

Medic West Africa

By Informa Markets

7-9 September 2022

Landmark Centre, Lagos, Nigeria

Connecting you
to West Africa's
healthcare community

[medicwestafrica.com](https://www.medicwestafrica.com)



Overview

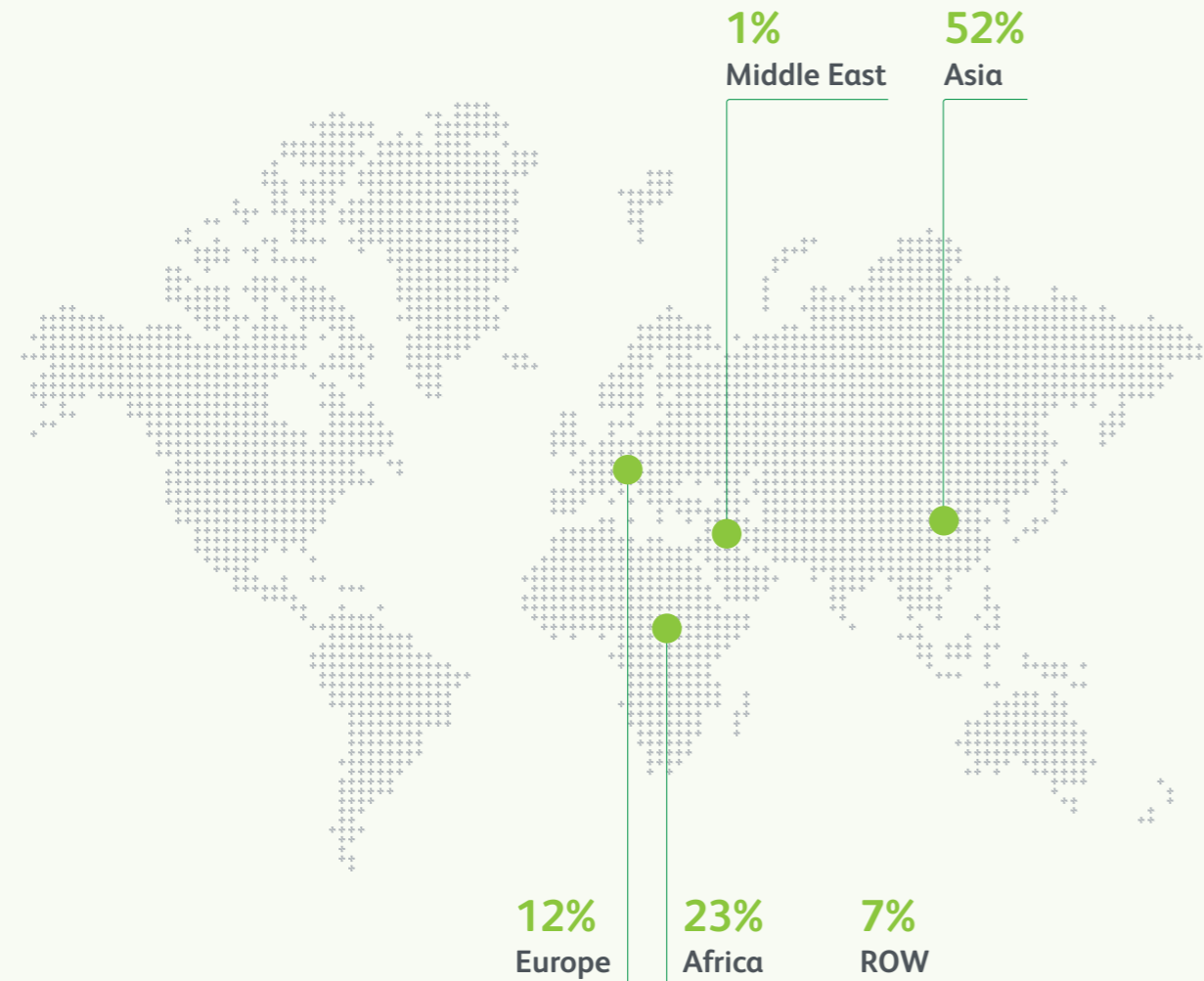
Medic West Africa is the leading healthcare events platform in the West African region. The event has been running for 8 years and established as the must attend healthcare event in West Africa. We attract regional and international healthcare professionals who value the power of learning, networking and business.

