

**Promoting Healthcare  
business in North Africa**  
**2019 Post Show Results**





# Shows Overview

North Africa Health 2019 marked the show's rebranding launch from Mediconex, which in turn has brought the show into Informa's family of global healthcare exhibitions. In a strategy to expand the show's floor space while elevating the quality and diversity of the exhibitors and the visitors, North Africa Health 2019 saw the implementation of new targeted marketing tools and long-term strategic partnerships.



**3,500 sqm**  
exhibition space



**150+**  
exhibitors



**15**  
exhibiting  
countries



**4,301**  
total attendees



**824**  
delegates



**213**  
speakers



**2,951**  
visitors

**3CME**

3 CME-accredited  
conferences



Egyptian Society  
of Laboratory Medicine

The 30<sup>th</sup> Annual Conference  
of The Egyptian Society of  
Laboratory Medicine



The 55<sup>th</sup> Annual Conference  
of The Egyptian Society  
of Radiology and Nuclear  
Medicine



The American College of  
Surgeons – Egypt Chapter

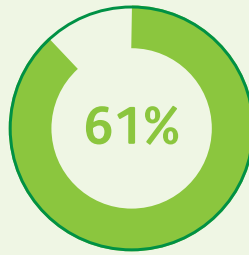
# Exhibitor Overview



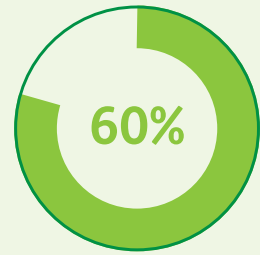
86%  
rated North Africa Health as an important platform for their business



70%  
will be exhibiting again next year



61%  
of exhibitors participated for the first time



60%  
rated the quality of visitors from good to excellent

## What our exhibitors had to say:

*Our participation at North Africa Health has set the base for us to carry forward our sales strategy which is to supply 70% of our products to the African market with a focus on the North African region*

**Faris Al Surf, South Eagle Co. (DiaEagle)**

*The quality of the exhibition has been elevated since Informa is now organizing it. The quality of products showcased as well as the exhibitors participating have been improved.*

**Amr Aly, Egypt, Root Diagnostic Co.**

*The opportunities at North Africa Health are amazing since many healthcare professionals, suppliers and distributors meet in one hub to exchange knowledge and experience.*

**Sachko Andrei, Switzerland, Medpack Swiss Group**

*My visit has been an excellent experience and there is good cooperation between the organizers of the exhibition.*

**Gamal Bo Allak, Medicast**

## Top 5 reasons for exhibiting



## What our exhibitors had to say:

*At North Africa Health, I have met with several companies and will be doing more business with them soon.*

**Ali Basher, Lilyoum Medical Company**

*The show exceeded our expectations. This is our first time in Egypt and we received an overwhelming response. The quality of visitors was genuine and very good. We will exhibit again next year.*

**Bharat Wahi - Diamond Hospital Equipments**

*North Africa Health has provided BioMérieux with a platform to showcase its solutions and technologies to the region.*

**Vianney Lecornier, BioMérieux**

*This was my first time here. I found it to be a very good opportunity to grow in the market, locally and internationally.*

