WHX WORLD HEALTH EXPO

Lagos · 1-3 June

Exhibitor brochure

Exhibit where West Africa's healthcare market does business.

1–3 June 2027

Landmark Centre, Lagos, Nigeria

Connect with buyers, distributors and decision makers driving healthcare growth across West Africa.

> Book your stand today



West Africa's healthcare market is growing

Is your business positioned to grow with it?

Healthcare investment is accelerating across West Africa, creating new opportunities for manufacturers, distributors and solution providers ready to expand into one of the world's fastest growing healthcare markets.

Success in this region is built on trusted relationships. Meeting the right buyers, appointing the right distributors and building long term partnerships are critical to sustainable growth.

World Health Expo Lagos brings the region's healthcare ecosystem together, giving your business direct access to buyers, procurement leaders, distributors and healthcare decision makers actively looking for new products, technologies and commercial partners.





2027 at a glance

600+
exhibitors serving West Africa

50+
exhibiting countries

10,000+
professional visits

USD 129M
estimated business generated in 2026

Build your business across West Africa

Connect with the buyers, partners and distributors that will drive your next stage of growth.

Exhibiting at World Health Expo Lagos is an investment in your commercial strategy. Across three days, you'll engage with healthcare buyers, procurement leaders, distributors and decision makers actively seeking new products, technologies and long term supplier relationships.



Generate qualified pipeline

Meet healthcare buyers actively evaluating new products and suppliers.

Build your distributor network

Connect with distributors looking to expand their portfolios with international brands.

Accelerate market entry

Reduce the time and cost of building relationships across West Africa.

Strengthen customer relationships

Meet existing customers, develop new partnerships and position your business for long term growth.

94% of exhibitors attended to generate new business contacts.

Speak to our team



Meet buyers ready to do business

World Health Expo Lagos attracts the people responsible for purchasing healthcare products, evaluating new technologies and building supplier partnerships across both public and private healthcare.

Distributors & dealers

Seeking new international manufacturers.

Hospital procurement

Evaluating products and equipment for facilities.

Laboratory leaders

Sourcing diagnostics and lab consumables.

Healthcare providers

Private groups and clinics investing in innovation.

Government & Ministries

Driving procurement and healthcare transformation.

Importers & partners

Building new relationships with trusted suppliers.

Decision makers that attend

60% of visitors influence supplier selection or are the final decision makers

Book a stand

Meet buyers ready to invest

Healthcare professionals attend World Health Expo Lagos with clear commercial objectives. They come to discover new products, evaluate suppliers, compare technologies and build partnerships that support the future of healthcare across West Africa.

For exhibitors, this means conversations start with genuine purchasing intent, creating valuable opportunities to generate pipeline, build distributor relationships and accelerate business growth.

Priority buyer profiles



Why buyers attend

Discover
New products, technologies, equipment.

Source
Trusted manufacturers and distributors.

Compare
Evaluate products side by side.

Partner
Build long term supplier relationships.

Learn
Track trends shaping regional investment.

Book a stand

WHX Connections Programme

Curated introductions that help you do better business.

Finding the right buyer is just as important as meeting more buyers.

The WHX Connections Programme is designed to maximise your return on investment by connecting you with qualified buyers, distributors and decision makers aligned to your products, target markets and commercial objectives.

Through curated recommendations and dedicated networking sessions, the programme helps you spend more time in meaningful business conversations and less time searching for the right contacts.



1

Complete your profile

Tell us your products, markets and objectives.

2

We recommend buyers

We identify aligned distributors and decision makers.

3

Meet in curated sessions

Take part in networking built for commercial talks.

4

Continue after the event

Turn introductions into long term relationships.

79%
of exhibitors joined the programme

68%
rated it valuable or excellent

50%
made 6+ relevant connections

Speak to our team

Trusted by healthcare businesses

Delivering measurable commercial outcomes.

2026 event results

USD 129M
Estimated business generated

6,834
Professional visits

4,740
Unique attendees

242
Exhibitors

59
Countries represented

28
Exhibiting countries

Looking ahead to 2027

Building on this success, World Health Expo Lagos 2027 will bring together the region's largest healthcare community.

