



Medic West Africa

By Informa Markets



The premier healthcare
trade platform in West Africa

2019 Post Show Report

7-9 October 2020

Eko Hotel Convention Centre, Lagos, Nigeria

*51% of the
exhibition
space already
sold out*

Together for a healthier world

medicwestafrica.com

Show summary



183
exhibitors



23
exhibiting countries



5
country pavilions



28
countries represented



69
speakers



3,842
visitors



1,113
delegates

Digital audience



101,969
website visitors



10,118
followers



2,356
followers



1,370
followers



“The show was great and we achieved our objective to attract more distributors and get recognized in the West African market for our product. The exposure was great and we met other industry players that gave us ideas on what to do to increase both product quality and sales.”

**Akin Oyediran, Managing Director
Jubilee Syringe Manufacturing**

Market overview

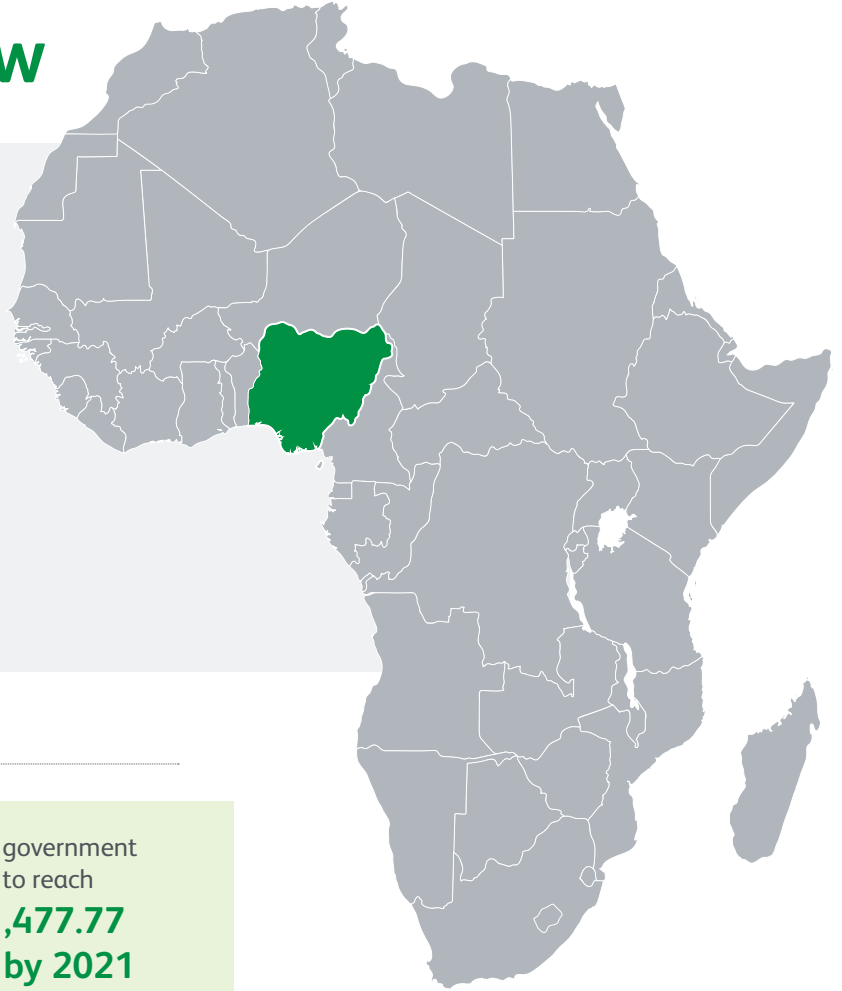
200 million
population in 2019

52 years average life expectancy

**The largest population
in Africa**

Growth Rate 2.6%

NCDs are estimated to account for
29% of all deaths



Healthcare spendings

Spending on healthcare
to reach
**NGN 5,762 billion
by 2021**

Expected government
spending to reach
**NGN 1,477.77
billion by 2021**

NGN 51,21 billion
Basic Health Care Fund in
2020 (1 % of CRF)

NGN 44.50 billion
Provisioned for the
implementation of the
National Health Act

**Fitch Solutions*

“Medic West Africa 2019 met our expectations. It attracted professional visitors allowing us to reach our end customers and support our distributors. As well as expand our brand and make quality contacts from local and neighbouring countries.”

