

2nd Edition

MAGHREB'S LARGEST EVENT FOR

Laboratory & Scientific Industries

1,200 m²

Exhibition Space

60+

Exhibitors & Brands

4,000+

Trade Visitors and Buyers

500+

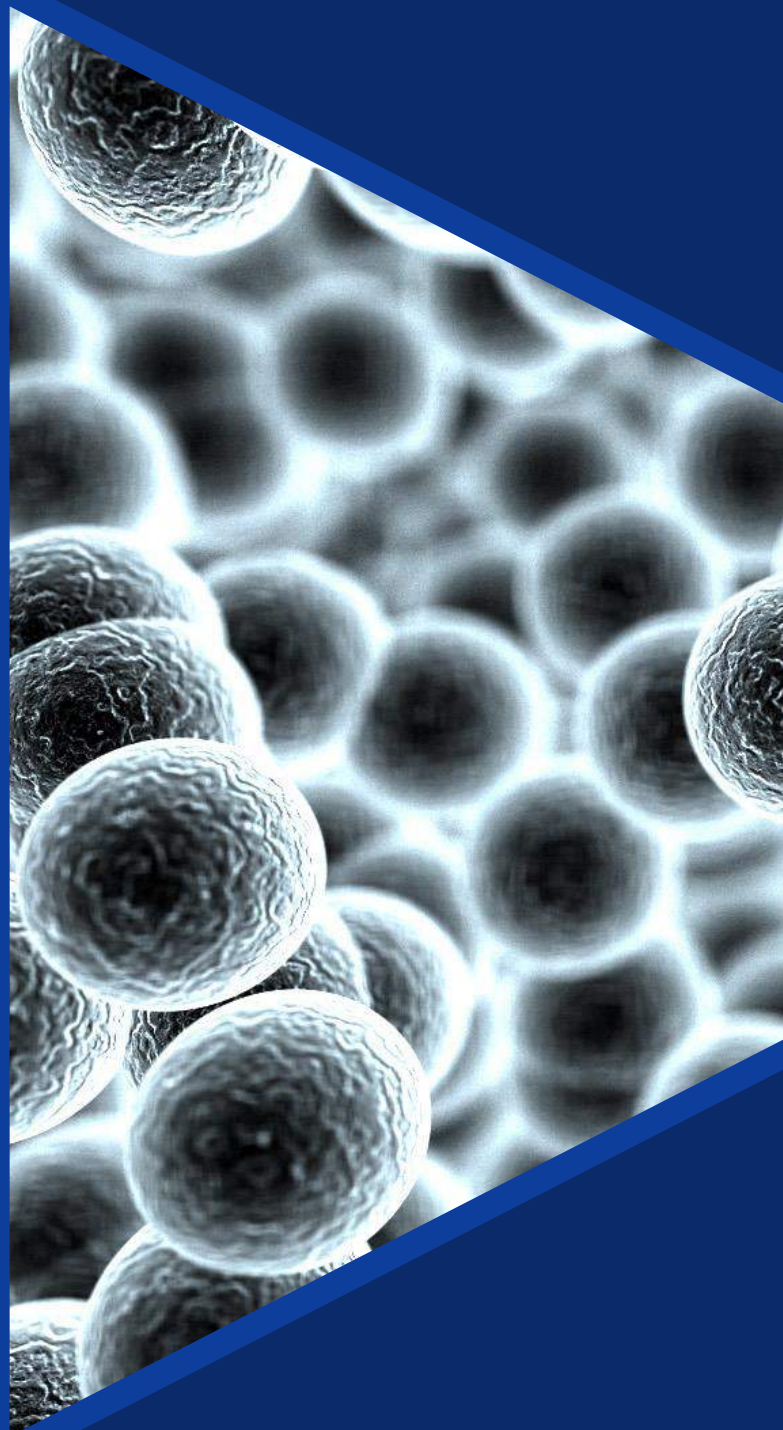
Products on display

20+

Countries Represented

4

Days



Event Brief

Dear Industry Colleagues,

Maghreb Lab is the largest Laboratory exhibition and conference in the MAGHREB region that brings together key decision makers in the public and private sectors of Algeria, Tunisia, Morocco, Libya, Mauritania, West Sahara and surrounding countries.

The 2nd edition of Maghreb Lab took place from 5-8 December 2018 at the Palais des Expositions, SAFEX, Algiers, Algeria hosting 60+ exhibitors and brands from around 20+ countries across the globe.

