



Lagos · 2-4 June 2026

Formerly known as Medic West Africa

Exhibitor brochure

West Africa's leading marketplace for **healthcare distribution, procurement, and sourcing.**

A credible and direct route to enter the Nigerian healthcare market.

[> Book your stand today](#)

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Connecting the healthcare industry across West Africa

Building on the legacy of Medic West Africa, World Health Expo Lagos continues to connect healthcare professionals and industry leaders across West Africa.

WHX Lagos is the definitive platform for healthcare innovation, investment and collaboration across the region.

WHX Lagos helps international exhibitors enter Nigeria through verified distributors, on-site meetings, and regulatory-aware buyers.

It brings together distributors, hospital leaders, pharmaceutical companies, Ministries of Health and investors from more than 40 countries to accelerate access to new technologies and strengthen healthcare delivery across Africa.

Taking place at the Landmark Centre in Lagos, WHX Lagos creates unparalleled opportunities to engage directly with decision makers driving transformation across Nigeria, Ghana, Côte d'Ivoire and beyond. With strong participation from Lagos-based private hospitals, distributors, and diagnostics groups.

2025 Impact Snapshot

 8,000 healthcare and laboratory professionals	 500 exhibitors from 37 countries	 100 international speakers	Thousands of buyers actively comparing suppliers over three days.	What this means for exhibitors <ul style="list-style-type: none">• 15-30 qualified distributor conversations over three days• 5-10 serious post-show follow-ups• Typical outcomes include distribution discussions, pilots, and tender pathways
 \$142 million dollars in business generated on the show floor	For companies entering Nigeria: <ul style="list-style-type: none">• Meet multiple potential partners in three days• Replace 6-12 months of travel• Reduce partner risk face-to-face			

From procurement deals with hospitals to distribution partnerships supporting national health programs, WHX Lagos is where innovation and partnership meet.



Why Exhibit

Accelerate your business growth in West Africa's most dynamic healthcare market

Exhibiting at WHX Lagos gives you direct access to the full healthcare value chain, connecting you with both public and private sector buyers.

Across three days, you will engage with the region's most influential audience through qualified meetings, live demonstrations and strategic networking sessions.

Exhibitors benefit by

- Meet Nigerian and West African distributors actively seeking new supplier lines
- Hold direct conversations with hospital and diagnostic procurement decision-makers
- Demonstrate products to buyers comparing suppliers on-site

For international companies entering Nigeria

- Identify credible local partners
- Test pricing and positioning
- Avoid costly distributor mismatches