**Alon Volaski, Product Manager,
AB Diagnostic**



Exhibitor overview



5,100m²
Exhibition space

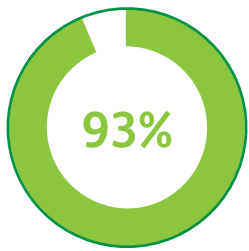


183
Exhibitors

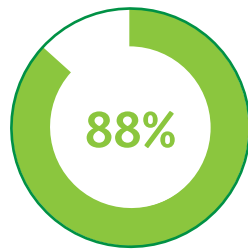
US\$900,000
average revenue expected to be generated
as a result of exhibiting*

Exhibitors generated an average of
265 leads during the show

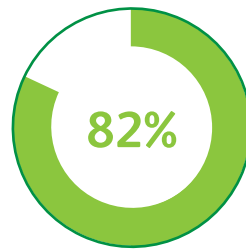
Exhibitor feedback



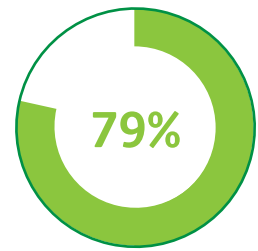
93% of exhibitors rated Medic West Africa as an important platform for their business



88% of exhibitors will be exhibiting again next year



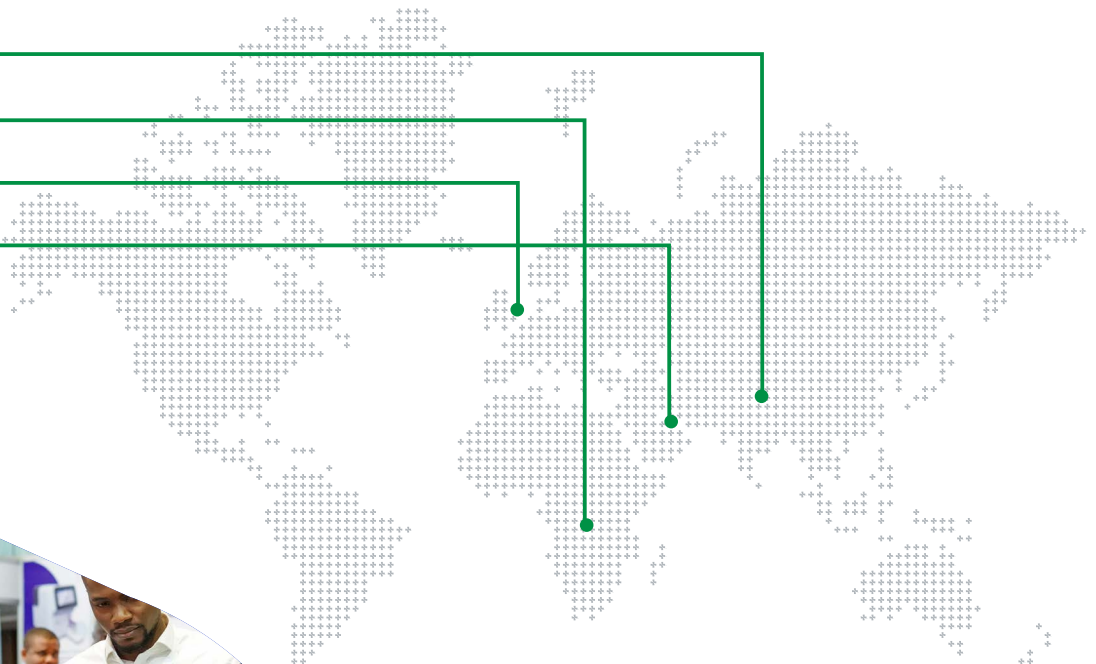
82% of exhibitors rated the quality of attendees as good



