



**25-27
SEP 2018**

Oshwal Centre,
Nairobi, Kenya

Co Located:



Be Part of East Africa's
Largest Business Platform
for the Healthcare,
Medical Laboratory &
Pharmaceutical Industry

www.medic east africa.com

**2017 POST
SHOW REPORT**

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Dear healthcare and trade professional,

I would like to take this opportunity to thank everyone who attended Medic East Africa 2017.

The 5th edition of Medic East Africa was officially inaugurated by **Dr. Laban M. Thiga, Deputy DMS, Ministry of Health, Dr. Amit Thakkar, CEO, Kenya Healthcare Federation** and other high ranking government officials and leaders of the healthcare industry.

The 2017 event saw a record number of attendees and exhibitors, further cementing Medic East Africa as the key business platform for the healthcare and medical laboratory market in the East African region.

2018 will see the introduction of a dedicated area for pharmaceuticals, whereby exhibitors will be able to display the latest solutions in development, evaluation and monitoring of medicines; and we will be working closely with the **Federation of East African Pharmaceutical Manufacturers**.

The 2018 event will be held from **25 – 27 September 2018**, 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 exhibiting at or sponsoring the 2018 event, please contact the team on +971 4 4072625, +971 4 4072496 or email mea@informa.com to discuss opportunities further.

Kind Regards,



Ryan Sanderson
Exhibition Director

SHOW SUMMARY:

4,800 SQM
EXHIBITION SPACE

3,364
ATTENDEES

262
EXHIBITORS

37
COUNTRIES
REPRESENTED



“ Medic East Africa 2017 exhibition was successful for us as we generated a lot of new contacts. This also gave us an opportunity to meet with existing customers and discuss mutual business. ”

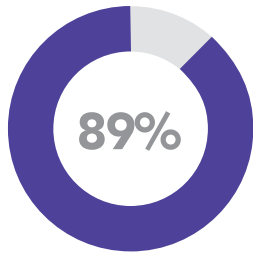
Robert Parry, Managing Director, **Precision UK Ltd, UK**

EXHIBITOR SUMMARY

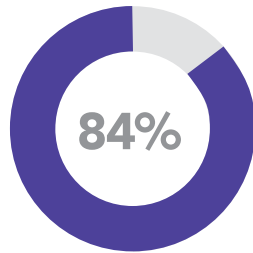
Medic East Africa is strategically located in Nairobi – the business hub of East Africa. The region has extremely exciting prospects with largescale upcoming projects that will define the future of the area’s healthcare, medical laboratory and pharmaceuticals industries. As always, we look forward to working with all stakeholders to establish the event as the primary business platform for the industry in the region.

54% of the exhibition space was rebooked on-site. Don't lose out on your market share and reserve your stand today - mea@informa.com

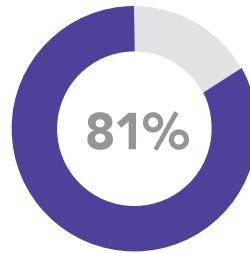
EXHIBITOR FEEDBACK



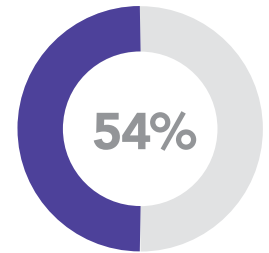
Found the show effective in generating new business enquiries



