



18th

International
**Medical
Exhibition
& Conference**

3-5 MAY 2018

Cairo International Convention Center

Cairo - EGYPT

**THE BIGGEST MEDICAL EXHIBITION & CONFERENCE
IN EGYPT & ALL AFRICA**



egymedica

www.egymedica.com

Why Exhibit?

Grasp the opportunity to be part of this prestigious event and take advantage of:

- Joining **over 400 international** and local Exhibitors from **15 countries**.
- Meeting with the **55,000 expected visitors** for the 18th session.
- Expanding your business in a new, rapidly growing market.
- Reaching a targeted Egyptian & African client base.
- Find dealers and distributors to represent your products or brands, or support your current Agent.
- Meeting owners / Chairmen and decision makers.
- Growing your client list of partners, patients, buyers and purchasers.
- Networking with medical specialists and healthcare end users.
- Benchmark your company strengths against leading companies in the medical Industry.
- Discover all that is new in all the medical fields from the biggest international organizations.

Why Egypt and Africa?

Africa:

- Africa has a population of **1.2 Billion** and is gradually increasing.
- It is the second largest continent in the world.
- It is always in need of medical equipments and the latest technologies in the medical field.

Egypt:

- Continuous increase in population.
- The Second biggest population in all Africa.
- Main gate to enter Africa.
- Easily reachable especially after the New Suez Canal which facilitated the Shipping worldwide.
- Political stability which pushed several countries to make agreements with Egyptian Government in different fields especially in the Medical field.
- Huge amounts reserved from the budget to improve and renovate Governmental Hospitals and expansion in the Governmental Medical Insurance.
- Increase in the number of hospitals, both private and Governmental.
- Medical field is the widest investment field in Egypt.

Exhibition Fields:

1- All medical equipments and supplies for hospitals & clinics use

- Medical Supplies, devices, Disposables, uniforms, Medical Furniture.
- Ambulances (Cars, Accessories, Helicopter)
- Laser and Lasik devices.
- Repair and improve devices.
- Orthopedics, Pediatrics, Cardiothoracic Surgery, Endoscope, Gases Networks.
- All surgical tools.

2- All medical equipments, disposables, devices and supplies for Laboratories (EgyLab Pavilion)

3- Pharmaceutical & Cosmetics industry (raw material, chemicals, packing materials, etc...) (Arab African Pharma (AAP) Pavilion)

4- All medical equipments, devices, disposables and supplies for Radiology (EgyRadiology Pavilion)

5- All medical equipments, disposables, devices and supplies for Gynecology & Obstetrics and IVF Care. (EgyGynecology Pavilion)

6- All medical equipments, disposables, devices and supplies for Ophthalmology, Cardiology Clinics.

7- Compensatory devices and special needs (Prostheses, orthotic devices, physiotherapy devices, gym and sports, wheel chair, adult diapers, etc...)

8- Hospital Services, marketing (life insurance, one day surgery center, hair transplant center, private hospitals, ozone therapy, obesity & thinness centers, health care providers).



Post Show Report for EgyMedica 17th Session

21,590
Visitors

13,200
Exhibiting
Space

400+
Brands

11
Country
Pavilions

EgyMedica 2017 Report

EgyMedica 2017 Report

- 49%** Clinics, Hospital Devices & Preparation
- 13%** Radiology Center Preparation
- 9%** Laboratory Preparation
- 3%** Compensatory Devices
- 11%** Gynecology
- 10%** Medical Services
- 5%** Dental Center Preparation

Visitor Analysis

- 16%** Physicians
- 37%** Supplier Companies
- 23%** Owners
- 6%** Head of Departments
- 5%** University Professors
- 2%** Food & Procurement Manager
- 4%** Maintenance Managers
- 7%** Consulting Offices

Exhibitors' Regions

- 61%** Egypt
- 21%** Far East
- 5%** Arab World
- 13%** Europe

Visitors' Regions

- 71%** Egypt
- 23%** Africa
- 6%** Arab World & Gulf Area

EgyLab 2017 Report

Exhibitors' Regions

- 31%** Egypt
- 69%** Europe

Visitor Analysis

- 45%** Governmental Sector
(Governmental Hospitals, Arms Ministry and Interior Ministry Hospitals & Ministry of Health)
- 17%** Owners of Laboratories
- 22%** Supplier Companies
- 7%** Heads of Departments
- 9%** University Professors

Photo Gallery EgyMedica 17th Session



EgyMedica 17th Session Sponsors

Official Sponsors



Platinum Sponsor



Ortho Clinical Diagnostics

Golden Sponsor



Scientific Partners



Sponsor



Media Sponsor



Shipping

Decoration Sponsor

Official Channel



Promotional Campaign & Visitors Profile:

Publicity & Promotional Campaign:

To ensure that all exhibitors reap **maximum benefit** from their participation, the organizer has put into effect a specially formulated **promotional campaign** to focus on delivering professionals and buyers to the exhibition. The organizer has spent time building up its databases so that the key players and government officials are invited through direct mail, advertising in the trade press and general media promotion.