79% of exhibitors are product manufacturers

Exhibition breakdown by region

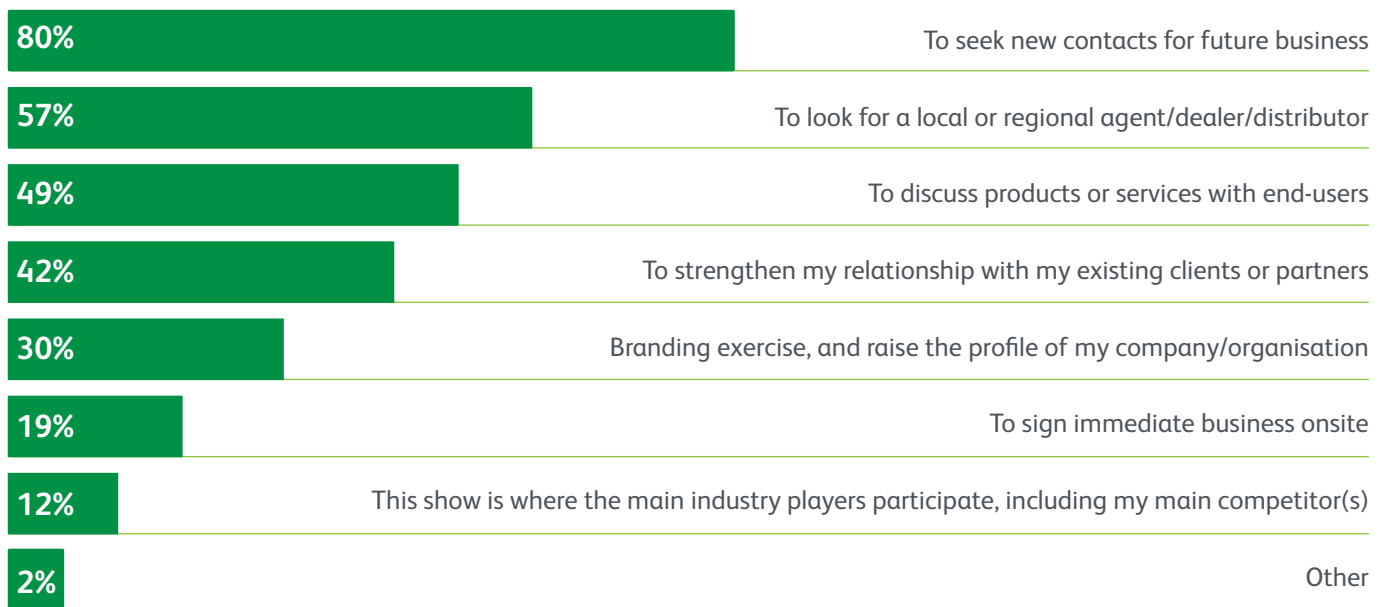
52% Asia
23% Africa
12% Europe
5% Middle East
8% ROW



Companies joined from over 28 countries:



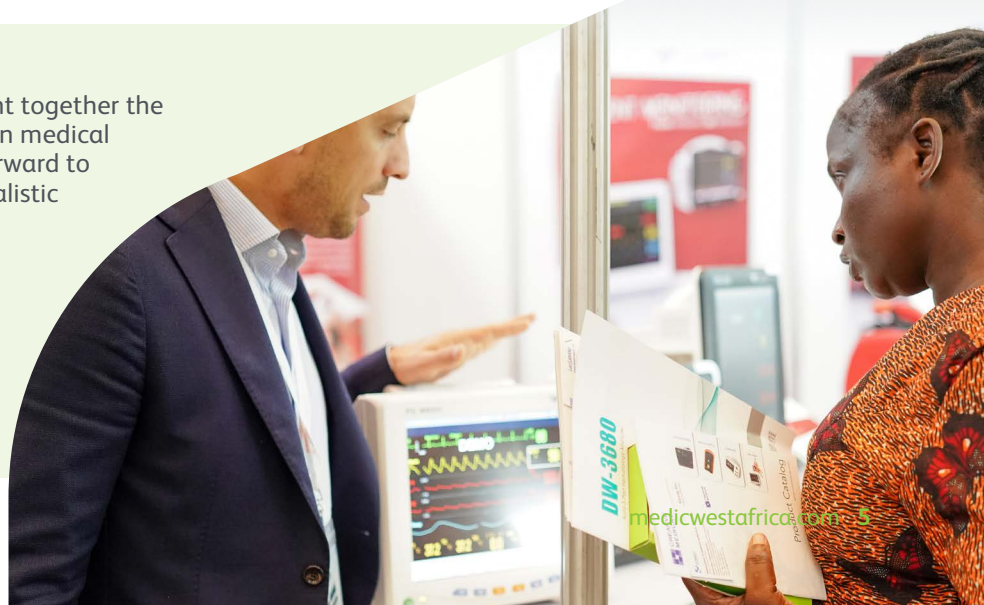
Reasons for exhibiting at Medic West Africa:



