



26-28 SEPTEMBER 2017
OSHWAL CENTRE, WESTLANDS, NAIROBI, KENYA



BE PART OF EAST AFRICA'S LARGEST BUSINESS PLATFORM FOR THE HEALTHCARE INDUSTRY

"Medic East Africa certainly fulfils the need to increase business relations and attain medical knowledge for Kenya. Through the relationships and partnerships we have formed, we can establish ourselves as the healthcare hub in the region. A very successful event this year."

**H.E. Jack Ranguma, Governor of Kisumu County, Chairman,
Council of Governors - Health Committee, Kenya**

"It was a pleasure attending Medic East Africa, a platform that contributes to the development of the healthcare sector and its professionals by exposing them to new technology, potential business partners and inspiring conferences."

**Dr. Bernard Muia, Executive Committee Member - Health,
Nairobi County, Kenya**

www.medic east africa.com

A SPECIAL THANK YOU TO OUR 2016 SUPPORTERS

GOLD SPONSORS:



SILVER SPONSOR:



OFFICIAL HEALTHCARE DESTINATION PARTNER:



SUPPORTED BY:



SUPPORTING HOSPITALS:



MEDIA PARTNERS:



EVENT PARTNERS:





Dear healthcare and trade professionals,

I would like to take this opportunity to thank everyone who attended Medic East Africa 2016.

The 4th edition of Medic East Africa was officially inaugurated by **Dr. Bernard Muia**, Executive Committee Member – Health, **Nairobi County**, **Dr. Jacqueline Kitulu**, National Chair, **Kenya Medical Association**, **Dr. Amit Thakkar**, CEO, **Kenya Healthcare Federation** and also welcomed **H.E. Jack Ranguma**, Governor of **Kisumu County**, Chairman, **Council of Governors – Health Committee** and other high ranking government officials and leaders of the healthcare industry.

The 2016 event saw a record number of attendees and exhibitors, further cementing Medic East Africa as the largest business platform for the healthcare market in the East African region.