Rated visitor quality as good and met their target audience



Successfully achieved their exhibiting goals



Have already rebooked for 2018

EXHIBITORS BY COUNTRY



Algeria



Germany



Jordan



Pakistan



Spain



UAE



China



India



Kenya



Puerto Rico



Taiwan



United Kingdom



Czech Republic



Ireland



Malaysia



South Africa



Thailand



USA



Egypt



Italy



Malta



South Korea



Turkey



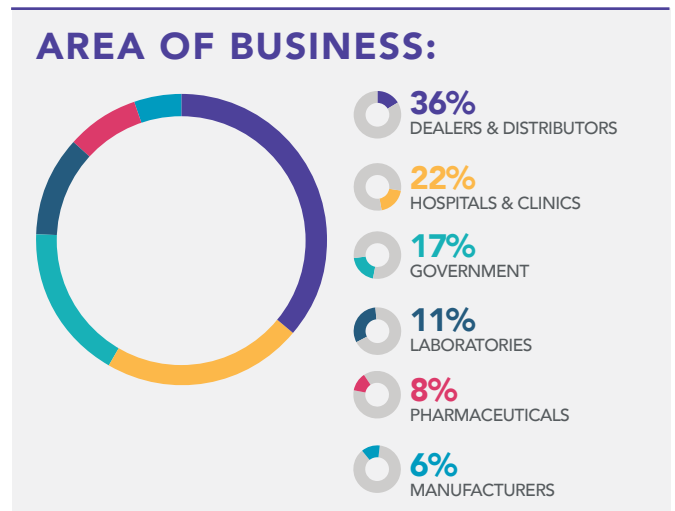
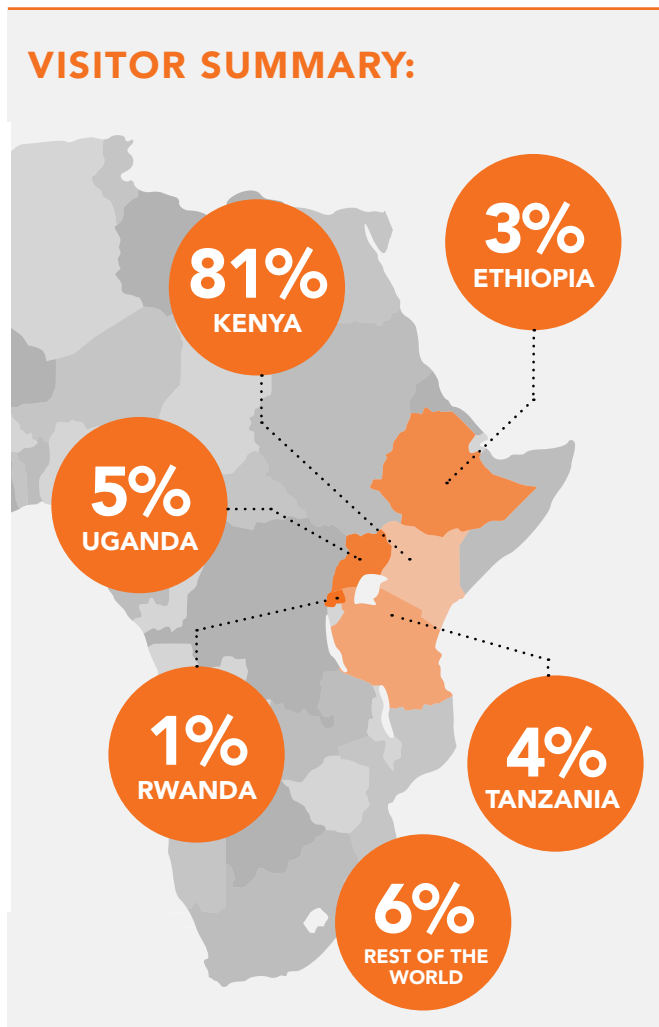
“ Medic East Africa 2017 was a wonderful event and an excellent platform for us to showcase our product portfolio to the East African community. ”

Khushroo Pastakia, CEO & Executive Director, **Voxtur Bio Ltd., India**

VISITOR SUMMARY

Medic East Africa continues to establish its impact on the region, receiving 3,364 and bringing together a wealth of knowledge and experience from the East African Community.

The event is uniquely placed to deliver a networking platform for healthcare professionals and decision-makers to do business, exchange ideas and learn about the latest product advancements from global industry players.



98% Plan to visit Medic East Africa 2018

89% Found the event successful in establishing new contacts for future business



“ Having attended Medic East Africa over the last few years, every year the event is better than the last. It remains an important platform for all healthcare related stakeholders to meet and engage, for the ultimate benefit and advancement of healthcare in East African region. ”

Dr. Tariq A. Lodhi, Chief Transformation Officer - Operations, **The Nairobi South Hospital, Kenya**

VISITORS AT A GLANCE

Medic East Africa attracts dealers & distributors, healthcare professionals and decision-makers to explore business opportunities in the East African market. Here is a snapshot of the visitors.