**Basma Tarek - Egypt Spain**



# Visitor Overview

## Breakdown by region

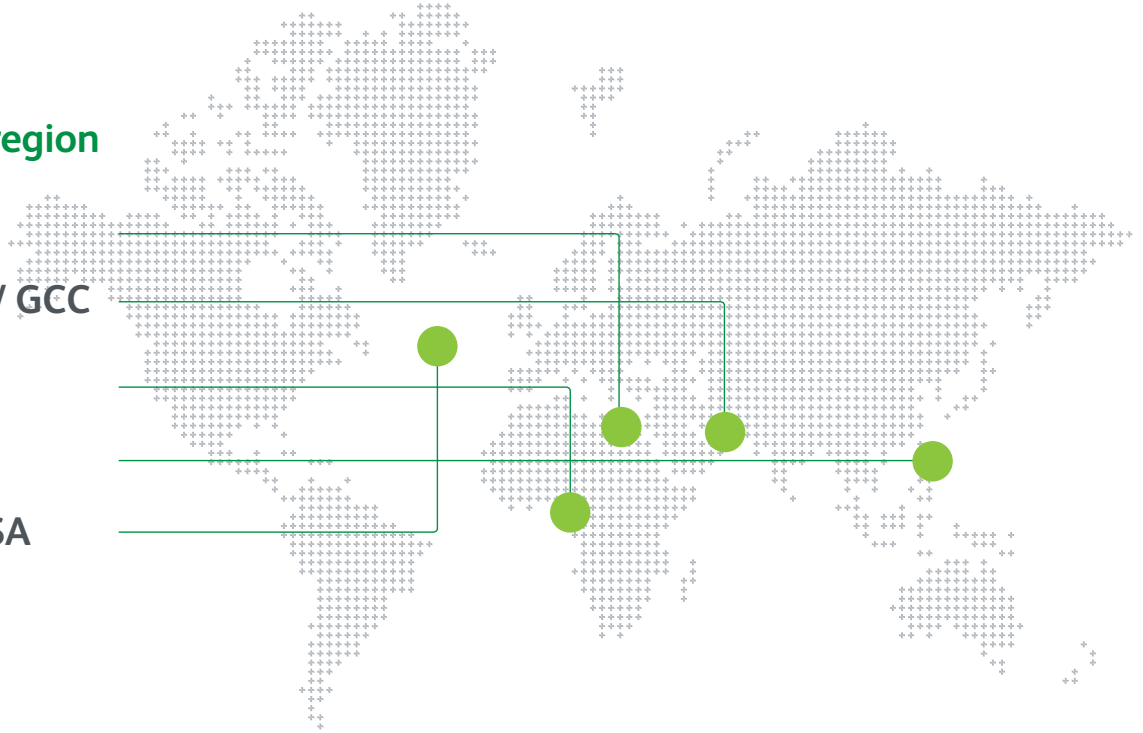
92% Egypt

3% Middle East/ GCC

2% Africa

2% Asia

1% Europe & USA



## Feedback

95%

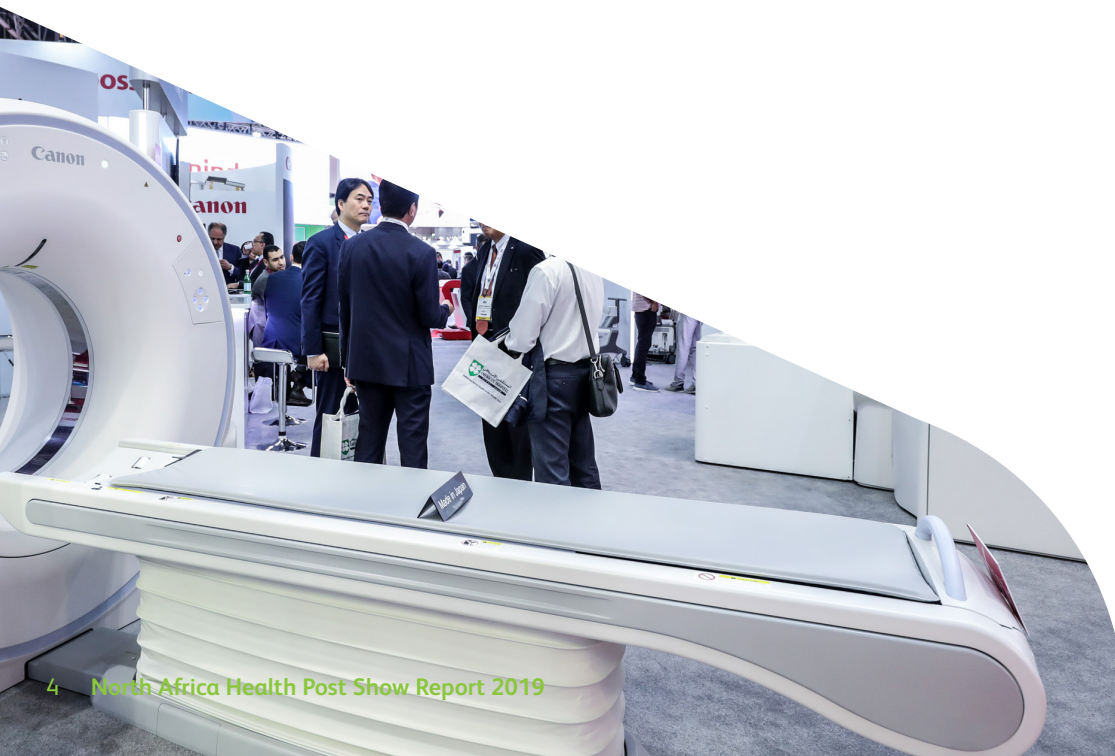
rated North Africa Health as an important platform for their business

