

# 2018 POST SHOW RESULTS



2019 DATES: 28-30 MAY



AFRICA'S  
LARGEST  
GATHERING OF  
HEALTHCARE  
PROFESSIONALS

## SHOW SUMMARY

**8,475M<sup>2</sup>**  
EXHIBITION  
SPACE

**560**  
EXHIBITORS

**39**  
EXHIBITING  
COUNTRIES

**18**  
COUNTRY  
PAVILIONS

**16**  
CONFERENCES

**4,448**  
DELEGATES

**10,262**  
TOTAL  
ATTENDEES

**R783,915**  
DONATED TO  
CHARITY

## DIGITAL AUDIENCE



**11,575**  
FOLLOWERS AND  
11,597 LIKES



**3,232**  
FOLLOWERS



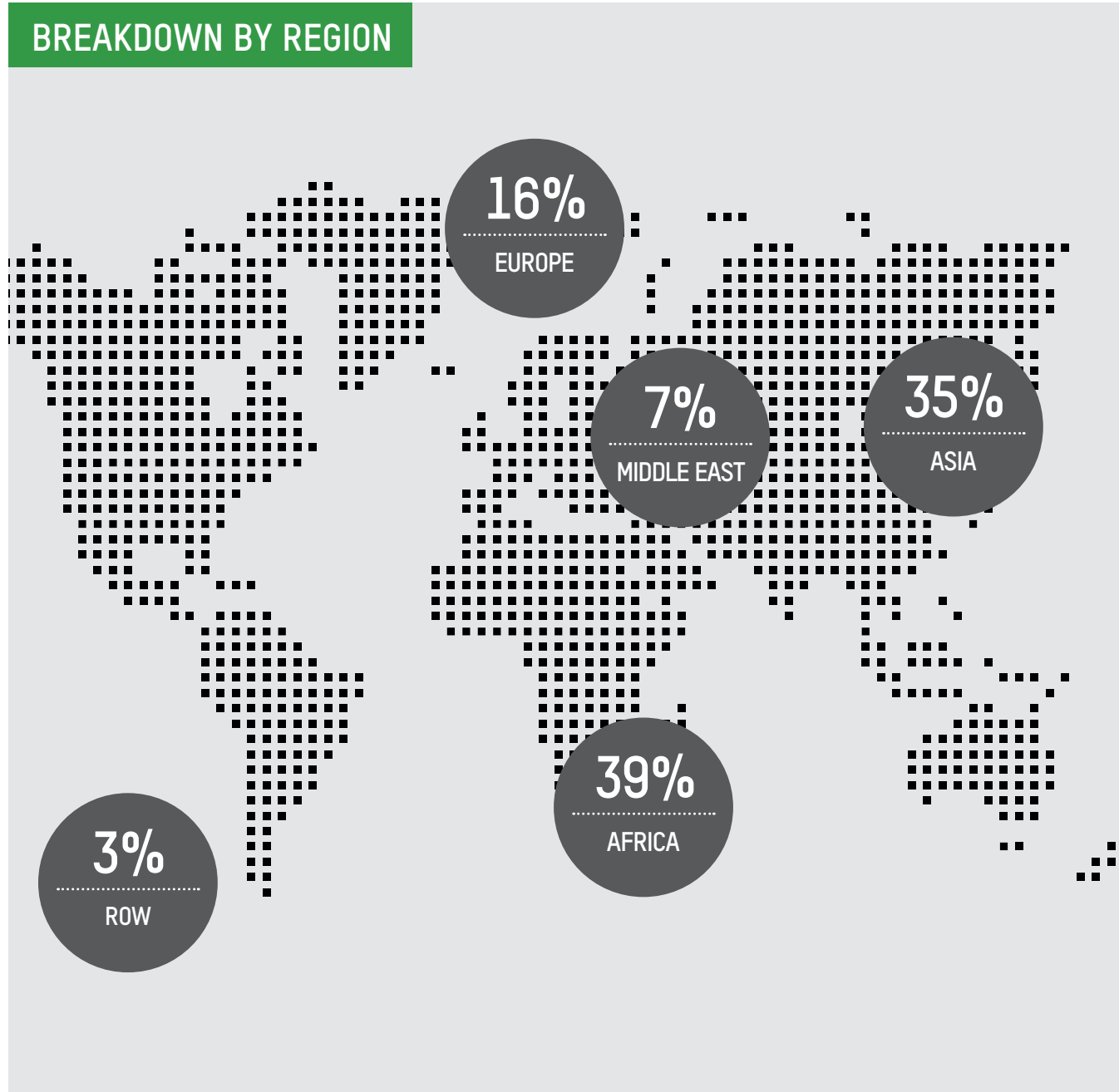
**1,268**  
MEMBERS



**79,013**  
VIEWS

# EXHIBITOR SUMMARY

## BREAKDOWN BY REGION



\*AS OF JUNE 2018 FROM EXHIBITORS WILLING TO SHARE FIGURES

# US\$ 97M+

Total value of business generated\*

## EXHIBITOR FEEDBACK

**88.15%**

will be exhibiting again next year

**91.20%**

rated Africa Health as an important platform for their business