*Results provided by GRS Explori

“Medic West Africa has once again brought together the healthcare market promoting innovation in medical practice and education. We are looking forward to participate again next year with highly realistic medical simulators, skill trainers and 3B SMART ANATOMY models to support the advancement of medical and healthcare education even further in the region.”

**Joachim Butzlaff, Sales Manager,
3B Scientific GmbH**



Visitors overview

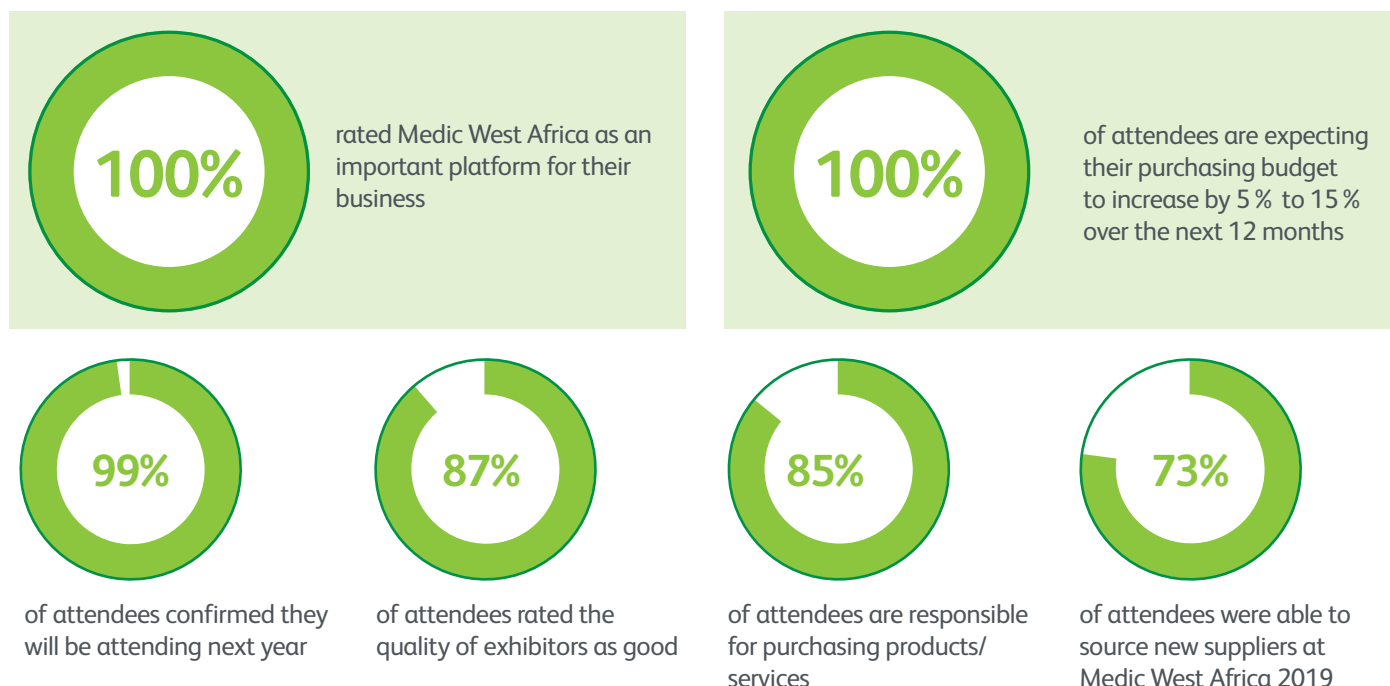


Net promoter score (NPS)



