



**27-29 SEPTEMBER 2016**

Oshwal Centre, Nairobi, Kenya



# The Largest Healthcare Event in East Africa



*It was a very beneficial experience with the necessary stakeholders*

**Peter Muchita, Product Manager, Cepheid. Inc., South Africa**

Organised by

**informa**  
life sciences exhibitions

[www.medic east africa.com](http://www.medic east africa.com)

## OVERVIEW

Dear healthcare and trade professionals,

I would like to take this opportunity to thank everyone who attended Medic East Africa 2015.

This was the 3rd edition of Medic East Africa and saw a record number of attendees and exhibitors, further cementing Medic East Africa as the largest healthcare event in the East African region.

2016 will see the exhibition drastically expand, taking over every hall at the Oshwal Centre. A number of new conferences and initiatives are also being launched. In order to grow the event in terms of size and attendee numbers.

I would like to thank our conference team and all of our speakers and delegates, for helping us put together such a pioneering conference programme.

Medic East Africa 2016 will be held on the later dates of 27-29 September, but will still be located 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 sponsoring or exhibiting at Medic East Africa 2016, please contact Daniel Green on [daniel.green@informa.com](mailto:daniel.green@informa.com) or +971 4 407 2721 to discuss opportunities further.

Be quick, as 65% of the exhibition space was already sold out onsite.

See you next year!



**Jamie Hill**  
Director – Life Sciences Group Africa  
Informa Life Sciences Exhibitions

**65%**

of the exhibition  
space **sold out**  
onsite at  
Medic East Africa  
2015



*We exhibited last year for the 1st time, found it very useful, made some good contacts and relationship; we have exploited and developed those over the last 12 months. We returned in 2015 and the show has proven to be better this year than the last with the level of visitors.*

**Richard Scott**, International Sales Manager, **Scientific Laboratories Supplies, UK**



**4,808**sqm  
Exhibition floor space

**240**  
Exhibitors

**2,946**  
Visitors

**371**  
Delegates

**14**  
Speakers

**43**  
Countries represented

**Thank you**  
to our sponsors  
and partners

Gold Sponsors



Silver Sponsors



Supported By



Media Partners

Official Journal





# EXHIBITORS

More than 200 leading companies displayed the latest technology, products, services and innovations at Medic East Africa 2015. The success of the show saw 65% of exhibitors rebook on-site.

In 2016 the exhibition will expand further into the Oshwal Centre, occupying **all the halls**, to meet the growing demand for exhibition space and allow more companies to reach a targeted audience of healthcare professionals across the East African Community (Kenya, Rwanda, Tanzania, Uganda and Ethiopia).

## Exhibitors by Country



Brazil



Hong Kong



New Zealand



Taiwan



Canada



India



Pakistan



Thailand



China



Ireland



Poland



Turkey



Egypt



Italy



Portugal



UAE



Finland



Jordan



South Africa



UK



France



Kenya



South Korea



USA



Germany



Netherlands



Switzerland

NEW FOR  
2016

Additional  
Space

## Survey Results

91%

of exhibitors met their overall objectives

83%

of exhibitors generated promising business leads

82%

of exhibitors rated the quality of visitors as good to excellent

75%

of exhibitors plan to exhibit next year



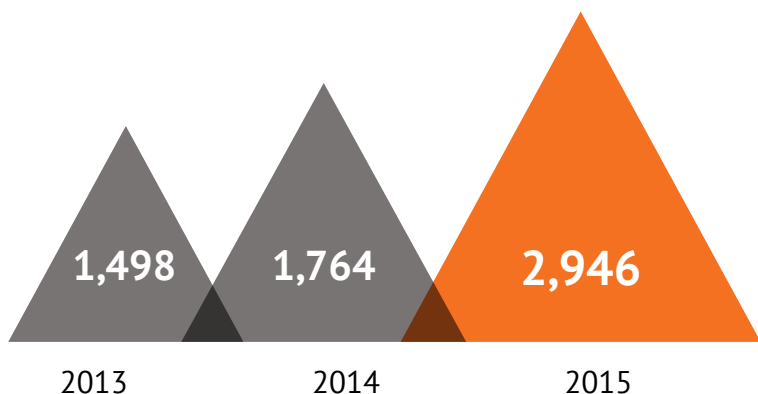
*We were glad with how the exhibition went and will be very happy to return next year.*