Targeted Visitors:

The organizer's promotional campaign will pay particular attention to the Arab Republic of Egypt, African countries, and Arabian countries. The aim of the organizer's campaign is to bring the exhibition to the attention of the **specialist and influential audience**, and Decision Makers from the public and private sectors that has the authority to buy, to specify, and to recommend the products and services on display. Expected visitors for EGYMEDICA 18th session will be over **55,000 visitors**. There will be a total of **400 exhibitors** from **15 countries** worldwide.



Expected Visitors in 2018
55,000 Visitors



Advertising Campaign:

Research Program

Special attention has been paid to the development of comprehensive lists of visitor targets in the public and private sectors of the visitor target countries.

Production of Print Material

120,000 complimentary invitation mailers will be produced for distribution by the organizer. In addition, a number of VIP invitations will be produced and distributed to selected visitor targets throughout the region.

Social Media

EGYMEDICA will be advertised on its official **Facebook** page, **Twitter** account, and **Instagram** account.

Newspaper

- Al Ahram (National, international and Arab Press) **4 Issues**
- Al Gomhuria (National Press)
- Al Akhbar (National Press)
- Al Masry Al Youm
- El-Watan (**4 Issues**)

Magazines

- All Hospital Needs Magazine (Medical Magazine – China) **2 Issues**
- Consultac Magazine (Medical Magazine – China) **6 Issues**
- Trade Proven (Medical Magazine – India) **9 Issues**
- Trade Winds (Medical Magazine – Taiwan) **2 Issues**



TV & Radio

- Al Mehwar (Satellite TV)
- El Masria (Satellite TV)
- Sehaty Channel (Satellite TV)
- Dream TV
- Sada El Balad
- Al Kahera Wal Nas
- Ten TV Channel (Satellite TV)
- El Sehha Wal Ghezaa
- Nogoom FM Radio (**40 Spot**)
- Radio Masr (30 Spot)



Outdoor

- October Bridge
- El Mehwar Road
- Nasr City - Heliopolis – Mohandessin
- Ring Road - Main Cairo Entrances - 6 October City Entrances
- Number **300** on the chassis Salah Salem Road and Al-outerstrad size 3X1 month before the exhibition

Liaison with embassies

- National Embassies will be briefed on the exhibition details, and requested to help in the promotion campaign by displaying and distributing print material.

How exhibitors can plan

- There are a number of simple and inexpensive ways in which exhibitors are recommended to contribute to their own targeted promotion campaign. These include:
- Distribution of promotional material.
- Advertising and special supplements.
- The presentation of stand displays.

VIP Invitations sent out to:

- Ministry of health Directors, head of departments - health affairs in all provinces.
- Deans, departments' heads and faculty members in colleges of (medicine - Pharmacy - Dental)
- Physiotherapy) in all Universities.
- Representatives of Trade Offices, ambassadors and ministers plenipotentiary to all Arab and foreign countries located in Egypt.
- The human resources managers in oil companies, trade unions, banks and Biggest Associations.
- The production managers in pharmaceutical factories.
- The directors of scientific offices, and corporate of medicine distribution.
- Owners and managers of factories and all investors in the sector of pharmacy.
- Organizing a press conference to all journalists and officials at the health care sector in all Egyptian newspapers.
- Adv. in the evidence that have commercial distribution in the Arab and Gulf and African countries.
- Distribution Posters about the exhibition and the conference in all government and private hospitals and medical centers and clinics in all the governorates of Egypt.



Exhibitors Benefits:

- All exhibitors will get two pages in the Official catalogue of the exhibition to show their data, Advertisement and products profile
- Portion in the Exhibition's invitations (VIP & normal) to give out to their targeted clients.
- Avail security and cleaning services during the Exhibition days.
- Entry & Parking permits during the Exhibition days.
- Business Center and Food Court at special rates.
- Security service during the Exhibition days.
- Wireless Internet free (Wi-Fi) during the exhibition.
- Tourism services (accommodation, transportation, freight, custom clearance, etc...).
- Exhibitors can import goods to show during the Exhibition with a temporary custom exemption.



Sponsorship Benefits:

ITEM	Platinum Sponsor	Golden Sponsor	Silver Sponsor
Flags 3x1m	10	6	4
Entrance stairs	4	3	1
Banner from Ceiling	1	1	1
Logo On Conference Kits	Yes	No	No
Column Entrance Hall	2 Column	1 Column	No
Outdoor Adv.	Yes	Yes	No
T.V. - Radio	Yes	Yes	No
Newspapers	Yes	Yes	Yes
EgyMedica Catalogue	4 Pages Adv	3 Pages Adv.	2 Page Adv.
Total Cost	25,000\$	15,000\$	10,000\$

Booth Options:

Shell Scheme Booth:

- Each 9 Sqm (3m x 3m) includes: Space, partitions, carpet, company name panel, 1 table, 2 chairs, 2 spotlights, 1 electrical socket, and company info in the catalogue.
- Minimum space to be taken is 9Sqm. For 2 sided open corner Stands, Minimum size is 12Sqm. And in case of 3 sided open booths, minimum space is 30Sqm.