83%

will attend again next year

52%

visited the show for the first time



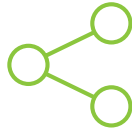
# Marketing activities



## Emails

**2,706,732**

eShots issued to targeted audiences



## CPC Campaigns

**2,320,795**

Impressions on Facebook, LinkedIn and Google



## SMS

**105,270**

Messages sent



## WhatsApp

**17,577**

Messages sent



## Direct Marketing

**6,000**

Visitor Tickets sent to medical universities and institutions in Cairo

**+150 VIP**

invites sent to heads of healthcare facilities and investment companies



## PR

**25**

Published articles across key media



## Media Partners

**10 media partners**

Advertising, Emails, WhatsApp, Website, Social Media



## Newspaper Ad

**200,000+**

Readership achieved through prominent publications



## Radio

**120**

Advertising spots on leading radio stations

# Digital audience



## Page view

**409,395 views**



## Facebook

**6,782 followers**



## LinkedIn

**37 followers**

# We would like to thank all our 2019 partners for their continued support

## Under the patronage of



## Sponsors



## In association with



## Supporting chambers



Deutsch-Arabische  
Industrie- und Handelskammer  
German-Arab  
Chamber of Industry and Commerce  
الرفة الألمانية العربية للصناعة والتجارة

## Media partners



## Brought to you by



## Organised by





# Informa Exhibitions' Global Healthcare Group

## Our Portfolio

March 2019

26-28 March  
Singapore

Medlab Asia Pacific  
An Informa Experience

Asia Health  
An Informa Experience

April 2019

6-8 April  
Cairo, Egypt

North Africa Health  
An Informa Experience

26-28 April  
Dubai, UAE

ME-OTO Exhibition  
An Informa Experience

May 2019

21-24 May  
São Paulo, Brazil

Hospitalar  
An Informa Experience

28-30 May  
Johannesburg,  
South Africa

Africa Health  
An Informa Experience

Medlab Africa  
An Informa Experience

June 2019

5-7 June  
Mexico City, Mexico

Expo Med  
An Informa Experience

26-28 June  
Miami Beach, FL, USA

FIME  
An Informa Experience

September 2019

10-12 September  
Riyadh, KSA

Global Health  
Exhibition  
An Informa Experience

18-19 September  
São Paulo, Brazil

HIS  
An Informa Experience

24-26 September  
Nairobi, Kenya

Medic East Africa  
An Informa Experience

October 2019

9-11 October  
Lagos, Nigeria

Medic West Africa  
An Informa Experience

24-26 October  
Dubai, UAE

Patient Safety  
An Informa Experience

2020

27-30 January  
Dubai, UAE

Arab Health  
An Informa Experience

3-6 February  
Dubai, UAE

Medlab Middle East  
An Informa Experience

## Book your stand today

7-9 April 2020

Egypt International Convention Center

## For stand and sponsorship enquiries:

**Azzan Mohamed**

Exhibition Manager

[northafricahealth@informa.com](mailto:northafricahealth@informa.com)

**Hussein A. Hussein**

Sales Manager

Tel: +20 2 23226983

[northafricahealth@informa.com](mailto:northafricahealth@informa.com)