Over 4,000 high-spending decision-makers, dealers and distributors, manufacturers, head of laboratories, purchasing managers, laboratory technicians, technologist and related professionals came to look for the best products and services for their business.

The event also featured the Buyers Concierge, a professional networking platform consisting of 100+ pre-selected buyers who met with the exhibitors during the show. The event also hosted a networking dinner for the exhibitors, delegates, buyer and VIPs.

Have your share in the Maghreb region's billion-dollar laboratory and scientific industries by exhibiting at the 3rd edition of The Maghreb Lab on 25-27 September 2019 at the Palais des Expositions, SAFEX, Algiers, Algeria



A stylized, handwritten signature in black ink, appearing to read 'Jeano Pangan'.

Jeano Pangan
Group Director
Middle East & North Africa



2018 Sponsors and Partners

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Exhibitors

Maghreb Lab 2018 provided a unique meeting place for exhibitors who were offering products and services for the laboratory and scientific sectors to meet key decision makers and professionals. A one of a kind event that offered unlimited opportunities to network with thousands of buyers and business partners in the region.



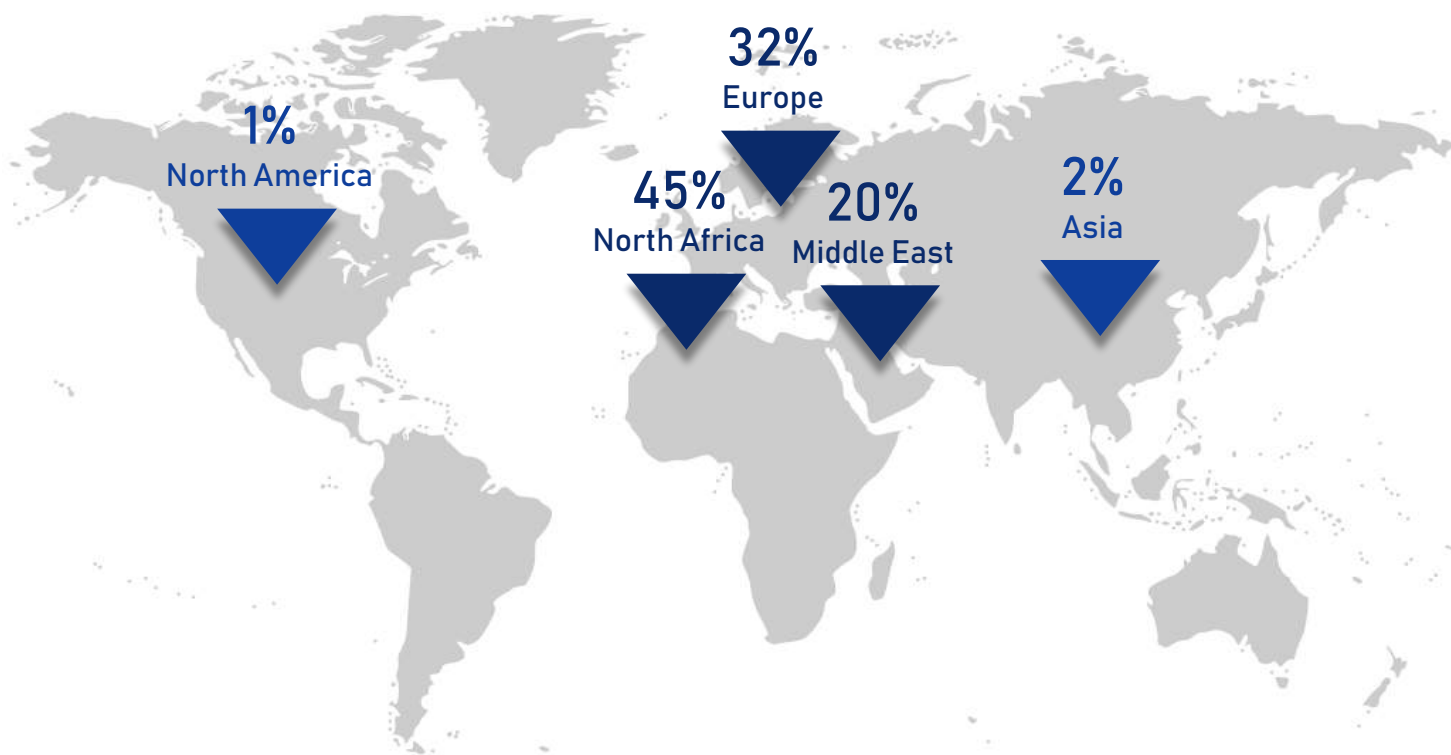
Othmani Hakim
President, General Manager
Bioscan