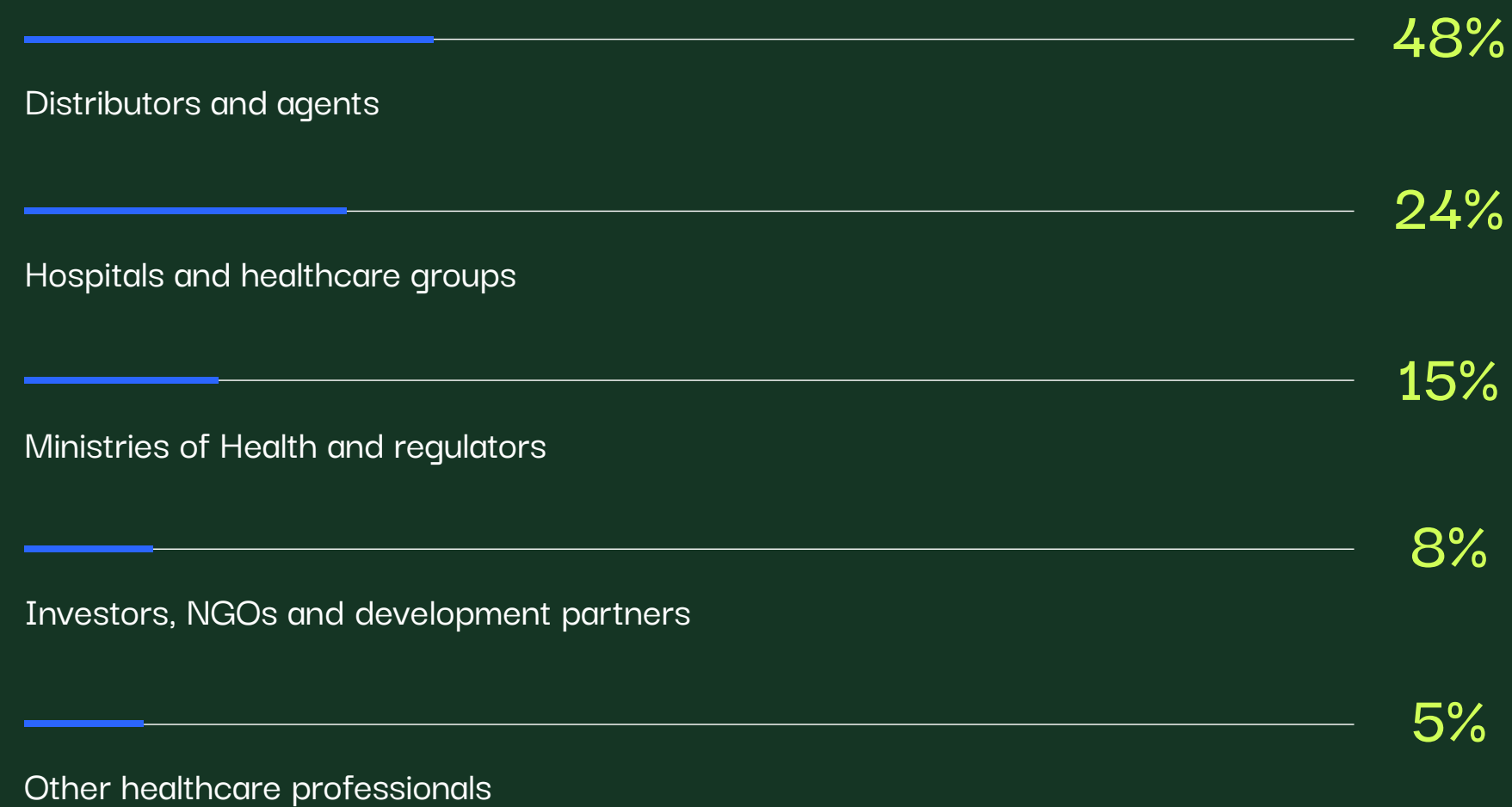
WHX Lagos is more than an exhibition. It is a marketplace for growth, trade and collaboration across the entire healthcare spectrum.



Engage decision makers shaping **West Africa's** healthcare future

WHX Lagos attracts senior stakeholders from across the region's healthcare ecosystem, ensuring every exhibitor meets high-quality leads.

