WHX WORLD HEALTH EXPO

Johannesburg · 6-8 October

WHX Johannesburg 2026

The trusted healthcare exhibition returns to where business works

6-8 October 2026
Gallagher Convention Centre, Johannesburg, South Africa

Book your stand at WHX Johannesburg 2026

Explore Sponsorship Opportunities



WHX Johannesburg 2026

WHX Johannesburg 2026 marks the return of Africa's most established healthcare exhibition to the commercial heart of the continent's healthcare industry. This return reflects how and where healthcare business is conducted and positions the event to deliver stronger commercial outcomes for exhibitors, sponsors, and partners across the healthcare value chain.

Part of the global World Health Expo portfolio, WHX Johannesburg connects local, regional, and international healthcare markets through a proven, business-first exhibition platform.



WHX
WORLD HEALTH EXPO



Amplifying the Reach

WHX Johannesburg is backed by the scale, credibility, and international reach of World Health Expo.

8,000+ attendees

20+ conferences

60+ exhibiting countries

600+ exhibitors

This scale ensures broad visibility, diverse buyer attendance, and meaningful commercial opportunity for participating companies.

A return driven by commercial performance

The return of WHX to Johannesburg is a direct response to exhibitor insight and market demand. While previous editions delivered strong engagement, accessibility and distance created barriers that impacted efficiency and return on investment for many exhibitors.

Johannesburg removes those barriers.

As the operational and financial centre of healthcare in Southern Africa, Johannesburg is where hospital groups, laboratory networks, distributors, and healthcare service providers are headquartered. It is where procurement decisions are made and where long-term supplier relationships are built.

WHX Johannesburg 2026 places your business at the centre of these commercial conversations.



Johannesburg as Africa’s healthcare business hub

Gauteng represents the highest concentration of healthcare activity on the continent. From private hospital groups and diagnostic networks to pharmaceutical distributors and healthcare technology providers, the region functions as the engine room of African healthcare commerce.

Exhibiting at WHX Johannesburg allows suppliers to meet multiple buyer groups in one location over three focused business days. This creates a more efficient, cost-effective environment for lead generation, relationship building, and deal progression.



For international exhibitors, Johannesburg offers the most effective gateway to Southern African markets. For regional and local suppliers, it provides direct access to senior decision-makers without unnecessary travel complexity.

Gallagher Convention Centre

Built for Business Outcomes

WHX Johannesburg 2026 will take place at the Gallagher Convention Centre, a venue purpose-built for large-scale, business-focused exhibitions.

The venue offers:

- Central access within Gauteng
- Strong transport links and nearby accommodation
- Infrastructure designed for high visitor flow and visibility
- Dedicated spaces for meetings and commercial discussions

Gallagher supports productive engagement, allowing exhibitors to focus on conversations that drive commercial outcomes.



Solutions attendees are looking for



2026 Product Sectors

Showcase your products and services to thousands of ready-to-buy professionals across the healthcare ecosystem.

- Medical equipment and devices
- Disposables and consumer goods
- Orthopaedics and physiotherapy
- Imaging and diagnostics
- Healthcare and general services
- IT systems and digital solutions
- Healthcare infrastructure and assets
- Wellness and prevention
- Laboratory solutions

This breadth ensures cross-sector engagement and exposure to new buyer groups

Who you will meet

WHX Johannesburg attracts a highly targeted audience of senior healthcare professionals, including:

- Hospital CEOs, COOs, and Clinical Directors
- Heads of Procurement and Supply Chain
- Laboratory Owners and Diagnostic Managers
- Government and Regulatory Authorities
- Distributors, Integrators, and Investors

These attendees represent organisations with active budgets, defined sourcing needs, and long-term partnership mandates.



Exhibitor testimonials



Helen Brown

General Manager,
Fujiflim South Africa
Medical Systems

“Establishing our brand in the medical systems space is a priority, and World Health Expo brings together healthcare providers, doctors, and clients on one platform. It allows for valuable face-to-face engagement, and we look forward to returning next year.”



Neol Molusi

External Affairs Lead South Africa, Roche Diagnostics South Africa

“This show is key for us as a major industry player. It allows us to showcase our work and stay connected to where the industry is heading. It’s a well-organised, eye-opening event with meaningful discussions, and we look forward to being back next year.”



Ayanda Swana

Country Head
Siemens Healthineers
South Africa

“This year, we saw broader customer engagement, with strong interest across diagnostics and imaging. We connected with public and private sector stakeholders, partners, and end users. The show was vibrant and a great decision for us. We look forward to returning next year.”