**Mervyn Russell**, Export Development Manager,  
**Fortress Diagnostics, UK**

# VISITORS

Bringing together a wealth of knowledge and experience, Medic East Africa provided a networking platform for more than 2,946 healthcare professionals and decision-makers from 43 countries to do business, exchange ideas and learn about the latest product advancements from key industry players.

## Visitor Growth

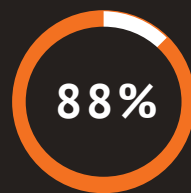


**NEW FOR 2016**  
Hosted Buyer Program

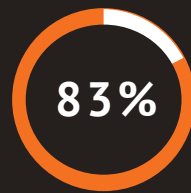
## Survey Results



of visitors confirmed they will return next year



of visitors established new contacts



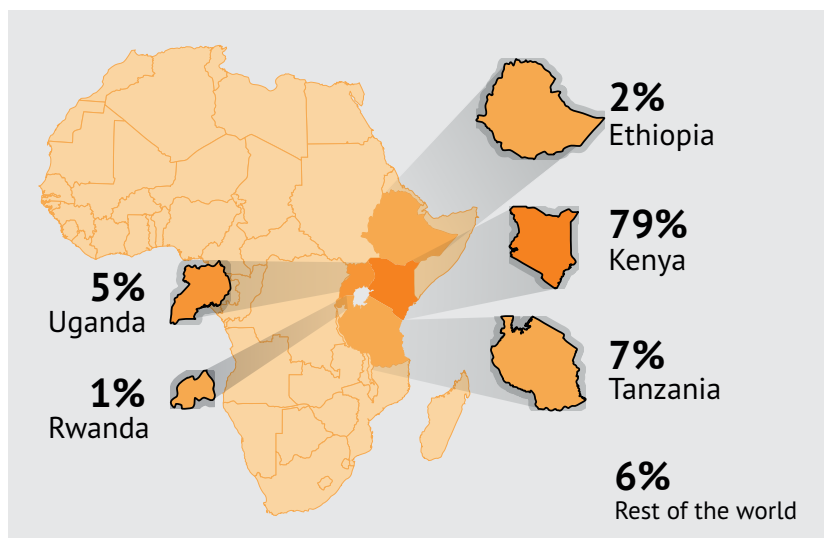
of visitors arranged to do business with a new or existing supplier



*We had high hopes of Medic East Africa 2015 and it exceeded our expectations, this is really the beginning of a huge growth potential.*

**Jason Lurie, CEO, BioTech Africa, South Africa**

## Visitor breakdown



# CONFERENCE

The Medic East Africa Congress featured a two day Healthcare Management conference hosting 371 delegates and 14 speakers. The conference discussed the strategies to ensure a workforce of an organisation can respond to the current and future healthcare demands. Professional case studies and presentations provided unlimited access to some of the leading medical professionals and attracted hundreds of healthcare professionals from the region.

The conference was chaired by **Dr. Amit N. Thakker**, CEO, Kenya Healthcare Federation, Founder, Avenue Healthcare Ltd., Kenya, and included top speakers including the following:

- **Dr Kaushik Ramaiya**, CEO, Hindu Mandal Hospital & Director, APHFTA, Tanzania
  - **Dr Ian Clarke**, Chair, Uganda Healthcare Federation & International Medical Group, Uganda
  - **Dr Itunu Akinware**, CEO, Healthcare Federation of Nigeria, Nigeria
  - **Dr Ilaria Donati**, Health Policy Expert, Italy
  - **Dr Jacqueline Kitulu**, Hon. National Vice Chair, Kenya Medical Association, Kenya
  - **Dr James Mwanza**, Chief of Party Funzo Kenya, IntraHealth (USAID), Kenya
- and more.