Reasons to Exhibit

- 91%** Generate new customer leads and business partners within the region
- 84%** Penetrate the Maghreb market and launch new products or services
- 60%** Brand awareness / Re-affirm position as a leading product manufacturer or service provider in the region
- 55%** Catch up with existing clients and re-establish relationships

Very well impressed with the caliber of exhibitors and brands at the show. We will definitely participate again next year with our partners and suppliers!

Exhibitors by Region



POST-SHOW REPORT 2018



Guichoud Yassine
General Manager
IMS Algeria - Olympus,
Thermo Fisher, Erba
Mannheim

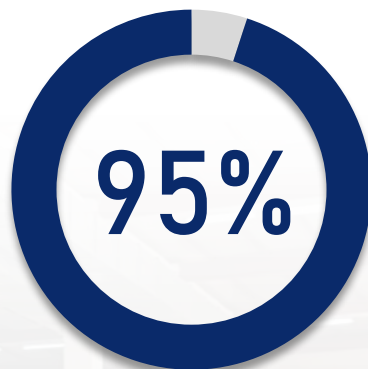
Maghreb Lab is a very good event for our company, we met a lot of decision makers from Algeria and beyond who bought our laboratory products and equipment.



of the exhibitors said that the event was an effective marketing tool for their company



of the exhibitors said that the number of visitors are adequate and excellent



of the exhibitors said that the quality of visitors are adequate and excellent



of the exhibitors said that they will most probably exhibit again in 2019

Exhibitors by Product

34%

- Laboratory equipment
- Analysers
- Laboratory diagnostics
- Instruments for environmental labs
- Diagnostic Kits & Reagents

28%

- Biochemicals & Reagents
- Laboratory furniture
- Laboratory data system and documentation
- Microscopes and imaging

25%

- Forensic lab instruments
- Chromatographes
- Spectroscopes
- Characterization and properties of materials
- Biochemicals
- Bioinformatics

12%

- Analytical testing Laboratories
- Financial services
- Quality control for pharmaceutical industry Material testing

Visitors

Maghreb Lab 2018 witnessed a growth of 30% in visitor number from 2017 and offered both new and returning visitors an unforgettable networking experience in a course of three days. Over 4,000 professionals from all around the world came to find the latest products and services for their business.

Visitor Demographics



- 47% CEO, Owners
- 25% Directors, Head of Laboratories, Managers
- 15% Laboratory Technicians and Technologists
- 13% Laboratory Professionals

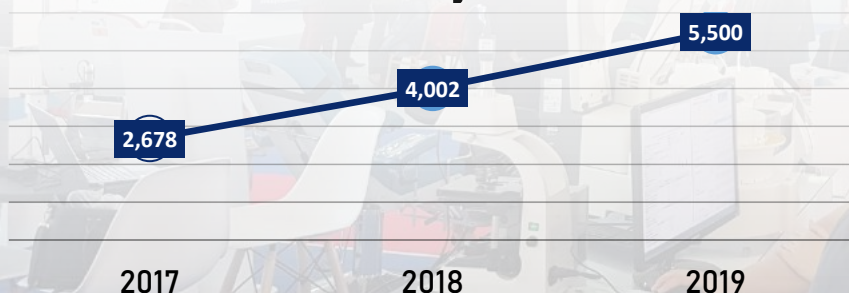


- 76% Algeria, Tunisia, Morocco, Libya, Mauritania
- 11% Middle East
- 10% Europe
- 2% Other African Regions
- 1% ROTW

Buyers Concierge

This year, we introduced The Buyers Concierge - a featured area for pre-selected buyers and exhibitors. It served as one of the most important element of the show where deals were signed and businesses were made during the show. In 2018, Maghreb Lab managed to find 100 + buyers who were looking to purchase products and services within the next 6 months.

Visitor Growth Projection



Soumeya Chebahi
Commercial Director
Sarl Celabo, Biolabo

This is our second year at Maghreb Lab and we are very happy to be here. There are more visitors to do business and network with this year.