3,842
visitors

Visitor feedback





Visitors area of business



37%
Dealers & Distributors



18%
Government



19%
Healthcare professionals/Physicians

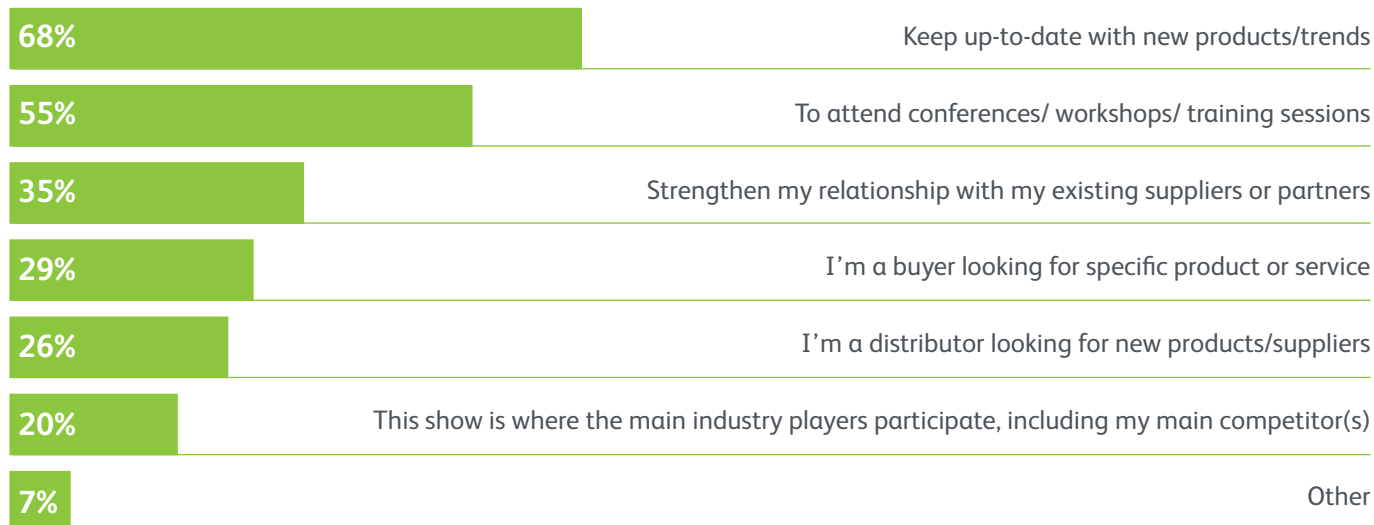


14%
Hospitals/Clinical Managers



12%
Laboratories

Reasons for visiting Medic West Africa:



Snapshot of VIP Attendees

- H.E Mr. Babajide Sanwo-Olu, Governor of Lagos State, Nigeria
 - Hon. Alexaander Abban, Deputy Minister of Health, Ghana
 - Senator Yahaya Oloriegbe, Chairman Senate committee on Health, Abuja, Nigeria
 - Prof. Mohammed Nasir Sambo, Executive Secretary, National Health Insurance Scheme, Nigeria
 - Dr. Chikwe Ihekweazu, Director General, Nigeria Centre for Disease Control, Nigeria
 - Dr Omale Joseph Amedu, Director Hospital Services, Ministry of Health, Nigeria
 - Prof. Akinola Abayomi, Hon Commissioner for Health, Lagos State, Nigeria
 - Dr. Bashir Bello, Hon Commissioner for health, Oyo State, Nigeria
 - Dr. Mordi Ononye, Hon Commissioner for Health, Delta State, Nigeria
 - Prof. Anthony Ugochukwu, Hon Commissioner for Health, Enugu State, Nigeria
 - Mr. Ali Iname, Hon Commissioner for Health, Sokoto State, Nigeria
 - Mr. Salisu Kwaya- Bura, Hon Commissioner for Health, Borno State, Nigeria
 - Dr. Vincent Okpala, Hon Commissioner for Health, Anambra State, Nigeria
 - Dr. Wahab Adegbenro, Hon Commissioner for Health, Ondo State, Nigeria
 - Mrs. Dikko Halima, Hon Commissioner for Health, Kebbi State, Nigeria
 - Dr. Auwal Jatau, Hon Commissioner for Health, Bauchi State, Nigeria
 - Dr. Udokwu Vin, Hon Commissioner for Health, Imo State, Nigeria
- and many more...