1 Sqm Cost of Shell Scheme \$350

Raw Space Booth:

- gives you the option to make your company's unique special decoration.
- Each 9Sqm (3m x 3m) includes: Space, 1 electrical socket, and company info in the catalogue.
- Minimum space to be taken is 12Sqm. For 2 sided open corner Stands, Minimum size is 18Sqm. And in case of 3 sided open booths, minimum space is 30Sqm.

1 Sqm Cost of Raw Space \$300

Package Deals

- Exhibitors with 15 SQ.M or higher booths, will receive 1 Single Room B&B for 3 days in a 4 star hotel for each 15 SQ.M reserved.
- Exhibitors with 18 SQ.M or higher booths, will receive 1 Double Room B&B for 3 days in a 4 star hotel for each 18 SQ.M reserved.





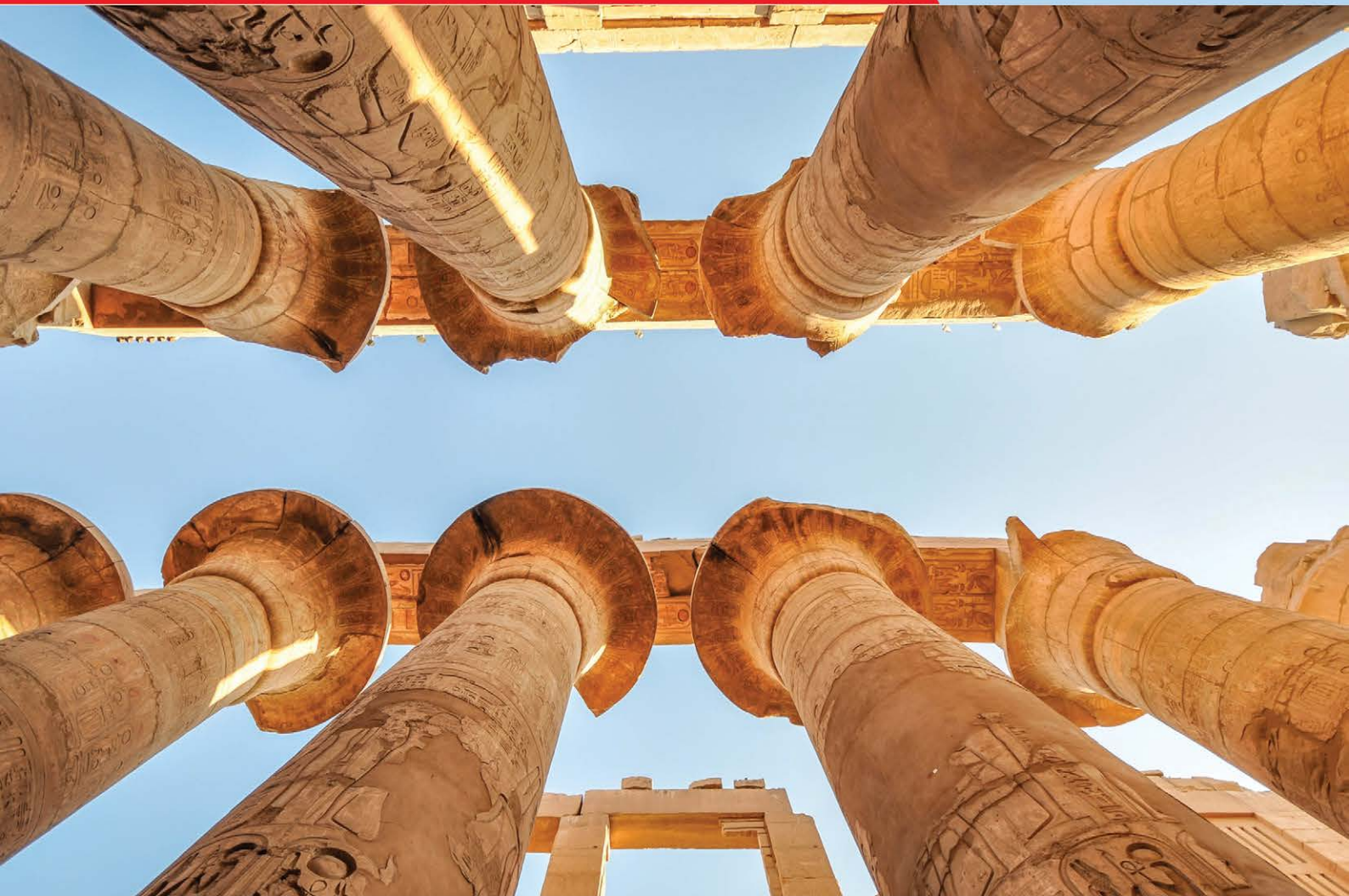
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