Working with the local medical associations, the 2016 event will provide high quality education to healthcare professionals by introducing **three new conferences**.



*Presenters at the Healthcare Management Conference were Excellent.*

**Eunice A. Luvai**, Clinical Officer, **Ministry of Health, Kenya**

## Accredited by



KENYA MEDICAL  
ASSOCIATION



PHARMACEUTICAL  
SOCIETY OF KENYA



**371 Delegates**



**14 Speakers**

**75%**

of delegates confirmed they will return next year

**NEW FOR  
2016**

**3 New  
Conferences**

# SPONSORSHIP OPPORTUNITIES AT A GLANCE

Our sponsorship packages are customised specifically to meet our client's requirements. We will work with you to ensure that you maximise your company's presence at Medic East Africa and ensure you get the most out of your participation.

Please contact the team for more information on [mea@informa.com](mailto:mea@informa.com)

## Sponsorship packages

PRE-EVENT BENEFITS	Platinum	Gold	Silver
Logo on website with hyperlink to sponsor's website	✓	✓	✓
Exclusive sponsored e-shots	2	1	-
Logo inclusion on visitor promotion campaign (print and electronic)	✓	✓	✓
Company description and logo on website (sponsors page)	100 words	50 words	Logo only

### ONSITE BENEFITS

Logo on onsite signage	✓	✓	✓
One A5 advert in show catalogue	✓	✓	-
Gold entry in show catalogue (profile plus logo)	100 words	50 words	-
Directional floor tiles on the exhibition floor	2	1	-
Stand highlighted in tier colour on exhibition floor map	✓	✓	✓

### POST-EVENT BENEFITS

Exhibition post show e-shot with hyperlinked logo	✓	✓	✓
Hyperlinked logo on event website (for three months post event)	✓	✓	✓

## Commercial Opportunities

Sponsorship	Inclusions	Exclusivity
Registration area	<ul style="list-style-type: none"> <li>&gt; Branding on the registration booths</li> <li>&gt; Uniform for registration staff (provided by sponsor)</li> <li>&gt; Pens (provided by sponsor)</li> <li>&gt; Logo on generic roll-ups/signage in the registration area</li> </ul>	One company
Lanyards*	Lanyards with company logo which will be worn by all attendees	One company
Visitor badges	Message printed on visitor badges which is targeted to a specific demographic	Two companies
Badges	Logo on all the badges ( exhibitor, delegate, visitor, media and contractors)	One company
Delegate bags*	Logo on all of the delegate bags	One company
Hanging banners**	Hanging banner placed above the exhibition stand	Three companies
Floor tiles	Directional floor tiles to guide visitors to the stand	Three companies
Industry forum/ Workshops	A free-to-attend industry forum, on the exhibition floor is available on an hourly basis. This will give the sponsor an opportunity to focus on products and services in a formal setting for attendees.	All exhibitors (First-come first-served basis)
Lunch Area	Roll-up banners and flyers/leaflets/brochures to be placed in the delegate coffee areas	One company

\*Plus cost of production \*\*Plus cost of production and rigging



“

*We would recommend other companies to participate at MEDLAB East Africa as it has been very positive for our company with all the leads and new business.*

**Colin Palmer**, Business Development-Team Leader, **Randox, UK**

*Medic East Africa is a great platform to demonstrate products to targeted end users.*

