



7-9 June 2017

Gallagher Convention Centre, Midrand, Johannesburg, South Africa

77%
of exhibition space
already sold out as of
August 2016



Creating
**business
opportunities**
for African
healthcare



"The exhibition offers great opportunities for networking with leaders in the healthcare field and also introduces you to some of the latest technology available."

Kalwbelwa Mulalelo, Chief Planner - Infrastructure, **Zambia Ministry of Health, Zambia**

 africahealthexhibition.com

8,037m²
exhibition
space

9,331
attendees

541
exhibitors

16
conferences

62
countries
represented

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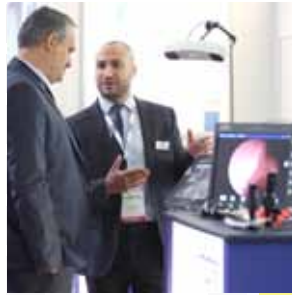


Official Travel Partner



Media Partners





EXHIBITORS

94%

successfully achieved their exhibiting goals

94%

found the show effective in generating new business enquiries

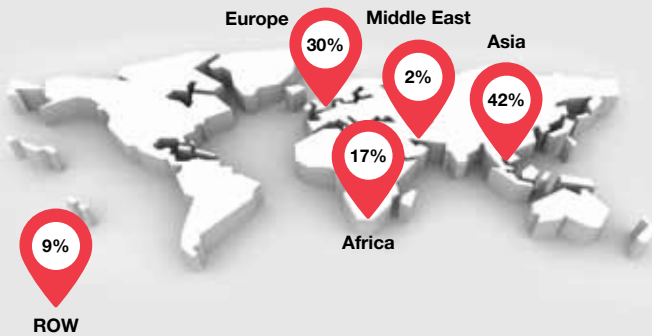
83%

rated visitor quality as good and met their target audience

70%

rebooked onsite to exhibit at Africa Health 2017

EXHIBITORS BY LOCATION



COUNTRY PAVILIONS

Africa Health hosted 15 dedicated country pavilions.



"We get to see distributors, end users and purchasing groups so it is a perfect platform and good value for money."

Simon Meredith, Head of Medical Systems Division, **Olympus Medical**



"We have had overwhelming response from new clients. We are very glad we participated and we are looking forward to the next Africa Health event."

Philip Igobah, Chief Executive Officer, **Muvigo Africa Solutions**

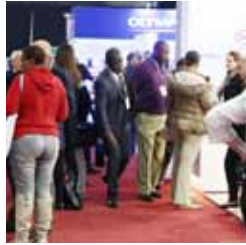


"Besides meeting distribution partners, we also have a great opportunity to meet with very important customer and hospital groups at Africa Health."