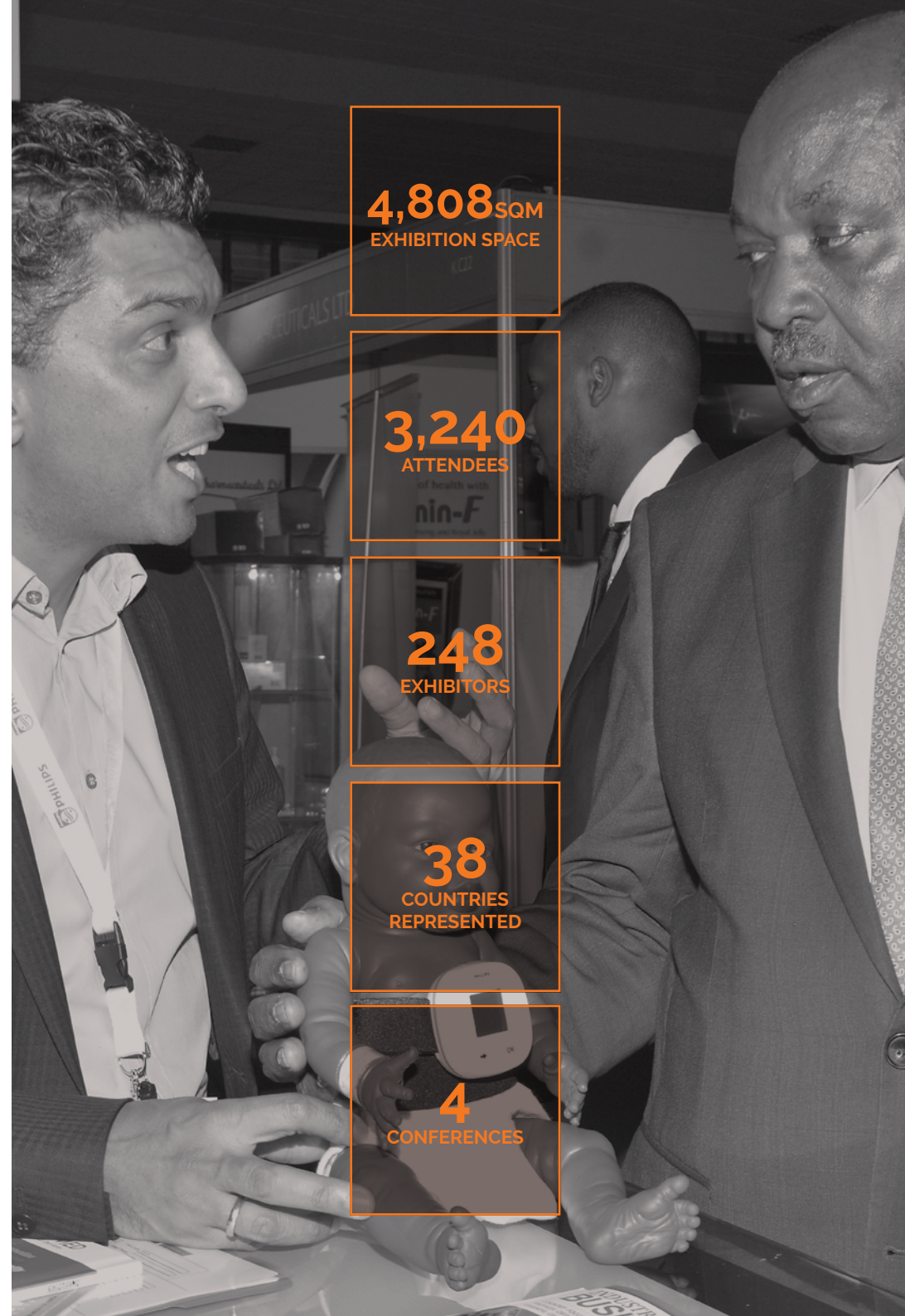
The future of the healthcare industry in East Africa is an exciting prospect and we look forward to working with all the stakeholders to establish Medic East Africa as the primary event for the industry in the region. The 2017 event will be held from 26-28 September 2017, at the Oshwal Centre, Nairobi, Kenya

The team and I will be working tirelessly from now until then to continue to develop the show in all areas.

If you are interested in exhibiting at or sponsoring the 2017 event, please contact the team on **+971 4 4072625**, **+971 4 4072496** or email **mea@informa.com** to discuss opportunities further.

