

2024 Post Show report

In partnership with:



Ministry of Health Kenya

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Connect, trade and learn at the leading healthcare event in East Africa

Medic East Africa and Medlab East Africa 2024 were a resounding success, bringing together thousands of healthcare and medical laboratory professionals from across East Africa. Held at the Kenyatta International Convention Centre in Nairobi, Kenya, the event provided a unique platform for collaboration, knowledge sharing, and networking.

A collaborative space for Healthcare Innovation

The show floor was a buzz with activity, as government leaders, healthcare providers, manufacturers, and distributors came together to discuss the latest trends and innovations in the healthcare industry. Attendees had the opportunity to explore a wide range of products and services, from diagnostic equipment to medical consumables.

CPD-accredited conferences

The **Healthcare 2.0 East Africa Summit** focused on the challenges and opportunities facing healthcare systems in the region, while the **Medical Laboratory Conferences** provided updates on the latest developments in laboratory medicine. All conferences were free to attend for healthcare and lab professionals from East Africa, ensuring that everyone had the opportunity to benefit from the valuable insights shared by the speakers.

The event served as a platform for raising awareness of important health issues and promoting collaboration among stakeholders.



Overview



5,771 professional visits

1,226 delegates

125 speakers

206 exhibitors



50 countries represented

32 exhibiting countries

Digital audience



221,885 website views



13,500 followers



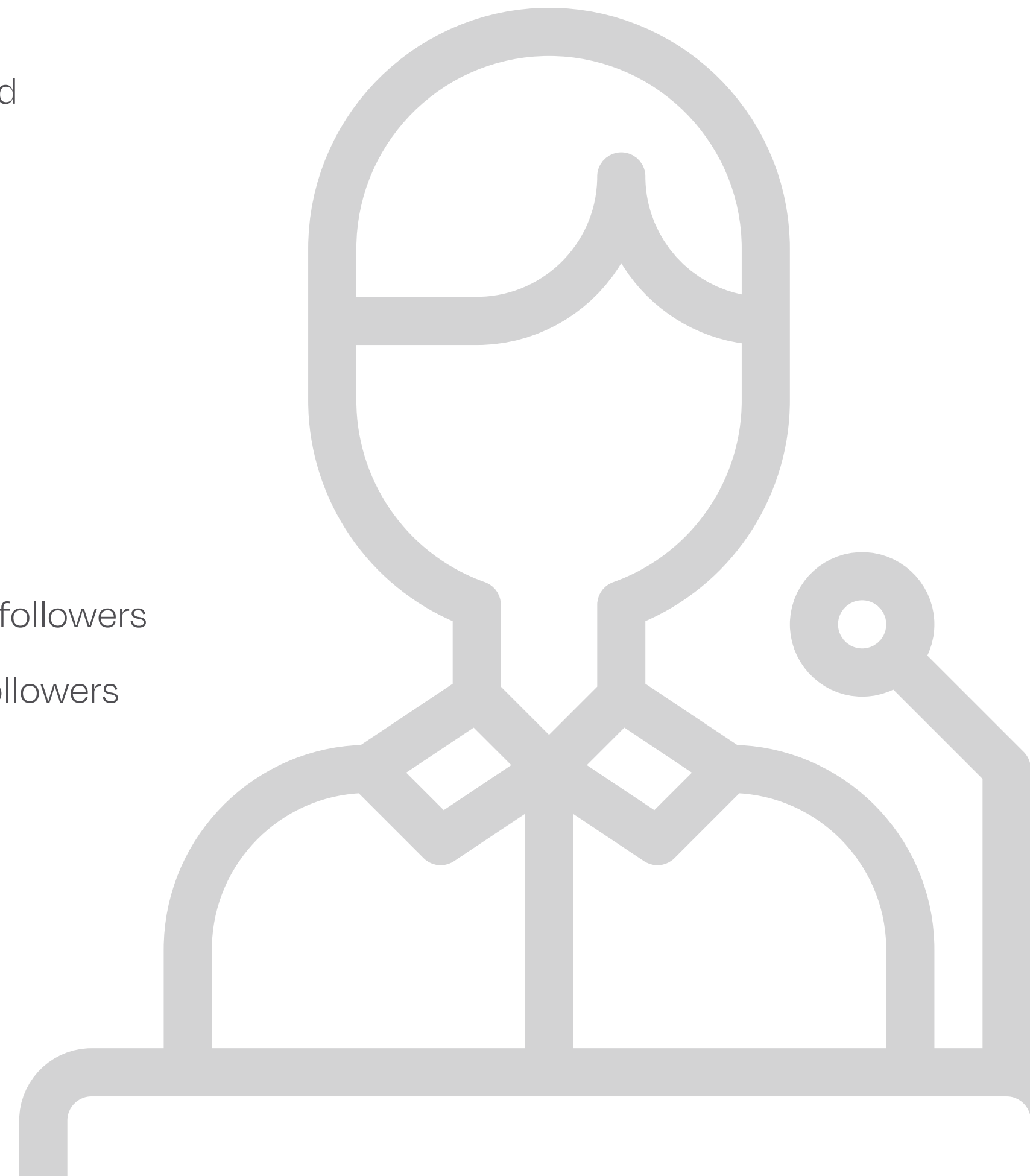
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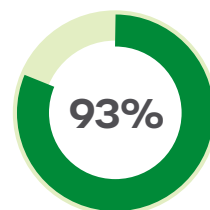
1,333 followers