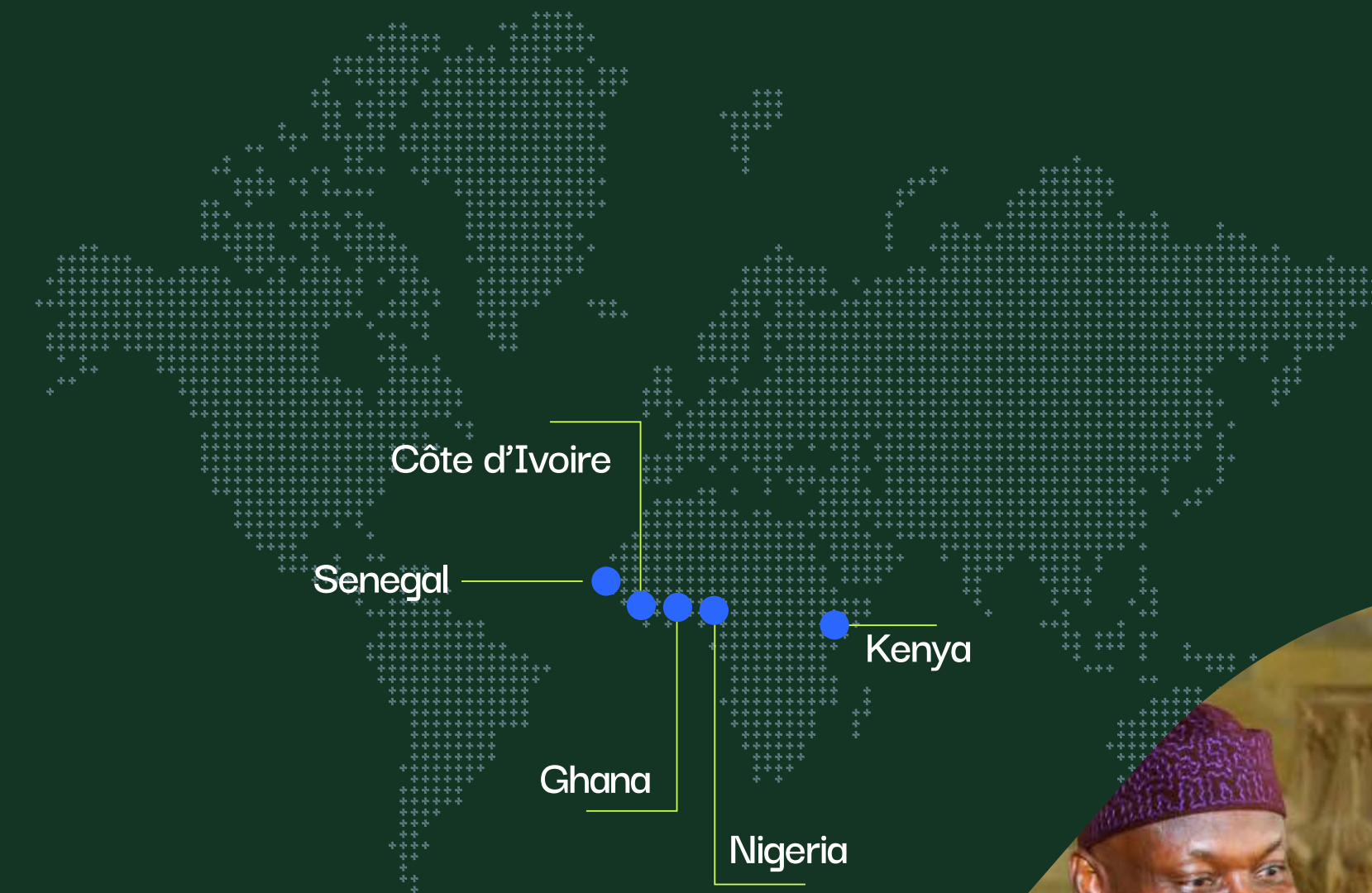
Attendee profile



Many distributor and hospital attendees are Owners, Managing Directors, Commercial Directors, and Heads of Procurement. Distributors attend WHX Lagos specifically to source new international suppliers.

Top visiting countries

Nigeria, Ghana, Senegal, Kenya, Côte d'Ivoire. Each connection represents an opportunity to build lasting partnerships and expand your regional reach.



Sectors Represented

Showcase your expertise across high-growth sectors

WHX Lagos focuses on the highest-demand procurement categories in West Africa.

Key sectors include

-  Medical Devices and Equipment
-  Hospital Infrastructure and Supplies
-  Diagnostics and Laboratory
-  Digital Health and IT Systems
-  Pharmaceuticals and Disposables
-  Imaging and Radiology
-  Emergency and Critical Care

By positioning your brand in these high-demand sectors, you will connect directly with decision makers driving procurement and investment in West Africa.



What Exhibitors Say

These are the meaningful connections that make WHX Lagos a trusted platform for business and collaboration.

“ WHX Lagos gave us the opportunity to meet distributors from Nigeria, Ghana and Senegal who were serious about bringing new technologies to market. We have already confirmed new partnerships as a result.”

Exhibitor, WHX Lagos 2025

“ The experience has been very fruitful. We have met key decision makers, end users and students eager to learn about the technologies we are showcasing. Africa is always at the forefront of technology and it is an exciting time.”