Carsten Blecker, President EMEA, **Getinge Group**



See what more exhibitors had to say at africahealthexhibition.com/opinions



9,331
attendees

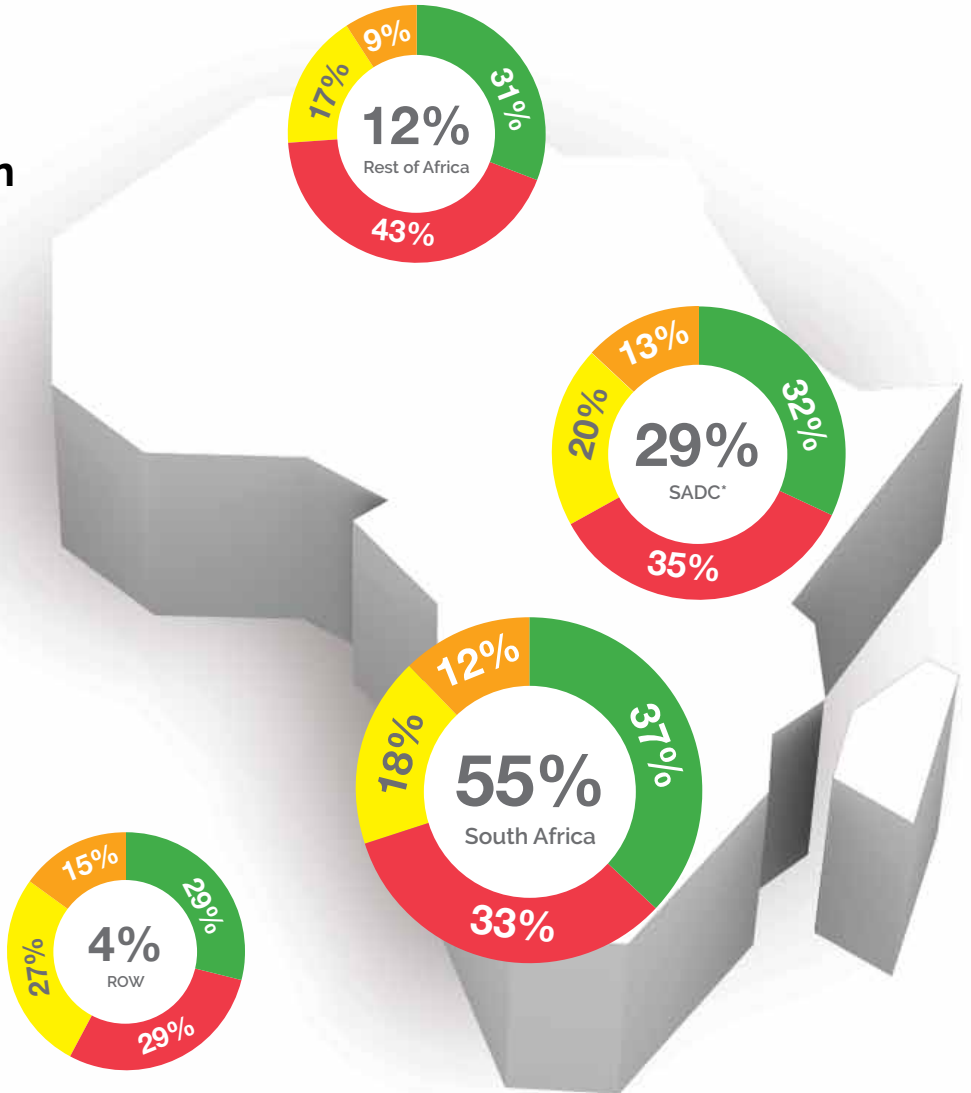
VISITORS

Breakdown by location

VISITOR AREA OF BUSINESS

- Hospitals & Clinics
- Dealers & Distributors
- Government
- Other

*Southern African Development Community



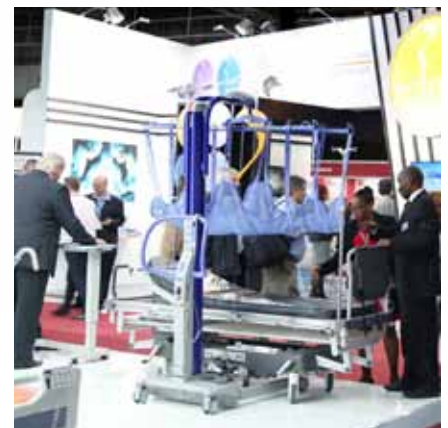
"I've seen a lot of innovations that I can take back to Nigeria. Africa Health brings in a lot of improvements for our healthcare."

Lawrence Gbolagun, Managing Director, Ginos Ventures, Nigeria



"Every year the show is growing and we see it progressing. I think the people that are here are quite important players in the market."

Marius Van Rensburg, Owner, Solutions for Independent Living, South Africa



See what more attendees had to say at africahealthexhibition.com/opinions



25%
increase on
attendees
year on year

REASONS FOR ATTENDING

| | |
|--|-----|
| Source a new supplier | 42% |
| Find/buy a specific product or service | 28% |
| Establish new business contacts | 35% |
| Keep up to date with new products/trends | 53% |
| Meet up with industry colleagues | 26% |

SURVEY RESULTS

| | |
|-----|---|
| 95% | successfully met their objectives during the exhibition |
| 73% | had influence in the decision-making process |
| 74% | made new contacts for future business |
| 96% | confirmed they plan to attend Africa Health 2017 |

VIP HOSTED BUYERS



Key government and healthcare officials were flown in by Africa Health to discover the latest in healthcare technology during the exhibition. Additionally, they conducted several meetings with exhibitors (24m²+) as scheduled through the Africa Health matchmaking system in the lead up to the show.

817 VIP Hosted Buyer meetings across the three days of the exhibition

SAMPLE OF THE VIPS:

- » Assistant Minister - **Botswana**
- » Deputy Minister of Health - **Namibia**
- » Deputy Permanent Secretary - **Botswana**
- » Assistant Chief Procurement Medical Equipment - **Zambia**
- » Chief Executive Officer - **Malawi**
- » Director, Directorate of Policy and Planning - **Zambia**
- » Procurement Director - **Botswana**
- » Director Primary Health Care - **Lesotho**
- » Chief Medical Officer - **Namibia**
- » Hospital Chief Buyer - **Zimbabwe**
- » Head of Purchasing - **Botswana**
- » Chief Planner Infrastructure - **Zambia**
- » Founder and Managing Director - **Nigeria**
- » Head Of Procurement & Finance - **Kenya**
- » Procurement Director - **Zimbabwe**
- » Head of Clinical Services - **Botswana**

DEALERS & DISTRIBUTORS



Optimising business opportunities and fast-tracking communication between exhibitors and dealers and distributors, Africa Health features a dedicated contact wall highlighting the products our visitors are looking to source.

80% of participants were contacted for business on-site

"These shows are needed to see what is available out there and then you can put pressure on your own institution to buy the new technology."

Joanne Kelham, Deputy Nursing Manager, **Sunninghill Hospital**, South Africa

"I'm looking for distributors in South Africa. I think all actors in healthcare must come to Africa Health to see the new products, new technology and new solutions."