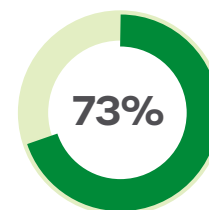
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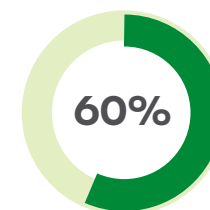
Exhibitor overview



exhibitors consider MEA an important platform for their business



will be exhibiting again next year

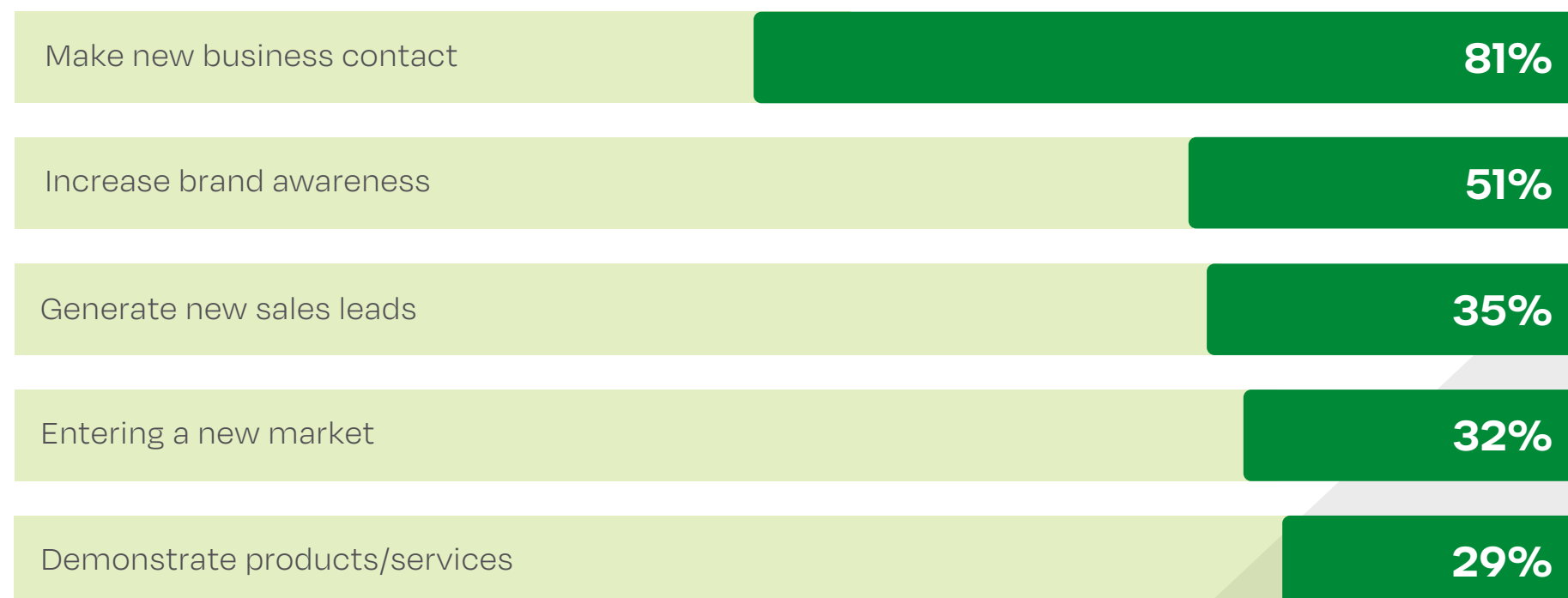


new and first time exhibitors



\$223,000

business generated on the show floor



"Medic East 2024 was an excellent show this year, it helped us to connect to many people and opened new horizons."

Asser El-Zorba, CEO, Medikalz



"I met great clients whom I believe will play a pivotal role in transformation of the healthcare system."

Harun Aseka, Sales Manager, Crown Healthcare

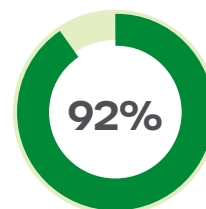


"It was an amazing experience to be a part of the Medic East Africa. The country is gateway to the rest of Africa and hence the show had a very good footfall. Highly recommended."

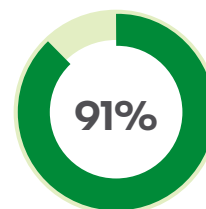
Muhammad Mustafa, Export Manager, Nutrix Healthcare