Ayham Swed,
Sales Director EMA, Dedalus



Get read for an reimagined congress experience

Healthcare conferences



Healthcare Leadership Forum



Digital Health & AI Conference



Antimicrobial Resistance (AMR) Conference



Leaders Forum (invite only)

Laboratory conferences



Laboratory Management (Day 1) Conference



Laboratory Management (Day 2) Conference



Laboratory Medicine Conference

Partner with us

WHX Lagos and WHX Labs Lagos offer tiered and customisable sponsorship packages to spotlight your brand and create meaningful interest from potential clients.

Elevate your brand and broaden your reach with a partnership that creates a powerful presence and drives lasting results.

Our tailored solutions ensure your sponsorship aligns with your business objectives while increasing your visibility as a healthcare and laboratory leader in Africa.

BRANDING	SILVER PARTNER Brand visibility + lead generation	GOLD PARTNER Priority exposure to buyers	PLATINUM PARTNER VIP buyer access + category leadership	EXCLUSIVE PARTNER Market dominance in West Africa
ONLINE				
Logo on the website homepage	✔	✔	⊗	✔
Logo on all WHX Lagos or WHX Labs Lagos online platforms (website, mobile app, online event platform, pre-show planner)	✔	✔	⊗	✔
Logo and company description on WHX Lagos dedicated partners page	✔	✔	⊗	✔
Logo inclusion in social media posts	✔	✔	⊗	✔
Logo on visitor promotional campaign	✔	✔	⊗	✔
Logo in post-event report	✔	✔	⊗	✔
Logo in 'thank you to our partners' post-show campaign	✔	✔	⊗	✔
Featured exhibitor	✔	✔	⊗	✔
Deluxe profile	✔	✔	⊗	✔
Featured product	✔	✔	⊗	✔
Advert in pre-show planner	Half page	Half page	Full page	Full page
Banner ad in visitor registration confirmation email				✔
1x dedicated social media post				✔
ONSITE				
Logo exposure in event guide	✔	✔	⊗	✔
Logo inclusion on sponsor's signage	✔	✔	⊗	✔
Logo inclusion on thank you board	✔	✔	⊗	✔
Hanging banner above your stand	✔	✔	⊗	✔
Advert in event guide			⊗	✔
Venue branding assets			Up to \$8,000	Up to \$15,000
NETWORKING				
Leaders forum sponsor			Associate	Headline
Access to exclusive meetings with VIP Buyers			⊗	✔
VIP TREATMENT				
White glove customer service			⊗	✔
Priority list on exclusive stand location and launch of exclusive opportunities			⊗	✔
CONTENT				
WHX Lagos TV		Standard package	Standard package	Premium package
Product showcase at your stand		✔		
CEO interview on show website 'in the spotlight' feature of the homepage			⊗	✔
Opportunity to have a senior representative to join a panel discussion session in the workshops (subject to approval)			⊗	✔
Opportunity to host a dedicated workshop/networking event				✔
PRICE	\$7,500	\$10,000	\$15,000	\$20,000

Additional exposure for your brand



Advertising Opportunities	USD
Venue advertising	Prices available on request
Badge assistance desk sponsor	\$10,000
Floor tile	\$3,000
Badge sponsor	\$10,000
Lanyard sponsor	\$10,000
Visitor bags sponsor	\$10,000
Meeting room hire	\$2,000
Workshops	\$5,000
Social events	\$5,000
Product showcase at your exhibition stand	\$3,500
Dedicated email campaign	\$5,000
Banner ad - show website	\$3,000
Pens and notepads sponsor	\$5,000

Join World Health Expo Lagos 2026

➤ [Book your stand today](#)

Be part of West Africa's healthcare transformation

Join 500 international exhibitors and thousands of healthcare professionals at the region's most influential healthcare marketplace.

Showcase your products, strengthen relationships with distributors, engage directly with hospitals and collaborate with Ministries of Health shaping national healthcare agendas.

Your opportunity

- Build strategic partnerships across West Africa
- Generate high-value meetings through our matchmaking programme
- Position your brand at the heart of healthcare trade and innovation

First time exhibiting in Lagos? Our team supports you with stand guidance, buyer matchmaking, and local market insight

Contact



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