

Medic East Africa
By Informa Markets



Co-located with
Medlab East Africa
By Informa Markets



13-15 September 2023

Kenyatta International Convention Centre, Nairobi, Kenya

Connecting the East Africa healthcare and medical laboratory community together

mediceastfrica.com



Overview

Medic East Africa is the leading healthcare event platform in the East African Region. Established as the must-attend healthcare and medical laboratory event in East Africa is returning back **live, in-person from 13-15 September 2023**. We attract regional and international healthcare professionals who value the power of learning, networking and business.

Kenya's ambitions of achieving widespread healthcare coverage is a great opportunity for international manufacturers of medical equipment. The 'must attend' event in the region, Medic East Africa will connect you with nearly 5,000+ healthcare and medical laboratory professionals looking to source the latest healthcare equipment.



Exhibitor overview

Participating countries



“We have been participating at Medic East Africa since its launch. The show has given us a very good mileage in terms of establishing our business in Africa by introducing us to many business partners.”

Erba Diagnostics Mannheim GmbH, Germany



“The show has been very positive and considering many international companies are participating, we made a good number of networks. Keep up the good work.”

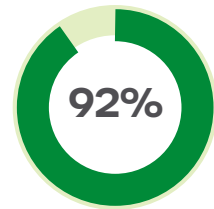
Medicare Exel Limited Medical

Attendee overview

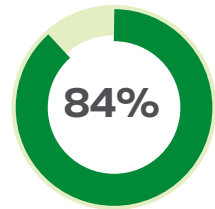
Gathering decision makers and professionals in the medical field from various regions under one roof from 11-13 September 2023, the event facilitates medical business and introduces a unique educational experience to medical professionals.



98% of attendees rated Medic East Africa as an important platform for their business