Carlos Moro, Marketing Director, **Medip Health**, Spain





3,605
delegates

204
global
speakers

DELEGATES

A SNAPSHOT OF WHO ATTENDED THE 16 CPD CONFERENCES

1. QUALITY MANAGEMENT

- » Quality managers
- » Hospital managers
- » Directors/Managers of operations

2. EMERGENCY MEDICINE AND ECG

- » General practitioners
- » Medical officers
- » Emergency medicine professionals

3. MEDICAL MANAGERS

- » Medical/ Clinical managers
- » Managing directors
- » Chief executive officers

4. TOTAL RADIOLOGY

- » Radiologists
- » Radiographers
- » Sonographers

5. PUBLIC HEALTH

- » Ministerial health professionals
- » Public health specialists
- » Policy makers and educators

6. HOSPITAL BUILD

- » Architects and designers
- » Hospital engineers
- » Healthcare technology planners

7. DECONTAMINATION & STERILISATION (CSSD)

- » Theatre unit managers
- » CSSD specialists
- » Infection prevention personnel

8. WOUND CARE

- » Wound care specialists
- » Specialist nurses
- » Podiatrists

9. INTERNAL MEDICINE

- » General practitioners
- » Internists/ Endocrinologists
- » Medical specialists

10. HEALTH TECHNOLOGY ASSESSMENT

- » Managing directors
- » Health technology consultants
- » Clinical engineers

11. HEALTHCARE MANAGEMENT

- » Managing directors
- » Clinical managers
- » Heads of departments

12. NURSING

- » Professional nurses
- » Nursing educators
- » Directors of Nursing

13. PATIENT SAFETY

- » Department managers
- » Unit managers
- » Clinical risk managers

14. PREVENTIVE MEDICINE

- » General practitioners
- » Policy makers and educators
- » Preventive medicine specialists

15. CLINICAL ENGINEERING

- » Clinical engineers
- » Managing directors
- » Healthcare infrastructure planners

16. ETHICS, HUMAN RIGHTS & MEDICAL LAW

- » Registrars
- » Policy makers
- » Healthcare educators



"Africa Health is good for bringing all the African stakeholders in healthcare to the same place, not only on a government level, but also on a public and private level."

Mohamed El Teriaky, Technical advisor, Ministry of Health and Population, Egypt



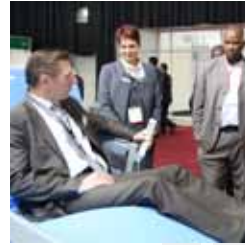
"The show takes the healthcare of Africa to another level so that we can be appropriately up-to-date with the rest of the world."

Dr Joseph Mangwane, Medical Manager, Steve Biko Academic Hospital, South Africa



SPONSOR A CONFERENCE

Get in touch with us for the 2017 conference list and see how you can exclusively pioneer an educational session to a targeted audience.



**R450,520
DONATED**



All proceeds from 15 of the conferences were donated to Childhood Cancer Foundation South Africa (CHOC).



**R38,000
DONATED**



Proceeds from the Nursing Conference were donated to the Academy of Nursing South Africa.



**3D MEDICAL
PRINTING**



Attendees got to discover the latest in 3D medical printing at the 3D area. Additionally, Africa Health donated a newly printed prosthetic hand to amputee, 15-year-old Maduwane from Johannesburg.

**R25,000
CASH PRIZE**



Among several giveaways during Africa Health, three lucky winners were selected at random each day of the show to win R25,000 in cash!

MARKETING & PROMOTION



PRINT

Advertising across key publications in Africa, including The Times and Sunday Times.



RADIO

Adverts aired on key local radio stations during premium time slots in the days leading up to the show.



**EMAIL
MARKETING**

Comprehensive targeted email campaigns reaching more than 50,000 healthcare professionals across Africa.



WEBSITE

The website saw 66,740 visits and 44,021 unique visitors in the run up to the 2016 exhibition.



**DIRECT
MAIL**

More than 45,000 healthcare professionals were carefully selected to receive personal invitations to the show.



**VIP
PACKS**

VIP packs sent to key decision makers across Africa, including health authorities and governmental organisations.



SMS

Text message reminders and easy registration messages to 8,000+ healthcare professionals across Southern Africa.



**HOSPITAL
MAILING**

Key hospitals across Sub-Saharan Africa received show information packs to increase awareness of the upcoming event.



**PR & MEDIA
COVERAGE**

With dedicated guidance from a local agency, articles were published through prominent media outlets across various channels in Africa.

EXHIBIT & SPONSOR

Africa Health is the perfect platform to connect with Africa's healthcare influencers and showcase your products and services. 77% of exhibition space is already sold out, so contact us today to book your stand to avoid disappointment.

Exhibitors can exclusively benefit from additional commercial and sponsorship opportunities available at Africa Health. Let us know who your audience is and we can help maximise your message and presence during the show.

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SAVE THE DATES FOR
2017
7 - 9 JUNE
We look forward to welcoming
you to Africa Health 2017

VISIT

The exhibition is free for all healthcare and trade professionals to attend. Register your free visit and start your planning for the exhibition today:

[W] www.africahealthexhibition.com

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