



**MEDIC EAST
AFRICA**

24-26 September 2019

Kenyatta International Convention
Centre, Nairobi, Kenya

East Africa's leading
business platform
for the healthcare
and medical
laboratory industry



**2018
POST SHOW
RESULTS**

Overview

○ 4,500 m²
Exhibition Floor Space

○ 212
Exhibitors

○ 25
Exhibiting Countries

○ 2,879
Visitors

○ 518
Delegates

○ 34
Speakers

○ 3,431 Total Attendees

○ Digital audience



58,627 Website
Pageviews



12,165 Followers
and 12,159 Likes



Exhibitor overview

US\$ 10.9 Million+
total value of business generated*

Countries represented



Top 5 reasons for exhibiting

- 73%** To seek new contacts for future business
- 59%** To look for a local or regional dealer & distributor
- 50%** To discuss products & services with end-users
- 38%** To strengthen relationships with existing clients & partners
- 25%** To elevate the company profile

Feedback

94%

rated the quality of visitors from good to excellent

93%

will be exhibiting again next year

93%

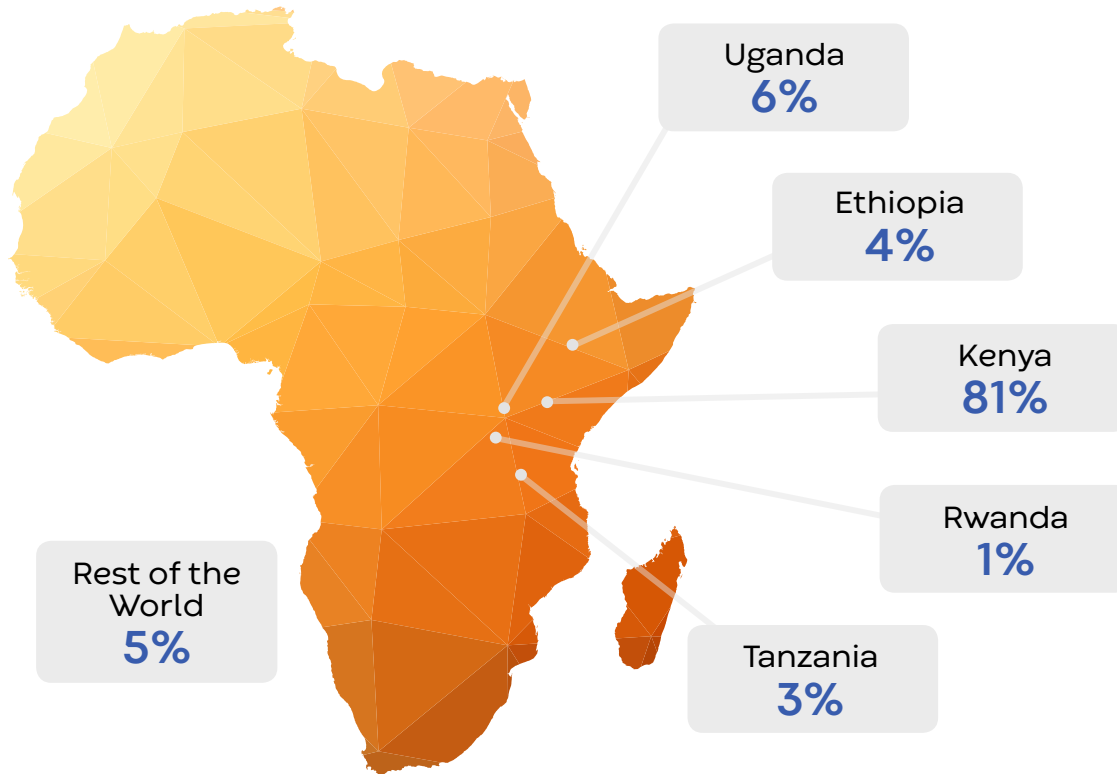
rated the exhibition as an important platform for their business

81%

were very satisfied with the exhibition

Visitor overview

Breakdown by region



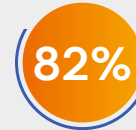
Feedback



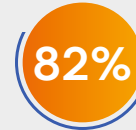
will attend Medic East Africa next year



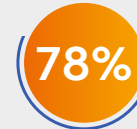
rated MEA as an important platform to attend for business



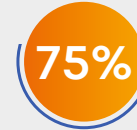
are involved in their business' purchasing process



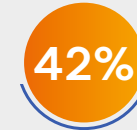
would recommend the show to their colleagues



expect their purchasing budget to grow in the next 12 months



sourced new suppliers



attend 2+ days of the show



attend the show every year

Area of business



Conference overview

At a glance

518

Delegates

34

Speakers

82%

rated the quality of conference from good to excellent

Speaker snapshot

- County Executive, Health Services, Government of Makueni County, Kenya
- Association of Private Health Facilities, Tanzania
- IntraHealth International
- Jomo Kenyatta University
- Kenya Association of Clinical Pathologists
- Kenya Association of Family Physicians
- Kenya Cardiac Society
- Kenya Clinical Officers Association
- Kenya Dental Association
- Kenya Health Federation
- Kenya Medical Association
- Kenya Obstetrics and Gynaecologists Society
- Kenya Paediatric Association
- Kenya Psychiatrist Association
- Kenya Public Health Association
- Meridian Equator Hospital, Kenya
- Mount Kenya University
- Nyanza Reproductive Health Society
- PharmAccess Kenya
- Pharmacie Conseil, Rwanda
- Strathmore Business School, Strathmore University
- The Public Health Society of Kenya



Key audience

Healthcare Management

- C-level (CEOs, CFOs, CIOs)
- Chief Medical Officers, Medical Directors
- Directors
- Head of Departments

Public Health

- C Level - (CEOs, CIOs, CFOs)
- Chief Medical Officers
- Government Officials (Ministers/Advisors/Policy Makers)
- Public Health Specialists

Clinical Officer

- Clinical Officers
- Physician Assistants
- Medical Officers
- Licensed Practitioners

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Silver Sponsor

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What do participants say?

“

Our main objective for participating at Medic East Africa was to leverage the booming business opportunities in the region's healthcare market. It has been very beneficial for us as the show connected us with many hospitals that have shown interest in purchasing our products.

”

Vishal M. Panchal, Head of Business Development,
PMT Healthcare Pvt. Ltd., India

“

This was our second time participating at the show, and again it was a great platform for us to extend our business further into East Africa. We are definitely participating at the 2019 edition of the show.

”

Mohamed Samy Tantawy,
Export Manager, Nsbiotec, Egypt

“

We have been participating at Medic East Africa since its launch. The show has given us a very good mileage in terms of establishing our business in Africa by introducing us to many business partners.

”

Naresh Gyani, International Senior Business Manager, Erba Diagnostics Mannheim GmbH, Germany

“

Through participating at Medic East Africa we have meet new customers and found potential new distribution outlets for our products in Kenya.

”

Rachel Currie,
Business Development Manager,
Diamedica UK Ltd., UK

“

We exhibited to expand our footprint in the East Africa region. Medic East Africa was a very good platform for this because we were able to meet people from various parts of East Africa under one roof.

”

Jatin Mahanjan, Managing
Director, J.Mitra & Co. Pvt.
Ltd., India



START YOUR PLANNING FOR 2019.



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Contact us today to
book your stand:

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 www.medic east africa.com

58% of the
exhibition space already
sold out for 2019.

Organised by

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exhibitions