Kind Regards,

Jamie Hill
Director – Life Sciences Group Africa



4,808 SQM
EXHIBITION SPACE

3,240
ATTENDEES

248
EXHIBITORS

38
COUNTRIES
REPRESENTED

4
CONFERENCES

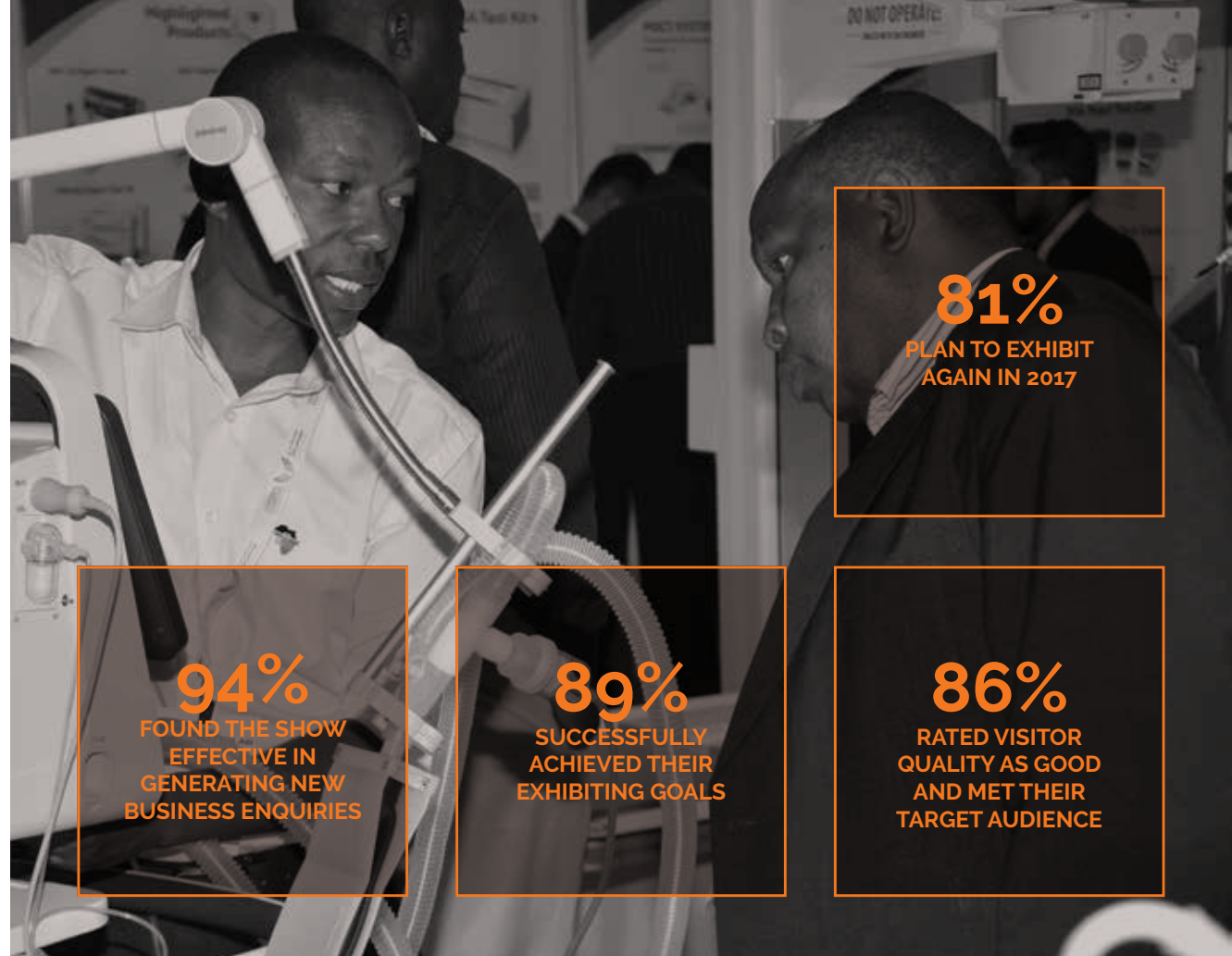
EXHIBITORS



Medic East Africa is strategically located in Nairobi – the business hub of East Africa. With exciting prospects in the future of the healthcare industry in East Africa, we look forward to working with all the stakeholders to further cement the event as the primary event for the industry in the region.

58% of the exhibition space was rebooked onsite, don't lose out on your market share and reserve your stand today.

 mea@informa.com



81%
PLAN TO EXHIBIT
AGAIN IN 2017

94%
FOUND THE SHOW
EFFECTIVE IN
GENERATING NEW
BUSINESS ENQUIRIES

89%
SUCCESSFULLY
ACHIEVED THEIR
EXHIBITING GOALS

86%
RATED VISITOR
QUALITY AS GOOD
AND MET THEIR
TARGET AUDIENCE

EXHIBITORS BY COUNTRY

 Belgium	 Brazil	 China	 Czech	 Finland
 France	 Germany	 Hong Kong	 India	 Netherlands
 Pakistan	 Poland	 Saudi Arabia	 South Africa	 South Korea
 Taiwan	 Turkey	 UAE	 UK	 USA

"Medic East Africa is an excellent platform where we have been able to showcase our equipment. With a lot of visitors coming in from all over the country and the neighbouring countries, we are able to reach out to a large cliental."