**84.33%**

of exhibitors rated their experience as satisfactory

**77.09%**

rated the quality of attendees from good to excellent

## TOP 5 REASONS FOR ATTENDING

**41.38%**

To discuss their products or services with end-users

**77.34%**

To seek new contacts for future business

**63.05%**

To look for a local or regional agent/dealer/distributor

**37.68%**

To strengthen their relationship with existing clients or partners

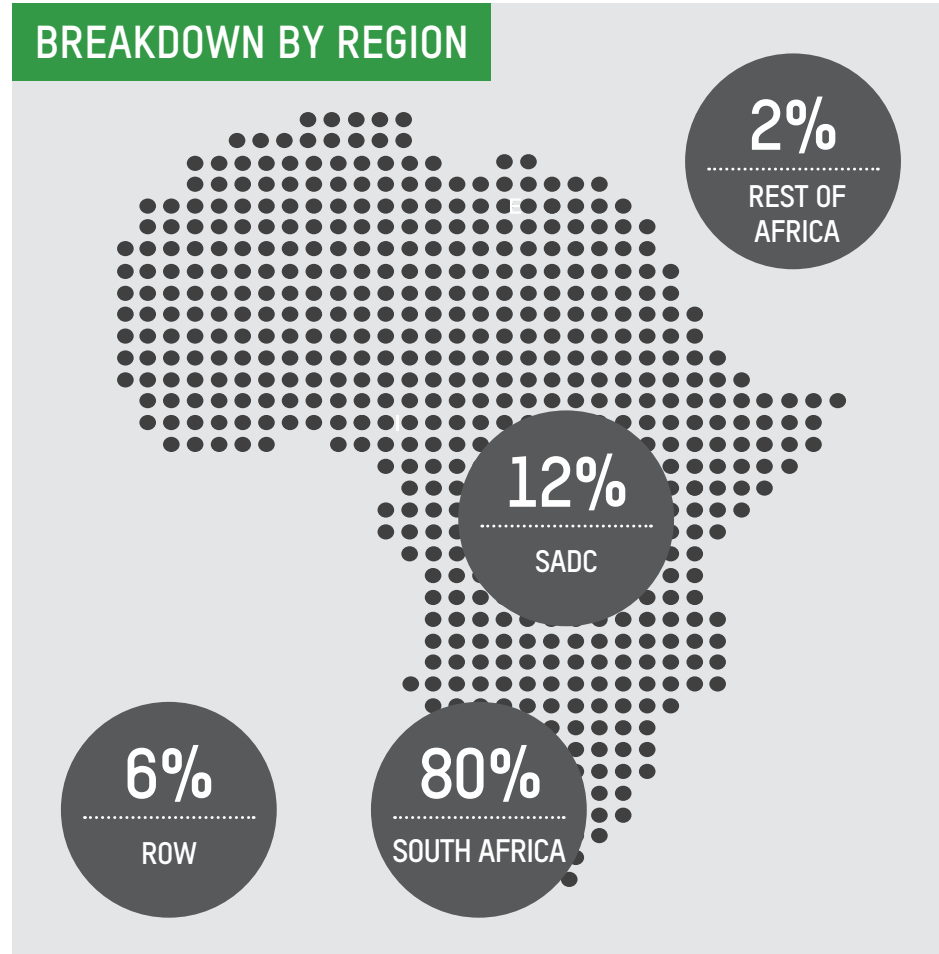
**35.47%**

Branding exercise and raise the profile of their company/organisation

SURVEY RESULTS ARE PROVIDED BY GRS EXPLORI

# VISITOR SUMMARY

## BREAKDOWN BY REGION



## HOSTED BUYERS AND VIP

Government officials and key healthcare decision makers could conduct multiple meetings with exhibitors as scheduled through the Africa Health matchmaking system in the lead up to the show.