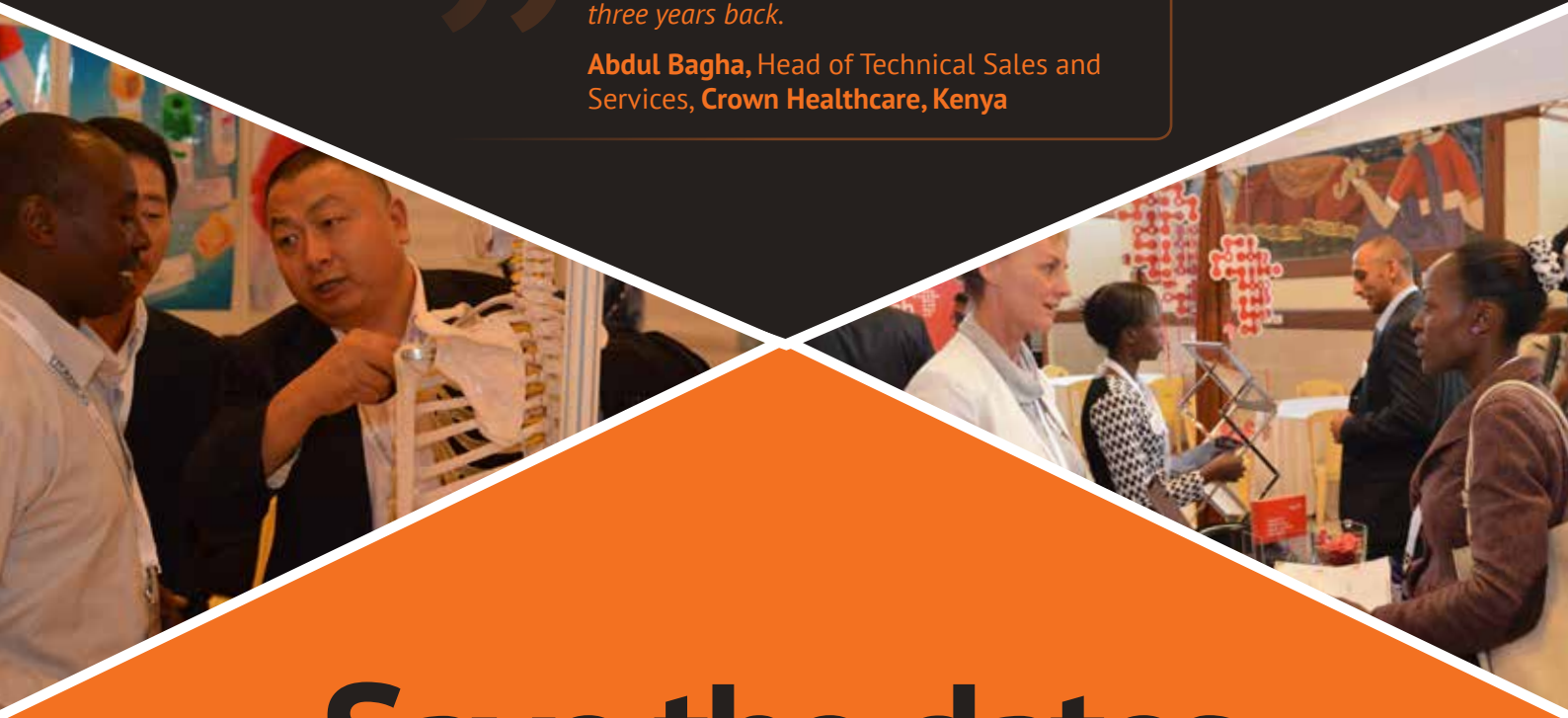
**Ronald N. Shumba**, Regional Sales Manager/ Africa, **Microlin B.V.**

”

“

*Medic East Africa is a good marketing tool for us and that is why we have been consistently participating at the exhibition since the onset three years back.*

**Abdul Bagha**, Head of Technical Sales and Services, **Crown Healthcare, Kenya**



**Save the dates**  
**27-29 2016**  
September  
**Oshwal Centre, Nairobi, Kenya**

Contact us today to book your exhibition space or to find out how we can raise your presence through our **specialised sponsorship opportunities**.

[mea@informa.com](mailto:mea@informa.com) | +971 4 407 2721 | [www.medicestafrica.com](http://www.medicestafrica.com)