Abdul Baga, Key Accounts Manager, **Crown Healthcare**, Kenya



"It's our 3rd year at Medic East Africa. It's important for us to be here as we generate good leads."

Poovasan Chetty, Health Systems Leader – East Africa, **Philips East Africa**, Kenya



See what other participants had to say at mediceastafrica.com/opinions



VISITORS



Medic East Africa established its impact, receiving 3,240 visitors, bringing together a wealth of knowledge and experience from the East African community.

The event is uniquely placed to deliver a networking platform to exchange ideas and practices for the benefit of the healthcare and trade professionals in the region.

SAMPLE OF THE VISITORS:

- Assistant Director, Radiology, Kenyatta National Hospital, Kenya
- CEO, Bugolobi Medical Centre, Uganda
- CEO, Diani Beach Hospital Kenya
- CEO, F&S Scientific Ltd, Kenya
- CEO, Healthcare and Hospital Solutions, Zimbabwe
- CEO, Hope Laboratory Suppliers Ltd., Somalia
- CEO, M.P Shah Hospital, Kenya
- CEO, Pharmacy Conseil, Rwanda
- CEO, The Karen Hospital, Kenya
- Chairman, International Medical Group, Uganda
- Chairman, Kenya Pharmaceutical Distributors Association, Kenya
- Chairman, Laboratory & Allied Ltd, Kenya
- Director, Mesret General Hospital, Ethiopia
- General Manager, Agmas General Trading, Ethiopia
- General Manager, Citrus International Trading Plc, Ethiopia
- Healthcare Finance, Consultant Advisor, Ministry of Health, Djibouti
- Managing Director, Hospiline Uganda Limited, Uganda
- Managing Director, Lablink International Ltd, Uganda
- Managing Director, Wudassie Diagnostic Centre, Ethiopia
- Medical Director, Ethio Tebib Hospital, Ethiopia
- Medical Director, The Mater Hospital, Kenya
- Operations Director, A&K Global Health, Kenya
- Operations Manager, Dr. Philip's Pharmaceutical Company Ltd, South Sudan
- President, Kenya Medical Association, Kenya
- Procurement Manager, Mater Misericordiae Hospital, Kenya
- Procurement Manager, The Karen Hospital, Kenya
- Regional Surgeon for Africa, International Committee of the Red Cross, Kenya

96%

PLAN TO VISIT MEDIC EAST AFRICA 2017

87%

FOUND THE EVENT SUCCESSFUL IN ESTABLISHING NEW CONTACTS FOR FUTURE BUSINESS

64%

OF PARTICIPANTS HAD PURCHASING AUTHORITY FROM THEIR ORGANISATION

AREA OF BUSINESS

34% Hospital & Clinics

30% Dealers & Distributors

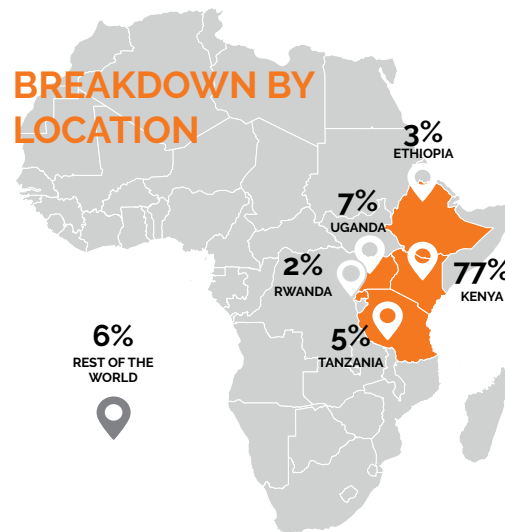
11% Government

10% Medical Laboratory

9% Pharmaceutical

6% Manufacturers

BREAKDOWN BY LOCATION



"My expectations at Medic East Africa have been met and exceeded. I am already looking forward to the 2017 event."