128

VIP Hosted Buyers

1185

Matchmaking Meetings

1062

Total number of Dealers & Distributors

## AREA OF BUSINESS



## IMPORTANCE OF VISITING

94.29%



rated Africa Health as an important platform for their business

94.70%



will be attending again next year

79.66%



of attendees were able to source new suppliers

## PURCHASING AUTHORITY



# DELEGATE SUMMARY

## JOB TITLES AT THE CONFERENCES

### LEADERS FORUM

- C level (CEOs, CIOs, CFOs)
- Chiefs medical officers
- Directors

### HOSPITAL BUILD

- Architects, designers & quantity surveyors
- Hospital engineers and maintenance personnel
- Specialist/GPs/Doctors

### CSSD

- Surgical/Theatre nurses
- CSSD Managers/Supervisors/Technicians
- Infection prevention & control personnel

### EMERGENCY

- Emergency medicine physicians
- Nurses
- EM registrars

### NURSING

- Nurses
- Registered nurses
- Nursing managers

### HEALTHCARE MANAGEMENT

- C levels (CEOs, COOs, CFOs)
- Chief medical officers
- Clinical consultants

### ETHICS, HUMAN RIGHTS & MEDICAL LAW

- Specialists/GPs/Doctors/Registrars
- Academia
- Nurses

### IMAGING & DIAGNOSTICS

- Interventional radiologists
- Radiologists (chiefs, heads, directors, consultants)
- Nurses

### BIOMEDICAL ENGINEERING

- Clinical Engineers
- Clinical engineering managers/Directors
- Biomedical Engineers

### MEDICAL OBSTETRICS

- Gynaecologists
- GPs/Consultants/Registrars
- Nurses/Midwives

### MEDICAL DEVICE PROCUREMENT

- Hospital management and Biomedical engineers
- Healthcare professionals
- Chief procurement officers

### QUALITY MANAGEMENT

- Healthcare professionals/Professors
- Chief medical officers
- Physicians (Doctors and nurses)

### SURGERY

- Bariatric surgeons
- Breast surgeons
- Healthcare professionals/professors

### HEALTHCARE TECHNOLOGY LIFECYCLE MANAGEMENT

- C level (CEOs, CIOs, CFOs)
- Biomedical engineers
- Clinical engineering practitioners/Technicians

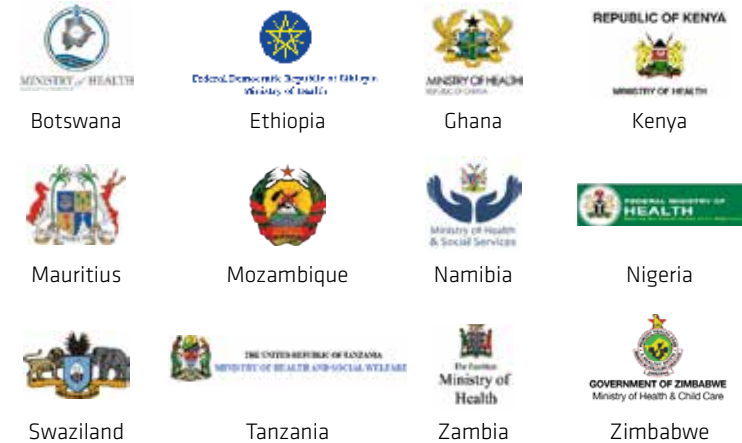
### PUBLIC HEALTH

- C level – (CEOs, CIOs, CFOs)
- Chief medical officers
- Government officials (Ministers/Advisors/Policy makers)

### TRAUMA

- GPs
- Anesthesiologists
- Emergency physicians

## GOVERNMENT REPRESENTATION FROM



## DELEGATE FEEDBACK

96%

of delegates are very likely to recommend the conferences to their colleagues

93%

rated networking at Africa Health as important

63%

of delegates had visited over 50 exhibitors during the event

51%

are responsible for purchasing medical equipments in their organisation

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