Trusted by leading healthcare brands

2025 Partners

WHX Johannesburg is supported by leading global and regional healthcare organisations.

Their continued participation reflects confidence in the quality of the audience, the strength of engagement, and the commercial value delivered by the event.

Platinum Partners

Beckman Coulter · Radiometer · Siemens Healthineers · Standard Bank

Gold Partners

DNA-Technology · Organon · MESPA · Dräger · Riester · solventum · FUJIFILM · Roche · Tosoh · Global · Siberian Wellness

Silver Partners

MED QUICK · ASUS Business

A business-first exhibition experience

WHX Johannesburg 2026 is structured around exhibitor performance and ROI. Every element of the event is designed to support lead generation, relationship building, and market expansion.



Exhibitors benefit from:

- A highly qualified visitor profile
- Strong representation from procurement and executive leadership
- Pre-event marketing and buyer engagement programmes
- Content and networking designed to support sales conversations

Whether you are a returning exhibitor or entering the African healthcare market for the first time, WHX Johannesburg provides a proven platform for growth.

Designed to help you

Connect.
Convert.
Grow.

WHX Johannesburg 2026 supports every stage of your commercial journey.



Connect

Engage directly with buyers, partners, and decision-makers in a focused, business-driven environment.



Convert

Progress conversations into opportunities through targeted attendance, structured networking, and a platform built for deal-making.



Grow

Strengthen your market presence, expand into new territories, and build long-term partnerships across Africa's healthcare ecosystem.

Book your stand at WHX Johannesburg 2026

Secure your position at Africa's most established healthcare exhibition and place your business at the centre of the industry's most important commercial conversations.



Book a stand today and be part of the return to Johannesburg.

Connect.
Convert.
Grow.

Explore sponsorship opportunities

Align your brand with senior healthcare decision-makers and increase your visibility before, during, and after the event.

WHX Johannesburg 2026 offers a range of sponsorship opportunities designed to support brand leadership, targeted engagement, and measurable commercial impact.

Explore sponsorship opportunities and position your brand at the forefront of healthcare business.



Partner with us

WHX Johannesburg and WHX Labs Johannesburg offer tiered and customisable sponsorship packages to spotlight your brand and create meaningful interest from potential clients.
Elevate your brand and broaden your reach with a partnership that creates a powerful presence and drives lasting results.
Our tailored solutions ensure your sponsorship aligns with your business objectives while increasing your visibility as a healthcare and laboratory leader in Africa.

BRANDING	SILVER PARTNER Brand visibility + lead generation	GOLD PARTNER Priority exposure to buyers	PLATINUM PARTNER VIP buyer access + category leadership	EXCLUSIVE PARTNER Market dominance in West Africa
ONLINE				
Logo on the website homepage	✓	✓	✓	✓
Logo on all WHX Johannesburg or WHX Labs Johannesburg online platforms (website, mobile app, online event platform, pre-show planner)	✓	✓	✓	✓
Logo and company description on WHX Johannesburg dedicated partners page	✓	✓	✓	✓
Logo inclusion in social media posts	✓	✓	✓	✓
Logo on visitor promotional campaign	✓	✓	✓	✓
Logo in post-event report	✓	✓	✓	✓
Logo in ‘thank you to our partners’ post-show campaign	✓	✓	✓	✓
Featured exhibitor	✓	✓	✓	✓
Deluxe profile	✓	✓	✓	✓
Featured product	✓	✓	✓	✓
Advert in pre-show planner	Half page	Half page	Full page	Full page
Banner ad in visitor registration confirmation email				✓
1x dedicated social media post				✓
ONSITE				
Logo exposure in event guide	✓	✓	✓	✓
Logo inclusion on sponsor’s signage	✓	✓	✓	✓
Logo inclusion on thank you board	✓	✓	✓	✓
Hanging banner above your stand	✓	✓	✓	✓
Advert in event guide			✓	✓
Venue branding assets			Up to $8,000	Up to $15,000

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NETWORKING				
Leaders forum sponsor			Associate	Headline
Access to exclusive meetings with VIP Buyers			✓	✓
VIP TREATMENT				
White glove customer service			✓	✓
Priority list on exclusive stand location and launch of exclusive opportunities			✓	✓
CONTENT				
WHX Johannesburg TV		Standard package	Standard package	Premium package
Product showcase at your stand		✓		
CEO interview on show website ‘in the spotlight’ feature of the homepage			✓	✓
Opportunity to have a senior representative to join a panel discussion session in the workshops (subject to approval)			✓	✓
Opportunity to host a dedicated workshop/networking event				✓
PRICE	$7,500	$10,000	$15,000	$20,000

Let’s get talking

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