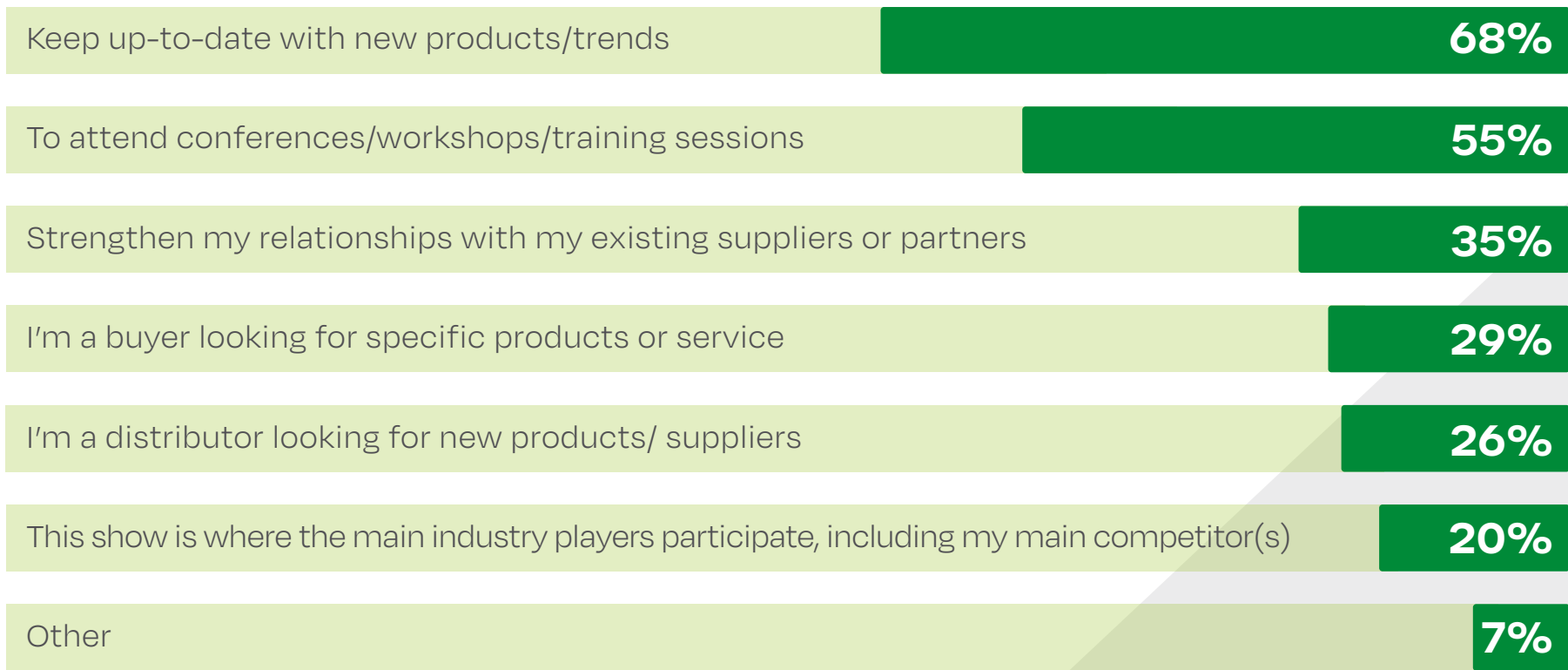


92% of attendees rated the quality of exhibitors as good



84% of attendees are responsible for purchasing products/services

Reasons for attending



Visitors' area of business



- 37%** Dealers & Distributors
- 19%** Clinicians
- 18%** Government
- 14%** Hospital Administrators
- 12%** Medical Laboratories

Healthcare East Africa 2.0 Summit

The Healthcare East Africa 2.0 Summit, taking place this year, will provide a collaborative environment for healthcare professionals, policymakers, researchers, and technology experts to discuss these obstacles and opportunities. With a focus on **Healthcare Excellence, Public Health, and Equity in Healthcare**, this three-day summit will feature industry leaders sharing insights, exchanging best practices, and exploring new opportunities to support the development of a sustainable and universally accessible healthcare system in East Africa.

Day 1 13 Sept	Day 2 14 Sept	Day 3 15 Sept
Healthcare Excellence	Public Health	Healthcare Equity

Who should attend:

- Public Health Officials
- Government Officials
- Hospital Management
- Health Policy Analyst
- Industry C-Level Executives
- Medical Doctors/Officers
- Public Health Professional
- Health Educator



2023 Speakers



Adama Thiam

Head of Emergency Operations Support and Logistics
World Health Organization, Regional Office for Africa



Alberta Wambua

Executive Director, Gender Violence Recovery Centre
of the Nairobi Women's Hospital



Austine Odiwuor

Health Systems Strengthening Lead
The Fred Hollows Foundation



Catherine Nyambura

Director of Programmes, ATHENA Network



Dr Kevin Wafula Rombosia

Director of Medical Services, Master Misericordiae Hospital



Martin Wafula

Chief Executive Officer, Malolo Hospitals and School of Medicine
and Health Sciences, Nairobi, Kenya



Dr Muthoni Karanja

HIV Prevention Specialist
Department of Defence Kenya



Dr Ouma Oluga

Director - Standards, Regulation & Quality Assurance
Ministry of Health



Dr Stanley Aruyaru

Director of Medical Services, St. Theresa Mission Hospital and Chair
of Scientific Committee Surgical Society of Kenya

What to expect at Medic East 2023?



5000+ visits

650+ delegates

200+ exhibitors

6 conferences

50+ international speakers



Why Exhibit?



Generate **new business**

Network with industry leaders & potential buyers

Launch new products & services

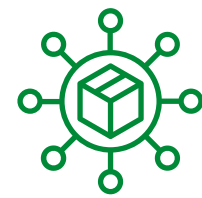
Increase your **international presence**

Increase **brand exposure**



Who will you meet?

Medic East Africa attracts healthcare industry professionals from across the region who value the learning, networking and business including:

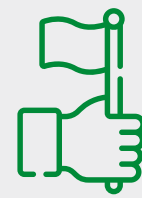


Dealer & Distributor

- C-level / Owner
- Sales Manager

Business need:

Building personal and brand reputation to secure exclusive distribution rights or attract new manufacturers/principles.



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 & 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:

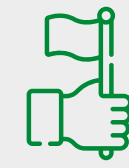
Staying up-to-date with the latest laboratory innovations and products that impact their roles.



Investor

Business need:

Seeking potential business partners and start-ups for new business opportunities and ventures.



Independent Laboratory/Hospital Laboratory Management

- Purchasing Manager
- General & Senior Management

Business need:

Ensuring the laboratory is delivering the best lab results. Maximising the use or procurement budget.



Laboratory Professionals

Business need:

Staying up-to-date with the latest lab innovations and products that impact their roles. of procurement budget.

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

