



2023 Post show report

medicwestafrica.com



Bringing the West African healthcare community together

Medic West Africa co-located with Medlab West Africa hosted thousands of healthcare and medical laboratory professionals at the Landmark Centre for its 10th successful edition.

The show floor was a collaborative space where government leaders, healthcare providers, manufacturers, and distributors came together to shape the future of healthcare. The event hosted a wide range of CPD-accredited conferences that were free to attend for healthcare and lab professionals from West Africa.

The Medic West Conferences discussed challenges and opportunities in achieving better health systems. The all-new Laboratory Conference provided attendees with updates, current concepts, and practices on laboratory medicine to professionals involved in the care of patients.

The event has been a philanthropic pillar that brought the healthcare and laboratory community together.



Overview



4,685 Professional visits
1,330 delegates
30 speakers
161 exhibitors

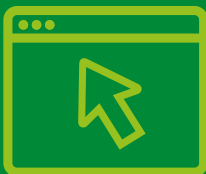


108 countries represented
32 exhibiting countries



\$58.6 million
total value of
business generated
on the show floor

Digital audience



109,794 unique website
191,364 visitors website views



11,127 followers



2,357 followers



897 followers



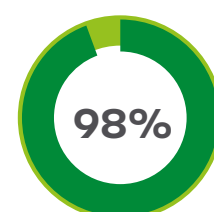
1,304 followers



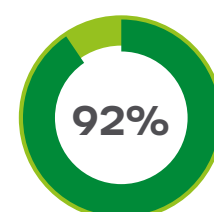
57,627 followers



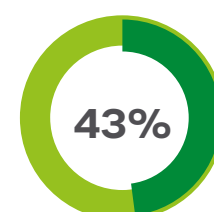
Exhibitor overview



exhibitors consider MWA an important platform for their business



will be exhibiting again next year



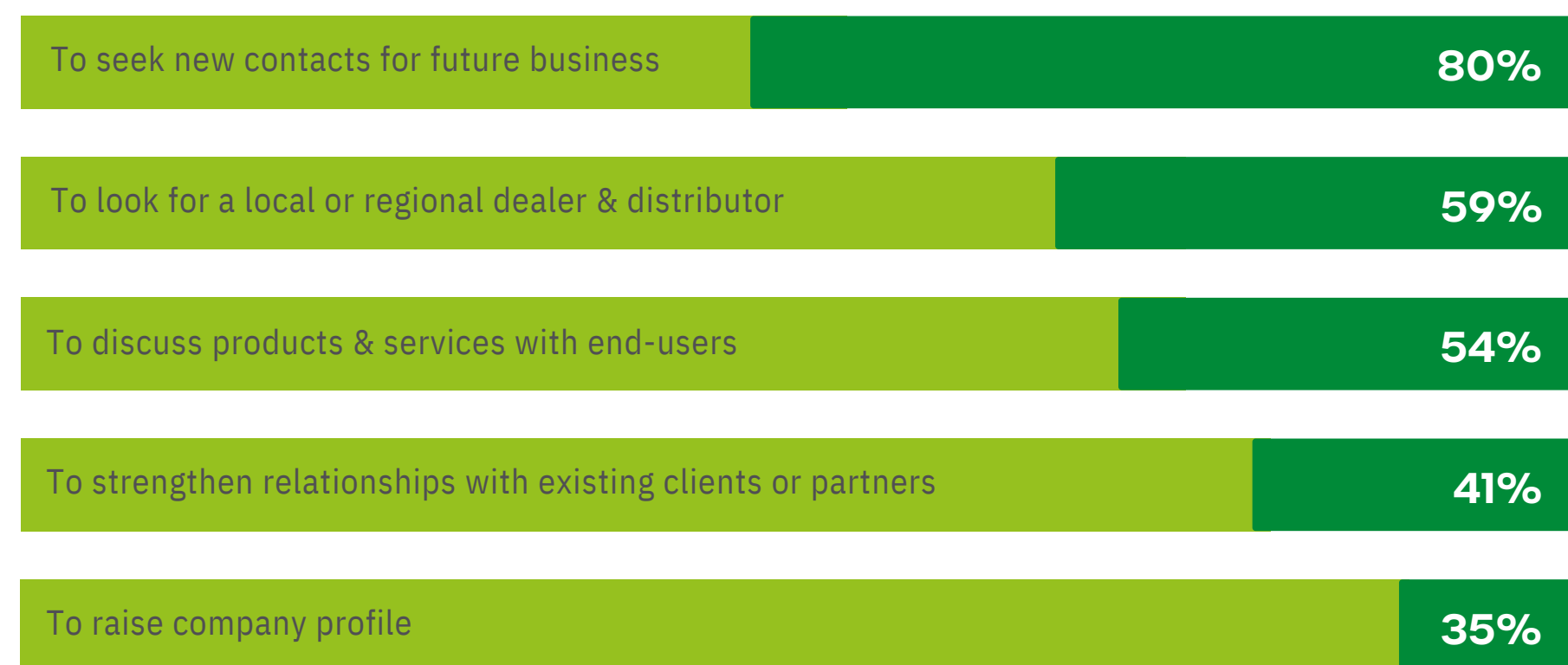
new exhibitors



“Participating in the event provided us with an invaluable opportunity to showcase our extensive product fleet and to network with other key players in the medical market. The connections made here are indispensable.”

Alpha Specialties

Top 5 reasons to exhibit



“This year’s event was exceptional. It afforded us the opportunity to engage with prospective clients, culminating in several deals being successfully sealed. The experience has been instrumental for our growth.”

Crown Healthcare





Visitor overview



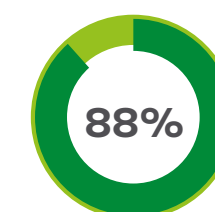
consider MWA as an important platform for their business and knowledge