600+
exhibitors

50+
exhibiting countries

10,000+
professional visits

Commercial proof

Generating new business contacts remained the number one objective for exhibitors, followed by demonstrating products, generating leads and entering new markets.

Book a stand

Hear from the businesses already growing with WHX Lagos

The strongest endorsement comes from the companies that return.

Healthcare businesses continue to choose World Health Expo Lagos because it connects them with the buyers, distributors and decision makers that matter most.



"We came with a lot of expectations, and they were surpassed. The attendance was exceptional and what stood out was the diversity of participation. WHX Lagos brings together manufacturers, OEMs and distributors alongside an audience actively looking for the newest technology. Crown Healthcare is beyond happy to be here."

Pius Ihimekpen

Regional Head (Nigeria), Strategic Account

C.H.M.S. Limited (Crown Healthcare)



"The experience has been very fruitful. We met key decision makers, end users and healthcare professionals eager to learn about the technologies we were showcasing. Africa is at the forefront of innovation and it is an exciting market for our business."

Ayham Swed

Sales Director EMA

Dedalus

60% of 2026 exhibitors were returning exhibitors, demonstrating continued confidence in the platform for business growth.

Speak to our team

Increase your visibility. Maximise your impact.

Put your brand in front of the buyers that matter most.

Exhibiting creates valuable opportunities to meet healthcare buyers. Sponsorship helps you stay front of mind before, during and after the event.

From digital promotion and onsite branding to thought leadership and networking opportunities, we'll help you build a sponsorship package aligned to your commercial objectives.

Brand visibility

Digital and onsite branding before, during and after.

Thought leadership

Sit alongside the conversations shaping the region.

Product launches

High visibility activations for new innovations.

Buyer engagement

Premium networking and targeted sponsor activations.

Hospitality

Exclusive networking with customers and partners.

Sponsorship packages

Silver Partner | **Gold Partner** | **Platinum Partner** | **Exclusive Partner**

Looking for something more tailored?
Our team can build a bespoke package aligned to your commercial goals.

Speak to our team

Part of the world’s largest healthcare events network

Grow your business with a trusted global healthcare brand.

World Health Expo Lagos is part of the World Health Expo portfolio, connecting healthcare businesses with buyers, distributors and decision makers across some of the world's most important healthcare markets.

Exhibiting in Lagos gives your business access to one of Africa's fastest growing healthcare markets while becoming part of a global network recognised for delivering meaningful commercial outcomes.

Whether your strategy focuses on regional expansion or international growth, World Health Expo provides opportunities to build relationships across multiple markets.

Global reach
Africa, the Middle East and beyond.

Trusted relationships
A network built around healthcare leaders.

Built for business
Every event designed to drive commercial growth.



87%
understand what WHX represents

66%
say the brand reflects the market

75%
interested in other WHX events

Book a stand

Your next customer could already be planning their visit

Secure your place at World Health Expo Lagos 2027.

Booking early gives you the greatest choice of stand location, earlier access to the WHX Connections Programme and more time to maximise your participation before the event opens.

Whether you're entering the market for the first time or returning to grow your business, our team will help you build the right exhibiting package for your commercial objectives.

Secure your preferred stand

Maximise visibility and buyer engagement.

Maximise WHX Conections

Receive curated buyer intros earlier.

Build pipeline pre-event

Start conversations before Lagos.

Give your team time to prepare

Plan meetings, campaigns and ROI.

Your exhibiting journey

Book your stand > **Join WHX Connections** > **Meet qualified buyers** > **Generate pipeline** > **Build long term partnerships**

The fastest route to market starts here.

> Book a stand

WHX WORLD HEALTH EXPO

Lagos · 1-3 June

Book your stand today.

Build partnerships. Generate pipeline. Grow across West Africa.

Join the healthcare businesses connecting with buyers, distributors and decision makers shaping the future of healthcare across the region.

1–3 June 2027

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exhibitors serving West Africa

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Speak with our team

For exhibiting and sponsorship opportunities, contact our team to discuss how World Health Expo Lagos can support your growth across West Africa.



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> Book your stand today