Malik Ssemperera, Director, Unity Skin Clinic, Uganda



See what other participants had to say at mediceastafrica.com/opinions

CONFERENCES



Medic East Africa attendees had the opportunity to learn from industry leaders, discussing the latest trends and issues faced by the healthcare industry. The theme of the conferences was "Healthcare for All" and included 4 CPD-accredited conferences.



A SNAPSHOT OF WHO ATTENDED THE 4 CPD CONFERENCES

- 1 HEALTHCARE MANAGEMENT**
- Managing directors
 - Clinical managers
 - Heads of departments

- 2 ANAESTHESIA**
- Anaesthesiologists
 - Anaesthetists
 - Pain Medicine Consultants

- 3 MEDICAL LABORATORY**
- Laboratory Managers
 - Laboratory Technicians
 - Pathologists

- 4 GENERAL SURGERY**
- Surgeons
 - Emergency Physicians
 - Professors of Surgery

"Medic East Africa increases every year with so many participants we have for 2016, it truly shows that we are doing something right in the healthcare industry."

Dr Amit Thakker, Chairman of the Kenya Healthcare Federation, Kenya



"Medic East Africa 2016 went very well with very good attendance and excellent presentations"

Dr Jacqueline Kitulu, National Chairperson, Kenya Medical Association (KMA), Kenya



See what other participants had to say at mediceastafrica.com/opinions



MEDIC EAST AFRICA IS...

*"Business
development"*
Nairobi City County

"Networking"
Pumwani Maternity Hospital

*"Business
growth"*
Ethno-med Healthcare Inc

*"Quality of
visitors"*
Crown Healthcare

*"Meeting new
distributors"*
Sinco Medical Supplienya

*"Generating
good leads"*
Hemant Surgical
Industries Limited

*"Acquiring new
knowledge"*
Moi Teaching
and Referral Hospital

*"Updating
skills"*
Meridian Medical Centre



KENYA AT A GLANCE

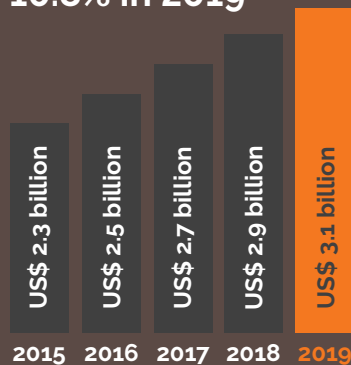


Increasing by 1 million a year and will reach 85 million by 2050

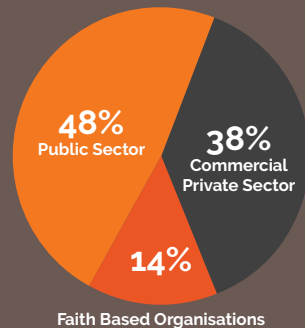
Kenya's health sector was valued at **USD 2.3 billion** in 2015 and contributes **2%** to the country's GDP



Kenya's health sector is expected to grow at an average compound annual growth rate of **10.8% in 2019**



The Kenyan healthcare system can be split into three subsystems - Public Sector, Commercial Private Sector, and Faith Based Organisations (FBOs). The Public Sector is the largest in terms of the number of healthcare facilities, followed by the Commercial Private Sector and the FBOs. With 9,696 officially registered health facilities in the country.



County system

In 2013, Kenya implemented a New Constitution - process of devolution - the decision-making processes and implementation falls under regional leadership with the country divided in 47 sub regions also known as counties.