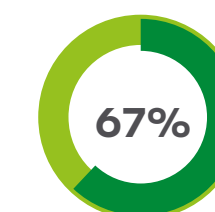
will be visiting next year



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

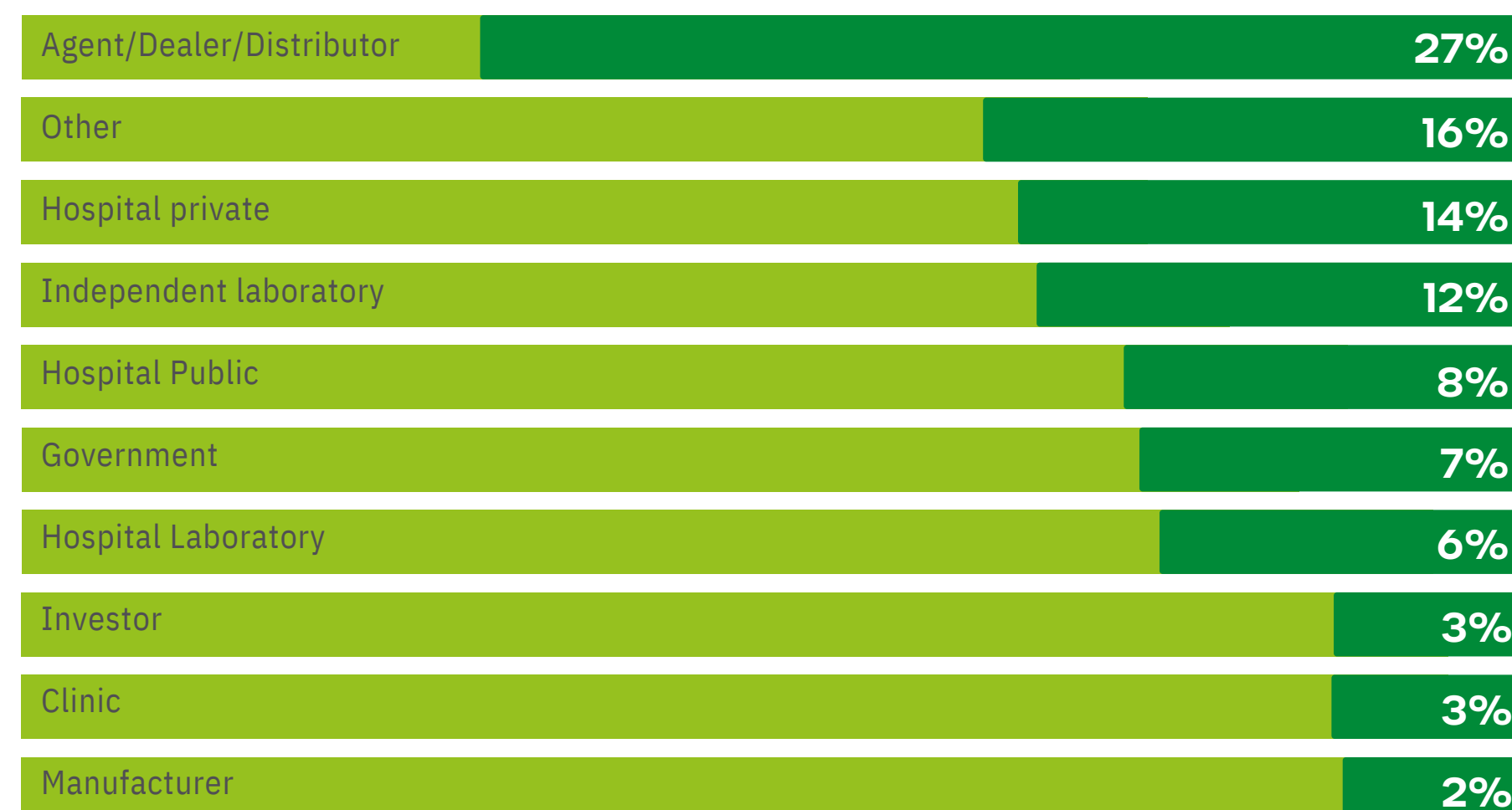


rated the quality of exhibitor from good to excellent



new visitors

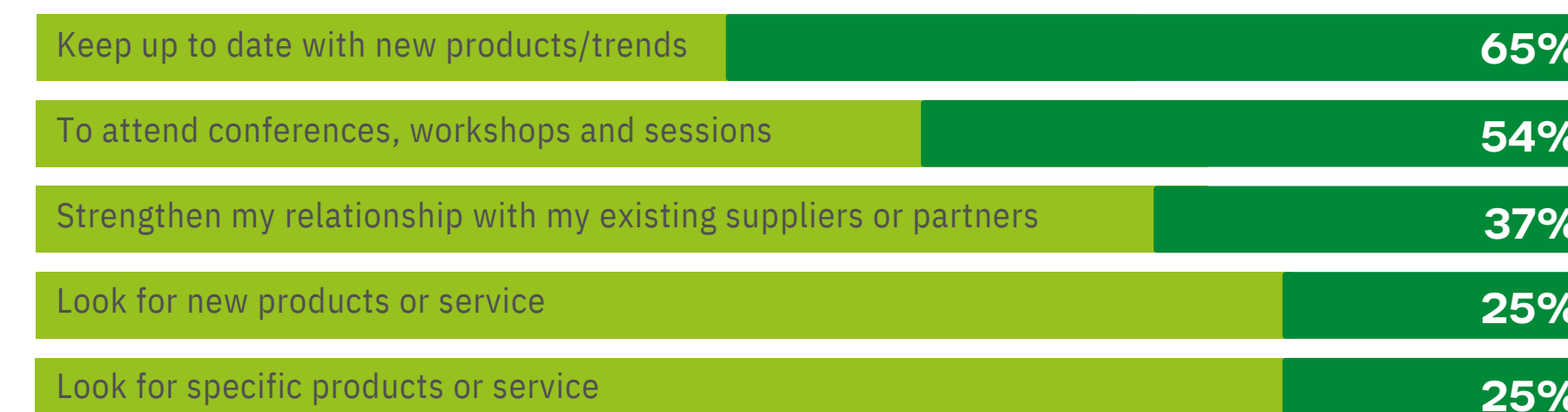