From state-of-the-art imaging equipment to the most cost-effective disposables; developments in surgery to advances in prosthetics, Medic West Africa continues to be at the heart of healthcare in West Africa. Connecting manufacturers and service providers with clinicians, procurement professionals, dealers and distributors is the primary goal of the event.



Exhibitor overview

Geographical statistics



Feedback

“Medic West Africa has once again brought together the healthcare market promoting innovation in medical practice and education. We are looking forward to participate again next year with highly realistic medical simulators, skill trainers and 3B SMART ANATOMY models to support the advancement of medical and healthcare education even further in the region.”

Joachim Butzlaff
Sales Manager
3B Scientific GmbH

“Every country’s desire is to provide the best medical practices to their healthcare community and Medic West Africa provides professionals with the tools and the knowledge to achieve this goal and to help solve today’s healthcare issues in order to provide a better care for the community and to help development the healthcare system by showcasing the latest trends and technology the medical industry has to offer all under one roof.”

Dr Omale Joseph Amedu
Director Hospital Services,
Ministry of Health, Nigeria

Our digital footprint

The online format of the event enabled us to have considerable increase in our social and digital reach within the West African community.



10,162

followers



2,356

followers



3,134

followers



101,696

website visits

Feedback

“Medic West Africa brings healthcare professionals from all over the world under one roof with the same goal to help build connections between the ministries, government and clinicians as well as healthcare manufacturers and providers to improve and develop west Africa’s healthcare system.”

Prof. Akinola Abayomi
Hon. Commissioner for Health
Lagos, Nigeria

“Medic West Africa is an excellent platform to see the latest medical devices from all over the world under one roof. It provides the healthcare community with the opportunity to access the latest technologies and bring them to the hospitals in west Africa. The event has made it possible for manufacturers to showcase their state of the art equipment so the health facilities in Nigeria can benefit from and provide the best quality care there is.”

Dr Alex Kodwo Kom Abban
Deputy Minister of Health
Accra, Ghana

Attendee overview

Medic West Africa is the largest healthcare platform across West Africa. Gathering decision makers and professionals in the medical field from various regions under one roof from 7-9 September 2022, the event facilitates medical business and introduces a unique educational experience to medical professionals.

Visitors' area of business



37%

Dealers & Distributors



19%

Clinicians



14%

Hospital Administrators



12%

Medical Laboratories



18%

Government

Visitor feedback



100%
rated Medic West Africa
as an important platform
for their business



87%
of attendees rated the
quality of exhibitors as
good



85%
of attendees are responsible for
purchasing products/services

Reasons for attending



Net Promoter score (NPS)