Melouki Ahmed Salim
General Manager
Melouki Group

We are very satisfied with the visitors we met. There are many business opportunities during the show to land business with! "

91%

of the visitors said they will most likely recommend Maghreb Lab to colleagues and their professional network

POST-SHOW REPORT 2018

Onsite and Post-Event Visitor Survey



88%

of the visitors successfully to meet with potential suppliers, manufacturers and business partners



82%

of the visitors said that the event was an effective platform to do business



75%

of the visitors learned about latest trends in the laboratory & scientific industry through live product demonstrations and service presentations



85%

of the visitors said that they will to attend the event again in 2019

What's new in 2019?

Maghreb Lab is the best way of winning profitable new business in the region. The 2019 edition will once again be an important platform for manufacturers, distributors and service providers to increase their presence and meet with key decision makers in the Maghreb region's laboratory and scientific industries. Alongside the exhibition will be the Medical Laboratory Conference and Lab Works Conference.

2,500 m²

Exhibition Space

5,500+

Trade Visitors & Professionals

200+

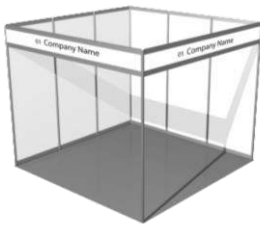
VIP Buyers

52% increase from 2018

27% increase from 2018

50% increase from 2018

Exhibiting Options



Shell Scheme Basic

US\$ 3,200

- 9 m² shell scheme stand
- 3 Spot lights, carpet
- Name board
- Basic catalogue and online entry*

Shell Scheme Plus

US\$ 3,500

- 9 m² shell scheme stand
- 3 Spot lights, carpet
- Name board
- Enhanced catalogue and online entry*
- Basic furniture *

Extra Shell Scheme: US\$ 360 per m²


Space Only Basic

US\$ 6,000

- 18 m² bare space
- Basic catalogue and online entry*

Space Only Plus

US\$ 6,500

- 18 m² bare space
- Enhanced catalogue and online entry*
- 1 full page advert

Extra Space: US\$ 350 per m²

Basic Catalogue Entry: company name and contact details, 3 product categories

Basic Online Entry: company logo, company name and contact details, 3 product categories

Enhanced Catalogue Entry: your company logo + 100 words company description, contact details and 5 product categories

Enhanced Online Entry: Your company logo + 100 words company description, contact details, 3 product images and 5 product categories

Basic Furniture: 3 chairs, 1 table, 1 waste bin, 1 counter (optional extras can be ordered for an additional cost)

To book your exhibition space, please complete the Space Application Form and send to maghreblab@atexinternational.com

Sponsorship & Branding Opportunities

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market finds attractive. By sponsoring at Maghreb Lab 2019, your company will have the opportunity to promote your products or services to all attendees that may have little or no knowledge of your brand, raise your company profile against competitors and enjoy the benefits of our competitive marketing campaigns.

	Platinum Sponsor \$7,000.00	Gold Sponsor \$5,000.00	Silver Sponsor \$3,000.00
Logo in all pre-event and post-event marketing campaigns	Platinum	Gold	Silver
Logo in all onsite event branding	Platinum	Gold	Silver
Exclusive email campaign (Pre-event and post event)	2x	1x	-
Full page advertisement in the official show catalogue	2x	1x	1x
Company logo + 100 words company description in the official show catalogue	Yes	Yes	Yes
Conference speaking opportunity	1x	1x	-
Floor Tiles	3x	2x	1x
Conference passes	10pax	5pax	3pax

Lanyards (Exclusive)
Logo on all visitor and exhibitor lanyards

US\$ 5,000.00

Visitor Bags (Exclusive)
Logo on all visitor and exhibitor bags

US\$ 5,000.00

Registration Area (Exclusive)
Logo on the registration desks with pens and uniforms

US\$ 5,000.00

Badges (Exclusive)
Logo on all visitor and delegate badges - Front

US\$ 5,000.00

Dedicated E-shot
Targeted email marketing campaign

US\$ 1,000.00

Floor Tiles
Logo and stand number on directional floor tiles

US\$ 1,000.00

Online Registration Forms
Logo on all online visitor and delegate registration forms

US\$ 3,000.00

Full Page Advert
Advertisement in the official show catalogue

US\$ 500.00

SEE YOU NEXT YEAR!

25-27

September 2019

Palais des Expositions, SAFEX
Algiers, Algeria

CONTACT US

If you are interested to know more about the Maghreb Lab, please contact us at maghreblab@atexinternational.com or get in touch with:

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