Professors & students.

REASONS FOR VISITING



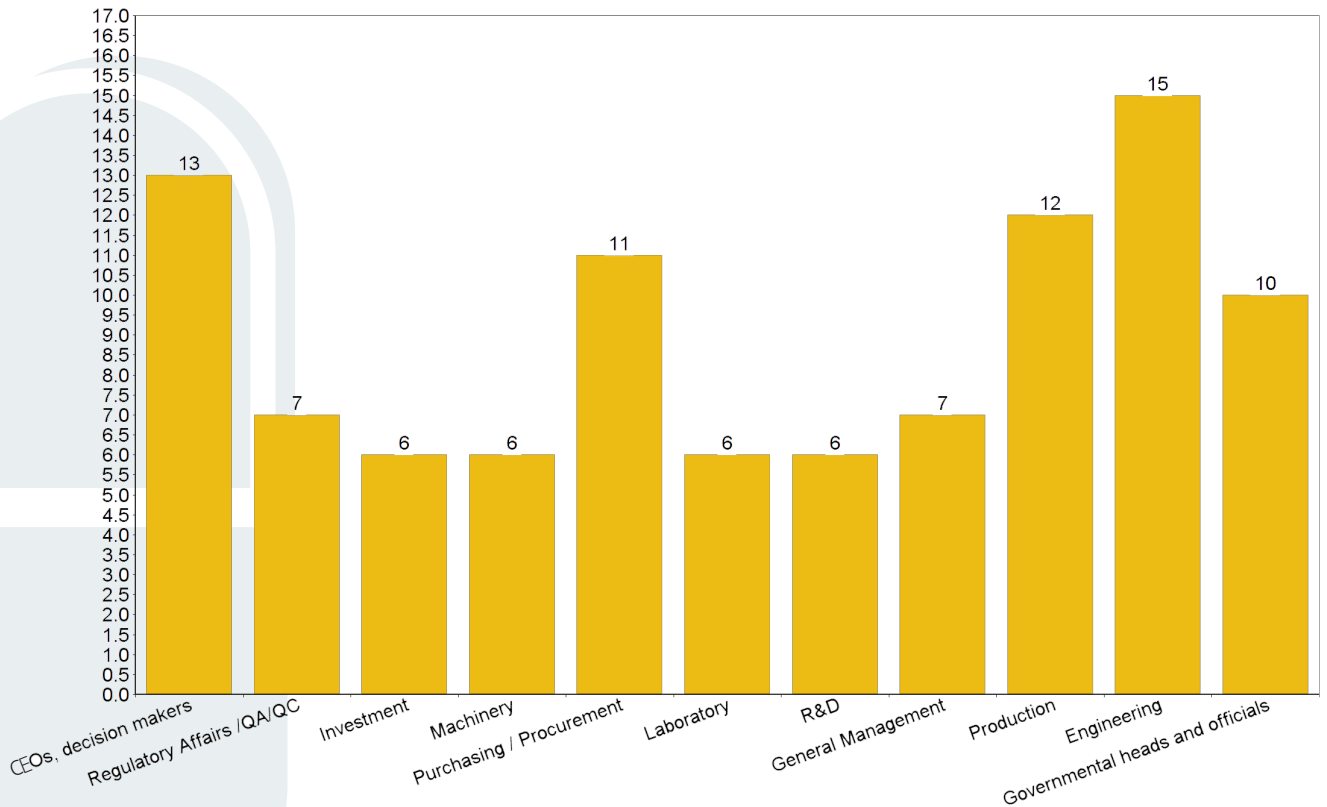


VISITORS BY REGION



VISITOR BREAKDOWN

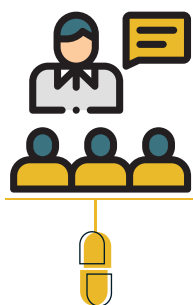
Survey





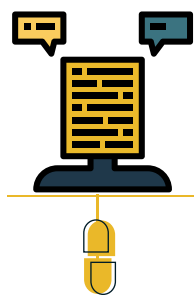
PHARMACONEX CONFERENCE

The conference hosted 300++ delegates, from various fields within the pharmaceutical industry



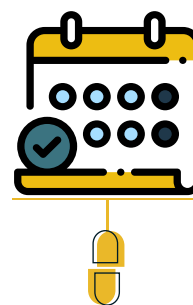
DELEGATES NUMBER

300++



TOPICS

19



DAYS

3

Dr. Suhasini Molkuvan, principal consultant in Frost and Sullivan, who presented the "Global mega trends in Pharmaceutical Industry"

Mr. Sarath Chandar, board member of SPI pharma and an active member of US Pharmacopeia advisory panel on mucosal delivery, who presented "Benefits of directly compressible sublingual dosages and a few case studies of innovative sublingual formulations"

Dr. Zein el Abedeen elKillany, Technical operation director in Inad Pharma, who presented "Microbiological monitoring – Sterile operations"

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pharma arena

Training & Consultancy



VISITOR TESTIMONIAL



“The exhibition had a great impact on my business as I found all the suppliers I needed and I had great deals with new and existing suppliers. The best thing I liked at the exhibition is the organization of the halls and the entrance.”

- Metwally el Hosary, Planning Manager at Egyptian Pharmaceutical group



“It’s my first time to visit Pharmaconex and I can say that it is a great exhibition. it enables me to cooperate with the big companies that are participating here as it gave me the opportunity to open new businesses with them. My overall experience was great and very beneficial for my business”

- Hatim Sameh Ryad, Managing Director at International Company for Healthcare Supplies

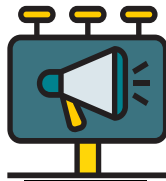
MARKETING & PROMOTION



MEDIA PARTNER

8

Advertising, Emails, WhatsApp, Website, Social Media



OUTDOOR ADVERTS

10

Location prime location



E-SHOT REACH

+15,000



PUBLIC RELATIONS

Inviting over **25** media entities who wrote multiple press releases along with live coverage of the show



DIRECT MARKETING

9,000

Visitor Tickets sent to medical universities and institutions in Cairo

+ 300 VIP

Invites sent to heads of healthcare facilities and investment companies

DIGITAL AUDIENCE:



FACEBOOK REACH

1,398,121



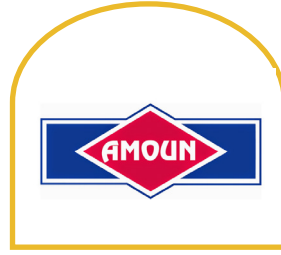
LINKEDIN REACH

9,236





BIG BUYERS



PHARMACONEX

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SEE YOU NEXT YEAR

5 - 7 APRIL 2020

Contact us to find out more about stand availability and how can we highlight your participation through branding

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