+9.2

Industry benchmark



+4.1

Medic West Africa

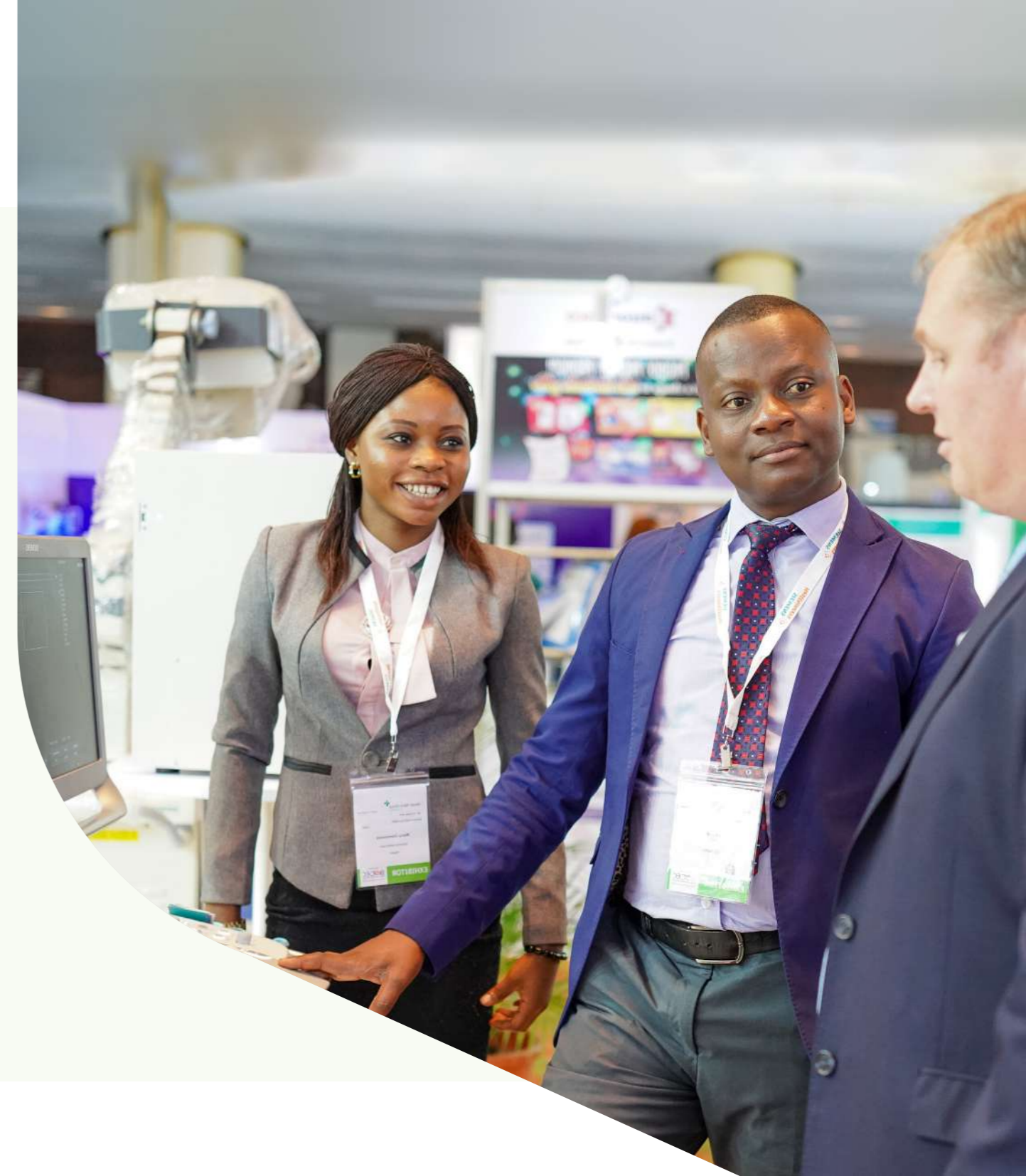
Snapshot of High-level attendees

2018 VIPs

- Hon. Federal Minister of Health, Nigeria
- Chairman, Senate Committee on Health, Nigeria
- Hon. Commissioner of Health, Ogun State
- Hon. Commissioner of Health, Cross River State
- Hon. Commissioner of Health, Enugu State
- Hon. Commissioner of Health, Lagos State
- Hon. Commissioner of Health, Niger State
- Hon. Commissioner of Health, Abia State
- Hon. Commissioner of Health, Adamawa State
- Executive Director, National Primary Health Care Development Agency, Nigeria
- Zonal Director South-West – National Primary Health Care Development Agency, Nigeria
- Director General, Delta State Contributory Health Commission, Delta, Nigeria
- Chief Medical Director, Lagos University Teaching Hospital, Lagos, Nigeria
- General Manager, NHIS, Lagos, Nigeria
- Executive Secretary, Kwara Health Insurance Scheme, Kwara
- General Manager, Lagos State Health Management Agency, Lagos, Nigeria
- Chief Medical Director, UDUTH, Sokoto State
- Director Health Services, Uganda Ministry of Health