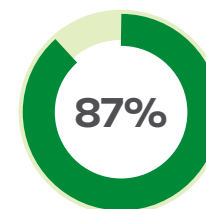
Visitor overview



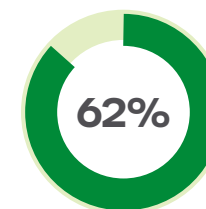
will be visiting
next year



consider MEA as an
important platform
for their business
and knowledge

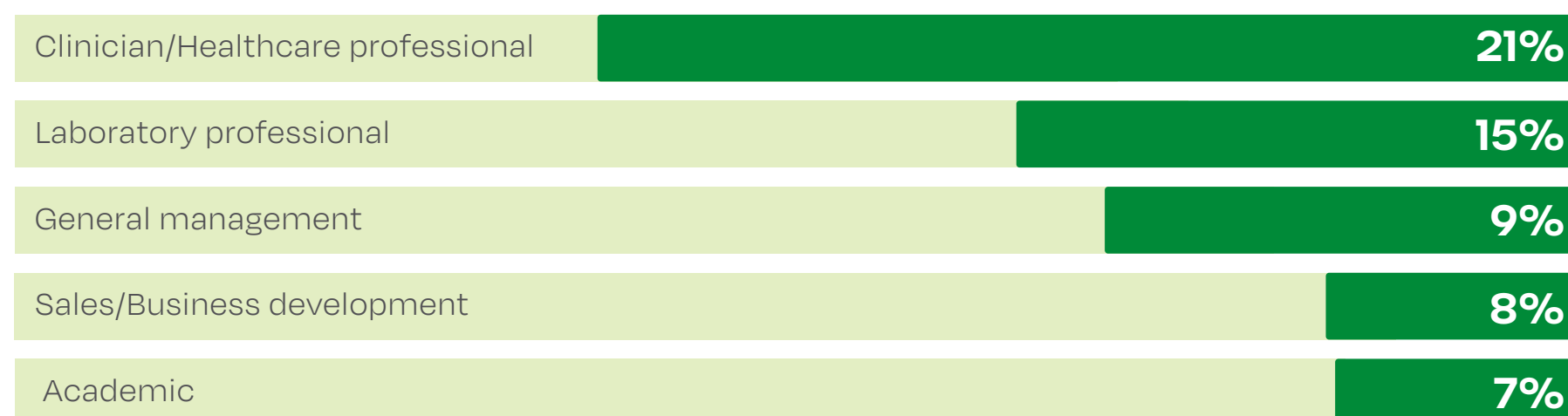


of the dealers and
distributors were
able to source a
new supplier

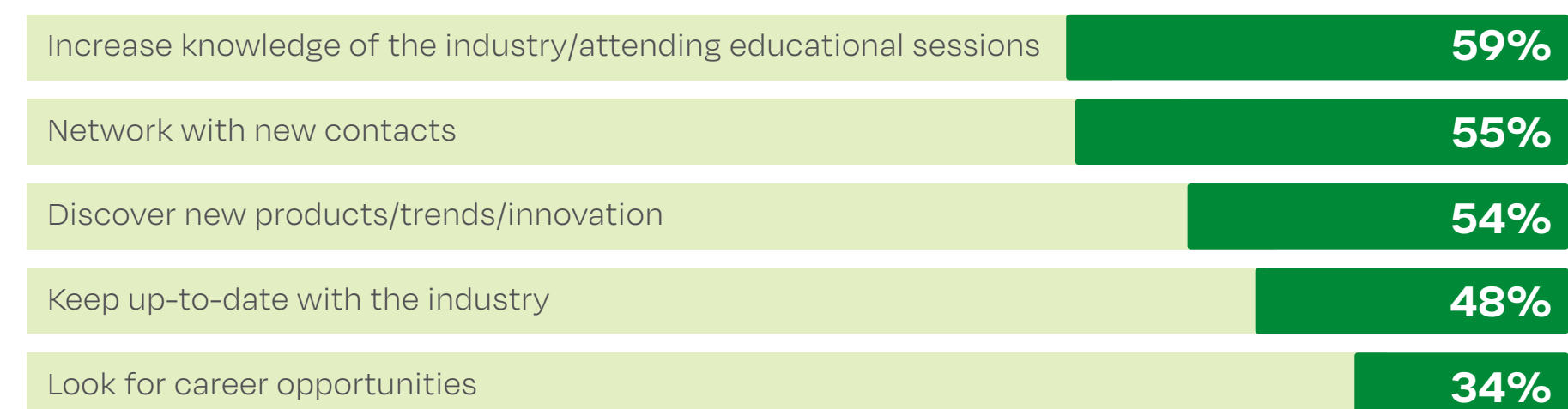


rated the quality of
exhibitor to good to
excellent

Top Nature of business



Top 5 reasons for attending



"My experience at this year's conference was truly exceptional. I gained invaluable insights from the expert-led sessions, which covered the latest advancements in medical technology and laboratory practices."

Valerie Rading, Business Strategist and Project Consultant, VR Consulting

Healthcare 2.0 East Africa Summit

The Healthcare 2.0 East Africa Summit served as the premier platform for exploring transformative strategies in Healthcare within the context of recent health reforms in the region.

Content Schedule	
4 September	Healthcare Leadership Conference
5 September	Primary Healthcare Conference
6 September	Healthcare Financing Conference



726
delegates



67
speakers



3 CPD
accredited conferences

In partnership with:



Medical Laboratory Conferences

The Medical Laboratory conferences brought together experts to share ideas. They talked about new developments in the field. The goal was to improve patient care in the region.

Content Schedule	
4 September	Laboratory Management Conference
5 September	Clinical Microbiology, Parasitology, and Mycology Conference
6 September	Molecular Diagnostics and Genomics Conference



705
delegates



58
speakers



3 CPD
accredited conferences

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Organised by



Save the date for 2025

1-3 October 2025

Kenyatta International Convention Centre, Nairobi, Kenya

Contact us to book your stand

mea@informa.com

mediceastafrica.com



Medic East Africa and Medlab East Africa 2024 in pictures