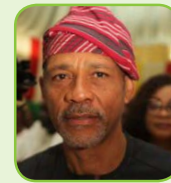
“ Medic West Africa is an excellent platform to see the latest medical devices from all over the world under one roof. It provides the healthcare community with the opportunity to access the latest technologies and bring them to the hospitals in west Africa. The event has made it possible for manufacturers to showcase their state of the art equipment so the health facilities in Nigeria can benefit from and provide the best quality care there is. ”



Dr Alex Kodwo Kom Abban, Deputy Minister of Health, Accra, Ghana



“ Medic West Africa brings healthcare professionals from all over the world under one roof with the same goal to help build connections between the ministries, government and clinicians as well as healthcare manufacturers and providers to improve and develop west Africa’s healthcare system. ”



Prof. Akinola Abayomi, Hon. Commissioner for Health, Lagos, Nigeria

“ The leaders conference at Medic West Africa contributes to finding solutions on how we can improve and sustain primary healthcare in west Africa. The event also provides an opportunity to see the latest technology available in the health sector that allows us to address various issues and help solve problems faced in the region. ”



Senator Yahaya Oloriegbe, Chairman Senate Committee on Health, Abuja, Nigeria



“ Every country’s desire is to provide the best medical practices to their healthcare community and Medic West Africa provides professionals with the tools and the knowledge to achieve this goal and to help solve today’s healthcare issues in order to provide a better care for the community and to help development the healthcare system by showcasing the latest trends and technology the medical industry has to offer all under one roof. ”

Dr Omale Joseph Amedu, Director Hospital Services, Ministry of Health, Nigeria

Delegate overview



69
speakers



1,113
delegates

86.72%

of attendees rated the quality of
conferences as excellent

Job titles at the conferences

Leaders in Healthcare Conference

- Ministerial/Government Executives
- CEOs
- General Managers
- Directors
- Consultants/Senior Healthcare Professionals

Healthcare Business Conference

- Chief Medical Officers
- Finance Directors
- Hospital Managers
- Managing Directors
- Consultants/Senior Healthcare Professionals
- Policy Makers
- Ministerial representatives
- CEOs
- CFOs
- Heads of Finance

Quality Management Conference

- Quality Directors/Managers/ Officers
- Medical Directors
- Hospital Managers
- Nursing Directors
- Consultants/Senior Healthcare Professionals
- Chief Medical Officers
- Quality Assurance Professionals
- Patient safety officers
- Hospital Managers
- Heads of Depts
- Medical Doctors
- Consultants/Senior Healthcare Professionals

Medicine, Accountability & Law Conference – BeyHealth

- Medical doctors (of all specialties)
- Allied Healthcare Professionals
- Legal Practitioners
- Hospital Managers
- Healthcare Administrators
- Statutory Professionals
- Patient Advisors and Advocates

Imaging Conference

- Chief/Head/Consultant/ Radiologists
- Radiographers
- Technologists
- Technicians
- Sonographers/Sonologists/ Ultrasonologists
- Nurses-Radiology Department
- Radiation Safety Officers
- Medical Support Service Officers
- Radiology Residents
- Radiography Students
- Radiation Safety Specialists

Healthcare Improvement Conference

- Medical Doctors
- Allied Healthcare Professionals
- Hospital Managers/Directors
- C Levels
- Quality Heads/Managers
- Patient Safety Officers



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7-9 October 2020

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the 2020 edition of Medic West Africa

To reserve your booth, contact:

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