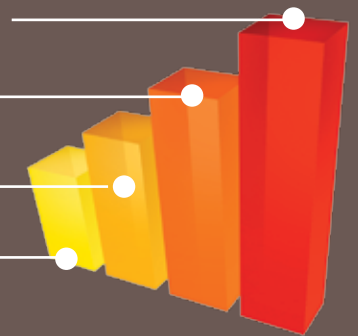
Under the devolved system, healthcare facilities have consolidated service areas into 4 main categories for ease of governance and responsibility. Sharing the responsibilities between the national government and county governments.

LEVEL 1: Community health services

LEVEL 2: Primary care services

LEVEL 3: County referral services

LEVEL 4: National referral services



SOURCES:

World Bank Report

Kenyan Healthcare Sector - Market Study Report: Opportunities for the Dutch Life Sciences & Health Sector

EXHIBIT IN 2017

CONNECT with your existing clients or partners and reach new medical professionals to build lucrative business contacts.

EXPOSE YOUR BRAND to a targeted audience of medical professionals before, during and after the show through our year round marketing activities.

SHOWCASE your latest products and services to a room full of potential buyers, distributors, dealers and suppliers from across the East Africa region.

STAY ONE STEP AHEAD OF YOUR COMPETITION in the largest business platform for East African Healthcare Market.



58%
OF SPACE IS ALREADY
SOLD OUT!



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

Contact us at mea@informa.com or call
Hazel Basilio on +971 4 4072625 or **Michael Tube** +971 4 4072496

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: mea@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)	✓	✓	✓
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 A5 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
Exhibition round-up e-shot – hyperlinked logo	✓	✓	✓
Hyperlinked logo on website – 3 months post event	✓	✓	✓

COMMERCIAL OPPORTUNITIES



Registration area

Be among the first brands to be noticed. We will brand the registration point with your corporate logo and have staff wear your 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 3,500 visitors expected to attend Medic East Africa 2017, 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 East Africa 2017, this is a highly exclusive branding opportunity towards the leaders of healthcare. Every badge will carry your logo on the front and back.



Visitor Carrier bags*

Have your brand in the hand of all Medic East Africa visitors – a direct way to create an impact. Bags will be branded with your company's logo and will be distributed across different points on the exhibition floor.



Roll-up Banners

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



Floor tiles on exhibition floor

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.

*Sponsor to provide

MARKETING & PROMOTION

By promoting the event we promote you...



PRINT



The Medic East Africa marketing strategy consisted of a diverse print advertising campaign that reached across leading trade publications, magazines and newspapers throughout Kenya and East Africa.

WEBSITE



Our website provides the best online platform to communicate to a target audience of healthcare industry professionals across East Africa. The Medic East Africa website attracted more than 61,005 visits and 34,392 unique visitors in the run up to the show.

DIRECT MAIL



Visitor invitations were mailed across the healthcare industry professionals from all 47 counties inviting them to Medic East Africa. More than 10,000 contacts were carefully selected from our extensive and ever growing database.

EMAIL



Our targeted and comprehensive email campaign was our most comprehensive to date, communicating with more than 20,000 people. We have carefully analysed the results and trends to build and grow the data for the 2017 event.

VIP PACKS



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

SMS



With mobile technology at the forefront of communication, our SMS reminders and easy registration messages reached out to more than 20,000 contacts across the country.

SOCIAL MEDIA



Through the active use of social media, Medic East Africa has built a strong following and presence on various platforms including: Facebook the prime platform in the country with more than 7,892 likes in 2016.



EXHIBIT

Book your stand today, contact us at:

E mea@informa.com

T +971 4 4072625, +971 4 4072496

www.medicestafrica.com/stand

VISIT

Register now to confirm your free visit to the exhibition:

www.medicestafrica.com/register

START YOUR PLANNING TODAY

26-28 SEPTEMBER 2017

Oshwal Centre, Nairobi, Kenya



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 publishes four international healthcare magazines, offers Dothealth, a healthcare portal showcasing over 40,000 healthcare companies and runs Healthy Change, an online recruitment portal.

www.informallifesciences.com