2019 VIPs

- H.E. Governor of Lagos State, Nigeria
- H.E. Deputy Minister of Health, Ghana
- Senator - Chairman Senate committee on Health, Abuja, Nigeria
- Executive Secretary, National Health Insurance Scheme, Nigeria
- Director General, Nigeria Centre for Disease Control, Nigeria
- Director Hospital Services, Ministry of Health, Nigeria
- Hon. Commissioner for Health, Lagos State, Nigeria
- Hon. Commissioner for health, Oyo State, Nigeria
- Hon. Commissioner for Health, Delta State, Nigeria
- Hon. Commissioner for Health, Enugu State, Nigeria
- Hon. Commissioner for Health, Sokoto State, Nigeria
- Hon. Commissioner for Health, Borno State, Nigeria
- Hon. Commissioner for Health, Anambra State, Nigeria
- Hon. Commissioner for Health, Ondo State, Nigeria
- Hon. Commissioner for Health, Kebbi State, Nigeria
- Hon. Commissioner for Health, Bauchi State, Nigeria
- Hon. Commissioner for Health, Imo State, Nigeria



Education

The Medic West Africa congress promotes stakeholder dialogue in areas of leadership and management affecting West African healthcare providers in both the public and private sector. It also highlights clinical specialties which give clinicians an opportunity to benchmark their skills and hear from some of the region's leading clinicians.

The congress is committed to keeping healthcare stakeholders updated on worldwide healthcare management thinking and experience while creating a forum for regional networking.

Every year the congress offers attendees an opportunity to network, discuss and deliberate with leadership from West African Ministries, authorities, healthcare providers, distributors, and solution providers.

“The leaders conference at Medic West Africa contributes to finding solutions on how we can improve and sustain primary healthcare in west Africa. The event also provides an opportunity to see the latest technology available in the health sector that allows us to address various issues and help solve problems faced in the region.”

Senator Yahaya Oloriegbe
Chairman Senate committee on Health, Abuja, Nigeria

Leaders in Healthcare Conference

- Ministerial/Government Executives
- CEOs
- General Managers
- Directors

Quality in Healthcare Conference

In association with:



Society for Quality
in Health Care in Nigeria

- Quality Managers
- Medical Directors
- Quality Assurance Managers
- Hospital Managers

Navigating Diabetes Care Conference

In association with:



- General Practitioners
- Clinical Consultants
- Family Medicine Specialists
- Endocrinologists

Healthcare Financing Conference

In association with:



- Chief Medical Officers
- Finance Directors
- Hospital Managers
- Managing Directors

Imaging & Radiology Conference

- Radiologists
- Medical Directors
- Medical Officer
- Clinical Researchers

Healthcare Improvement Conference

In association with:

- Allied Healthcare Professionals
- Hospital Managers/Directors
- Quality Heads/Managers
- Patient Safety Officers