DEALERS & DISTRIBUTORS

- CEO, Medionics Healthcare Limited, Kenya
- CEO, Sage Healthcare Administrators Ltd., Kenya
- Director, Bellamed Healthcare Limited, Kenya
- Director, Duphar, Rwanda
- Head of Medical Equipment, Harleys Limited, Kenya
- Managing Director, Eliasatech Diagnostics E.A. Ltd, Kenya
- Managing Director, Bobcare Medical Systems Ltd, Kenya
- Managing Director, Ferid Private Limited Company, Ethiopia
- Managing Director, Nel Uganda Ltd, Uganda

HOSPITALS

- CEO, Baho International Hospital, Rwanda
- CEO, M.P. Shah Hospital, Kenya
- CEO, Sanitas Hospital, Tanzania
- Chief Operating Officer, Aga Khan University Hospital, Kenya
- Director, Akemo Valley Hospital, Kenya
- Director, Mt Elgon Hospital, Uganda
- Hospital Director, UMC Victoria Hospital, Uganda
- Managing Director, Mater Hospital, Kenya
- Procurement Manager, Guru Nanak Hospital, Kenya

LABORATORY

- CEO, Hope Laboratory Supplies Ltd, Somalia
- Director, Avar Lab Supplies, Uganda
- Director, Dynapath Medical Laboratories, Kenya
- Director, Goodwill Lab Supplies Ltd, Uganda
- Director, Quest Laboratories, Kenya
- Director, Sanmedic Laboratory Supply Ltd, Kenya
- Director, Shadon Medical Diagnostics & Laboratories Ltd, Kenya
- General Manager, Laboratory Needs Solution Ltd, Uganda
- Operations Manager, Laboratory Needs Solution Ltd, Uganda

PHARMACEUTICAL

- Country Manager, vCCL Pharmaceutical, Kenya
- Director Operations, Ripple Pharmaceuticals Ltd, Kenya
- Director, Dawa Medicare Ltd, Tanzania
- Director, Hightech Pharmaceuticals & Research Ltd, Kenya
- Director, Medipharm Healthcare, Uganda
- Director, Oceanview Pharmaceuticals Ltd, Kenya
- Director, Regal Pharmaceuticals, Kenya
- General Manager, Shegna Pharmaceuticals, Ethiopia
- Managing Director, Tigaad Pharma Ltd, Somalia

EDUCATION SUMMARY

Medic East Africa continues to provide FREE educational opportunities for attendees to benefit from and this year the key focus was on "Digital Health". The theme for the Healthcare Management Conference was "**Keeping your healthcare organisation competitive through digitisation**" which was followed by workshops on **The Health Act 2017 and its implications for digital health regulations and investments** and **Achieving the UNAIDS 90-90-90 goals through a provider & program focused digital health design & implementation**



WHAT VISITORS SAID:



“ Exceptional opportunity to meet so many new suppliers from around the globe ”

Gopi Saman, Head of Biomedical, **The Karen Hospital, Kenya**



“ Excellent experience to see the latest developments in healthcare technology ”

Stanley Luruti, Managing Director, **Stans Chemists Ltd, Kenya**



“ Great combination of education and business, will be back next year ”

Obed Muhwezi, Manager, **Precise Diagnostic and Medical Supplies Ltd, Uganda**



“ We got information about what equipment we require to deliver more practical training to our clients ”

Dennis Bagine, Administrative Director, **Emergency Care Trainers Limited, Kenya**



“ We recognise the value of this show, very educative and all-inclusive ”

Christopher Mwangi, Laboratory in Charge, **Evans Sunrise Medical Centre, Kenya**



“ Fabulous setting for medical equipment procurement solutions. Two thumbs up! ”

Joseph Ondigi, Business Development Consultant, **BroadReach Healthcare, Kenya**

EAST AFRICA OVERVIEW

The East African Community (EAC) is a regional intergovernmental organisation of 6 Partner States: Burundi, Kenya, Rwanda, Tanzania, Uganda and South Sudan. As one of the fastest growing regional economic blocs in the world, the EAC is widening and deepening co-operation among the Partner States in various sectors for their mutual benefit and one of the keys sectors is healthcare.

Five East African countries (Kenya, Tanzania, Uganda, Burundi and Rwanda) currently have a combined population of 153 million. By 2030, East Africans are projected to increase to 237 million people. Over half (118 million) will be children and youth. This shows a high demand for increased investment in healthcare which would enable the East African Community to effectively narrow the gaps in the healthcare system and proactively address future needs.

EAST AFRICA OVERVIEW



KENYA

Kenya has set the stage for major improvements in its health care sector. The nation has created a long-term development plan called Vision 2030 to transform the country into a middle-income economy. Kenya's health sector is expected to grow at average compound annual growth rate of 10.8% in 2019, this is valued at US\$3.1 billion.



UGANDA

Government has continued to direct efforts towards provision of inclusive and comprehensive health care services to all Ugandans while undertaking key steps to improve health infrastructure to address constraints related to both healthcare access and quality. One of the initiatives is the ongoing construction, expansion, rehabilitation and equipping of Mulago National Referral Hospital estimated of US\$ 47 million.



TANZANIA

Government increased its efforts in building new health facilities all over the country, most of them remain below acceptable standards, and therefore unable to provide an adequate level of patient care. Thus, in February 2017 the Minister of Health vowed to reduce the status of some health facilities into dispensaries for their inability to handle maternal and new-born care.

The Government is in the process of finalizing a bill that will make membership in the improved Community Health Fund (iCHF) mandatory for all Tanzanians. For 2017/18, the Ministry of Health has planned to spend Tshs 785.8 billion (US\$351 million) as part of its development budget, which will help the ministry implement its health improving initiatives



RWANDA

Rwandan Health Sector Strategic Plan (HSSP III) provides strategic guidance to the health sector for six years, between July 2012 and June 2018. HSSP III has been inspired and guided by the VISION 2020. Part of the vision, the Rwandan Health Sector seeks to continually improve the health of the people of Rwanda, through coordinated interventions by all stakeholders at all levels, thereby enhancing the general well-being of the population and contributing to the reduction of poverty.

References

Deloitte - Tanzania Economic Outlook 2017
KPMG - Budget Brief Uganda 2017
Republic of Rwanda, Ministry of Health, Health Sector Annual Report, July 2015-June 2016
World Bank Report
Kenyan Healthcare Sector - Market Study Report: Opportunities for the Dutch Life Sciences & Health Sector

EXHIBIT IN 2018

54%
HAVE ALREADY
REBOOKED FOR 2018

- ▶ **CONNECT** with your existing clients or partners and reach new medical professionals to build lucrative business contacts.
- ▶ **SHOWCASE** your latest products and services to a room full of potential buyers, distributors, dealers and suppliers from across the East Africa region.
- ▶ **EXPOSE YOUR BRAND** to a targeted audience of medical professionals before, during and after the show through our year-round marketing activities.
- ▶ **STAY ONE STEP AHEAD OF YOUR COMPETITION** in the biggest healthcare, medical laboratory and pharmaceutical marketplace.

Get involved in East Africa's largest business platform for the healthcare, medical laboratory and pharmaceutical industry

CONTACT US

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“ Medic East Africa was a great platform for us to gain a foothold in Kenya's healthcare market; and allowed us to engage with visitors from all over the East African community. ”

Anil Gugnani, Managing Director, Sidak Lifecare Pvt. Ltd, India

SPONSORSHIP OPPORTUNITIES

With our tiered structure you can choose a campaign that suits you. The list below shows exactly what you receive for each package; however, we can bolt on specific requirements to suit your individual needs. Please contact our team for more information on: mea@informa.com



PRE-EVENT BENEFITS

	PLATINUM	GOLD	SILVER
Logo on website with hyperlink to sponsor's website	●	●	●
Exclusive sponsor e-shot	1		
Inclusion on visitor promotion campaign – print and electronic (appropriate tier)	●	●	●
Feature article in visitor newsletter	2	1	
Dedicated sponsor page on event website with company description and logo (appropriate tier)	●	●	Logo only