What to expect at Medic West Africa 2022



2,689
visitors



779
delegates



150+
exhibitors



21
countries represented



65
VIPs



5
leadership & medical
conferences



20
international speakers

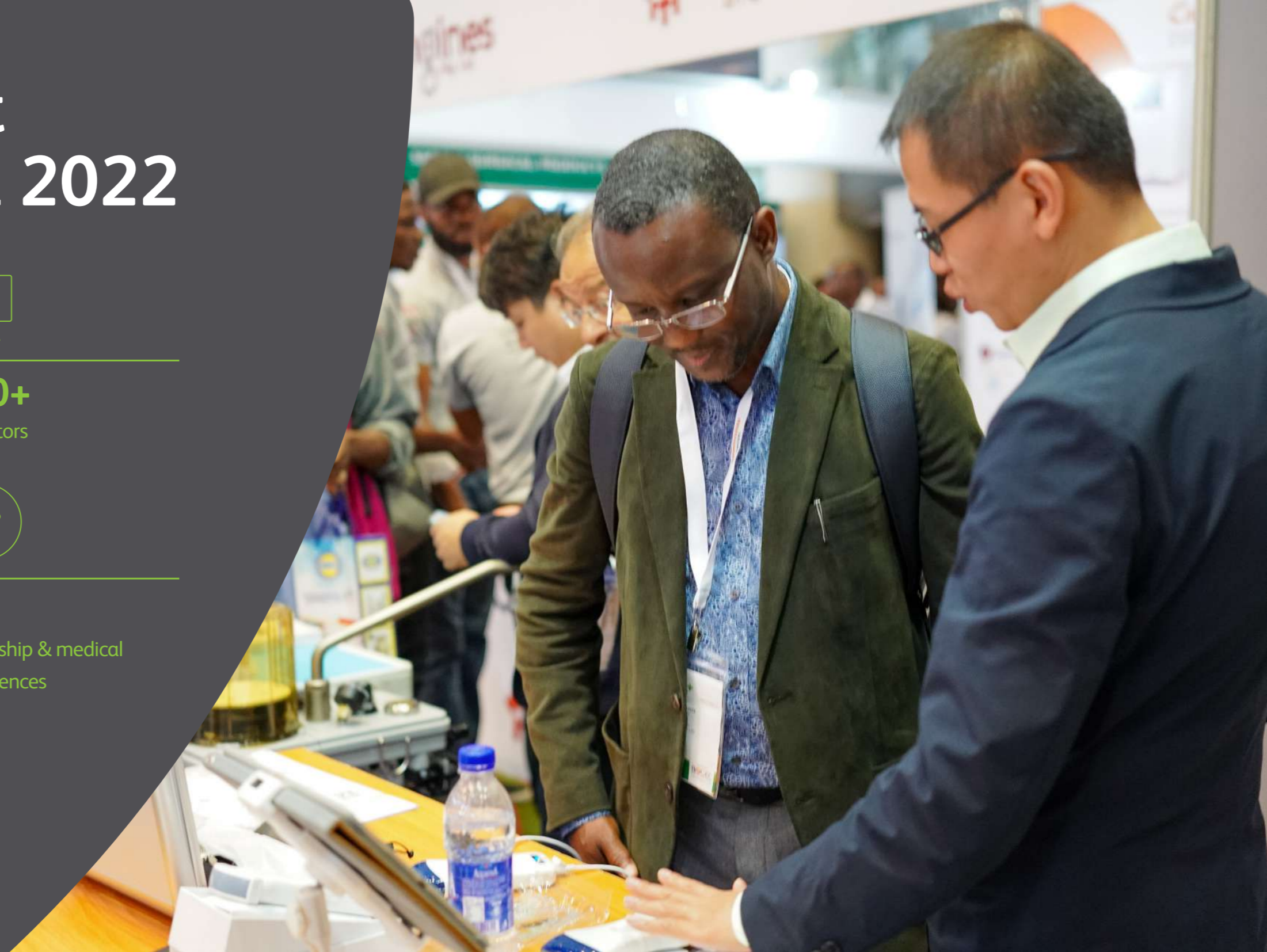


Exhibit at Medic West Africa to grow your business



generate new business



network with industry leaders & potential buyers



launch new products & services



increase your international presence



increase brand exposure



Who will you meet?

Established as the must attend healthcare event on the continent over the last 9 years, Medic West Africa attracts healthcare industry professionals from across the region who value the learning, networking and business including:



Dealer & Distributor

- C-level/Owner
- Sales Manager

Business need: Building personal & brand reputation to secure exclusive distribution rights or attract new manufacturers/principals.



Leadership

- Healthcare Leader/Healthcare Super Leader
- Government Leader

Business need: Best clinical outcomes investment & cost control. Ensuring their facility and country is viewed as a global leader in healthcare.



Management of Hospitals/Clinics

- Purchasing Manager
- General and Senior Management

Business need: Ensuring the hospital is delivering the best clinical outcomes. Maximising the use of procurement budget.



Biomedical/Clinical Engineer

Business need: Keeping up-to-date with the latest advancements in healthcare equipment and influencing future purchases.



Senior/Junior Clinician

Business need: Staying up-to-date with medical speciality developments and products that impact their roles.

Get involved

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.

Exhibition sales

amogh.wadwalkar@informa.com

Partnership opportunities

joshua.jireh@informa.com