ONSITE BENEFITS

	PLATINUM	GOLD	SILVER
Logo on onsite signages	●	●	●
1 x A5 advert in show catalogue	●	●	●
Gold entry in the show catalogue – 100 words plus logo	●	●	●
Directional floor tiles inside the exhibition	2	1	1
Stand highlighted in show catalogue	2		

POST SHOW BENEFITS

	PLATINUM	GOLD	SILVER
Exhibition round-up e-shot – hyperlinked logo	●	●	●
Hyperlinked logo on website – 3 months post event	●	●	●

COMMERCIAL OPPORTUNITIES

REGISTRATION AREA

Be among the first brands to be noticed. We will brand the registration point with your corporate logo and have staff wear your branded uniforms.*

LANYARDS*

Your company logo will appear on all lanyards. The lanyards are worn by visitors and exhibitors throughout the event.

VISITOR BADGES

More than 3,700 visitors expected to attend Medic East Africa 2018, this is a significant and exclusive branding opportunity. Every badge will carry your logo on the front and back.

EXHIBITOR BADGES

More than 1,000 exhibitor attendees expected at Medic East Africa 2018, this is a highly exclusive branding opportunity towards the leaders of healthcare. Every badge will carry your logo on the front and back.

VISITOR CARRIER BAGS

Have your brand in the hand of all Medic East Africa visitors – a direct way to create an impact. Bags will be branded with your company's logo along with the Medic East Africa logo and will be distributed across different points on the exhibition floor.

ROLL-UP BANNERS

Positioning a roll up banner around the venue will enhance your visibility and ensure your customers

FLOOR TILES ON EXHIBITION FLOOR

Directional-style floor tiles positioned in close proximity to your stand not only enhance the visibility of your stand but also remind the visitors of your presence and extend an invitation to visit your stand.

MARKETING & PROMOTION

By promoting the event we promote you...

Print Advertisement



The Medic East Africa marketing strategy consisted of a diverse print advertising campaign that reached across leading trade publications, magazines and newspapers throughout Kenya and East Africa.

Website



Our website provides the best online platform to communicate to a target audience of healthcare industry professionals across East Africa. The Medic East Africa website attracted more than 64,056 visits and 36,112 unique visitors in 2017.

Direct Mailing



Visitor invitations were mailed across to healthcare professionals from all 47 counties inviting them to Medic East Africa. More than 10,000 contacts were carefully selected from our extensive and ever growing database.

Email Promotion



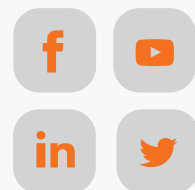
Our targeted and comprehensive email campaign was our most comprehensive to date, communicating with more than 25,000 people across the East African Community. We have carefully analysed the results and trends to build and grow the data for the 2018 event.

Sms Promotions:



With mobile technology at the forefront of communication, our SMS reminders and easy registration messages reached out to more than 20,000 contacts across the country.

Social Media



Through the active use of social media, Medic East Africa has built a strong following and presence on various platforms including: Facebook the prime platform in the region with more than 11,361 followers in 2017 (44% growth from 2016)

PR/Media



With dedicated guidance from the local media house, articles and ads are published across various channels of print, broadcast and digital media in the Daily Nation and NTV.



EXHIBIT

Book your stand today, contact us at:

mea@informa.com,
+971 4 407 2625, +971 4 4072496
www.medicestafrica.com

VISIT

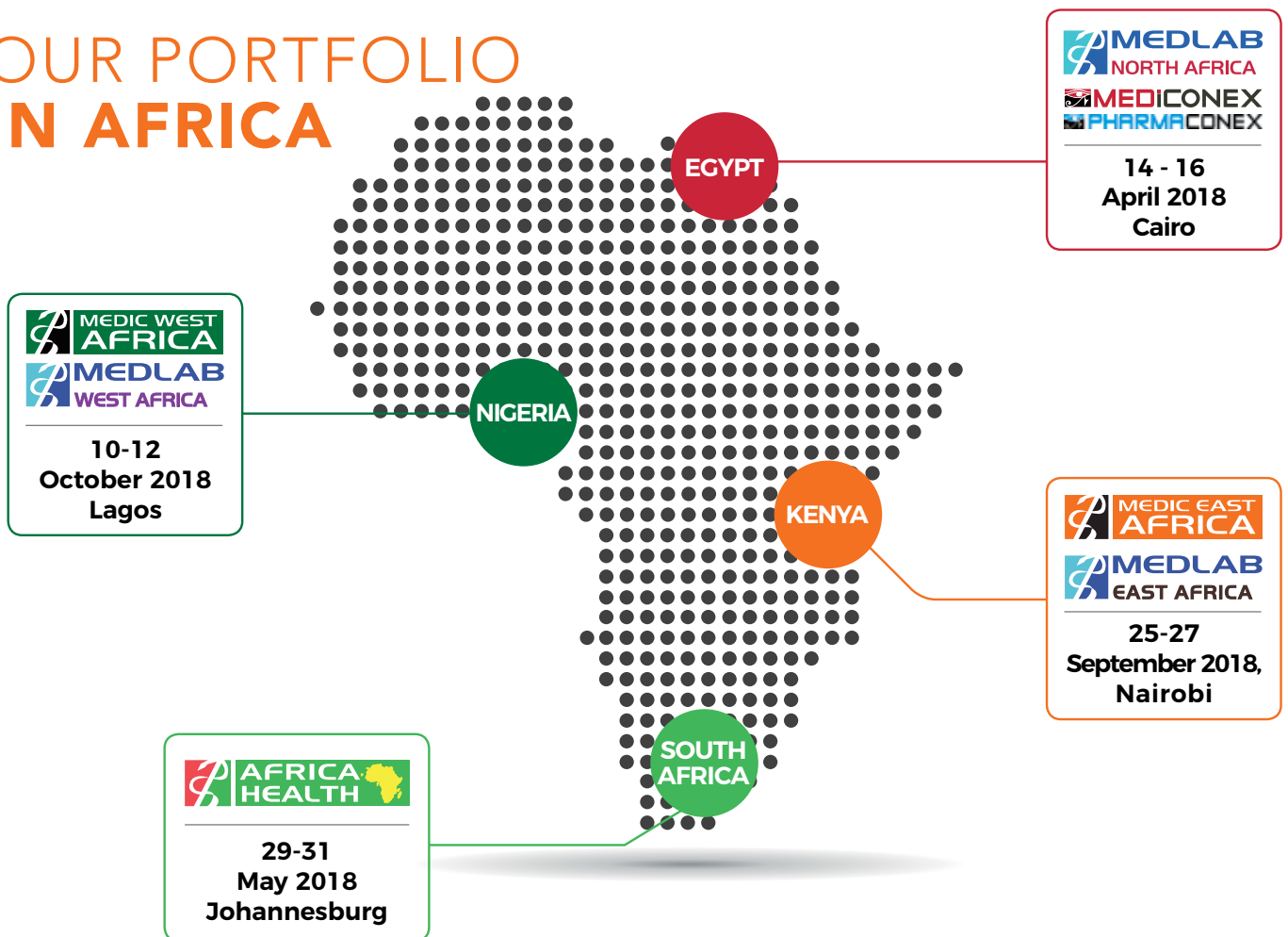
Register now to confirm your free
visit to the exhibition:
www.medicestafrica.com/register

START YOUR
PLANNING TODAY

25-27
SEP 2018

Oshwal Centre,
Nairobi, Kenya

OUR PORTFOLIO IN AFRICA



Organised by:

informa
life sciences exhibitions

Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 27 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 230,000 healthcare professionals worldwide and offering a range of marketing solutions for companies involved with the healthcare sector. Over 100 congresses take place in parallel with the exhibitions.

Informa Life Sciences Exhibitions have a number of digital and print offerings, publishing a variety of healthcare magazines and medical directories, with a readership of top decision-makers in the MENA region's healthcare industry. Additionally, Omnia, the global medical directory, is a unique digital platform providing company and product information 365 days of the year, allowing users to connect with exhibitors and products in one simple click.

For more information visit: www.informalifesciences.com