Nature of business



NPS score: 49

Industry Benchmark: 16

Top 5 reasons for attending

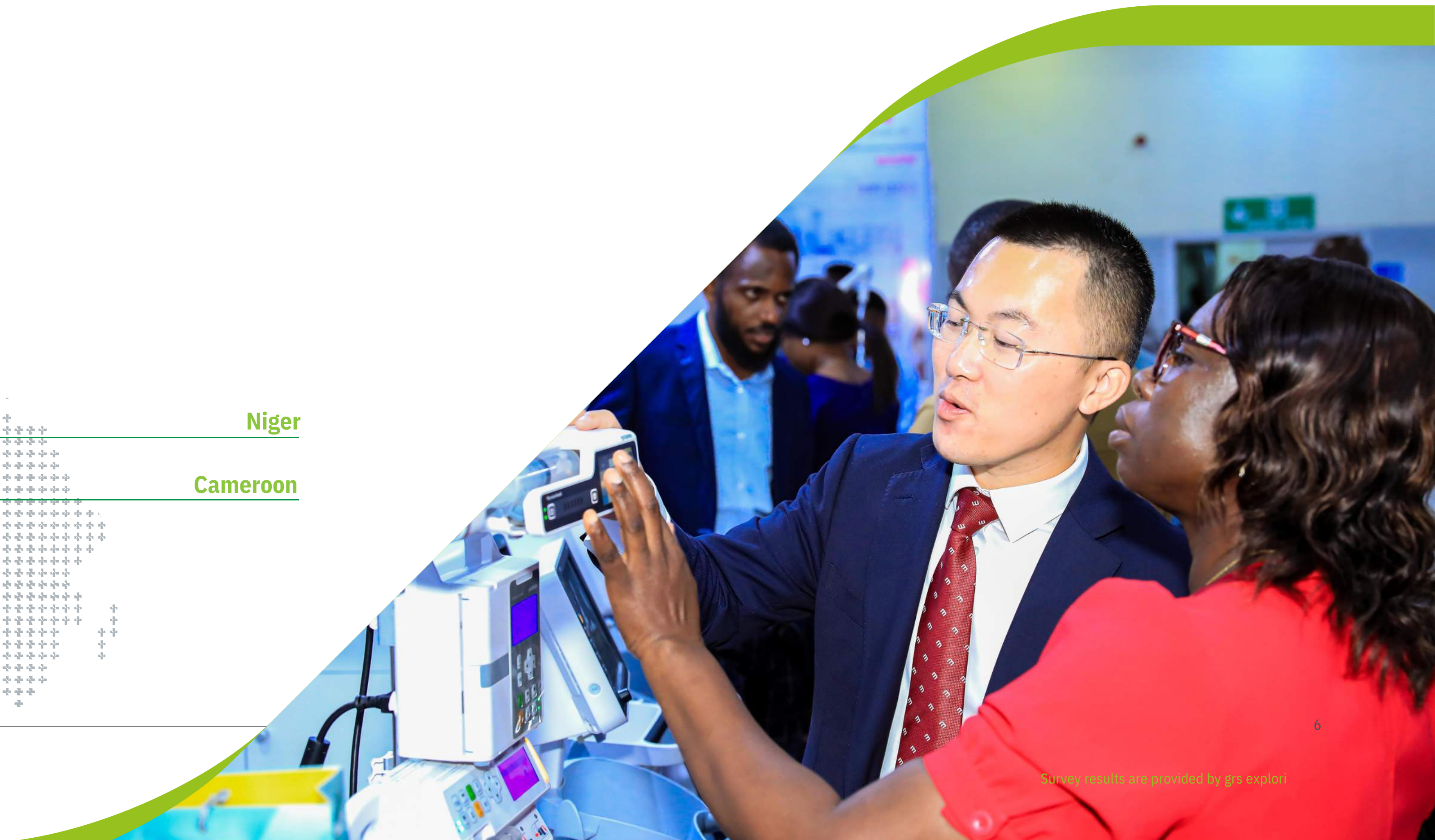
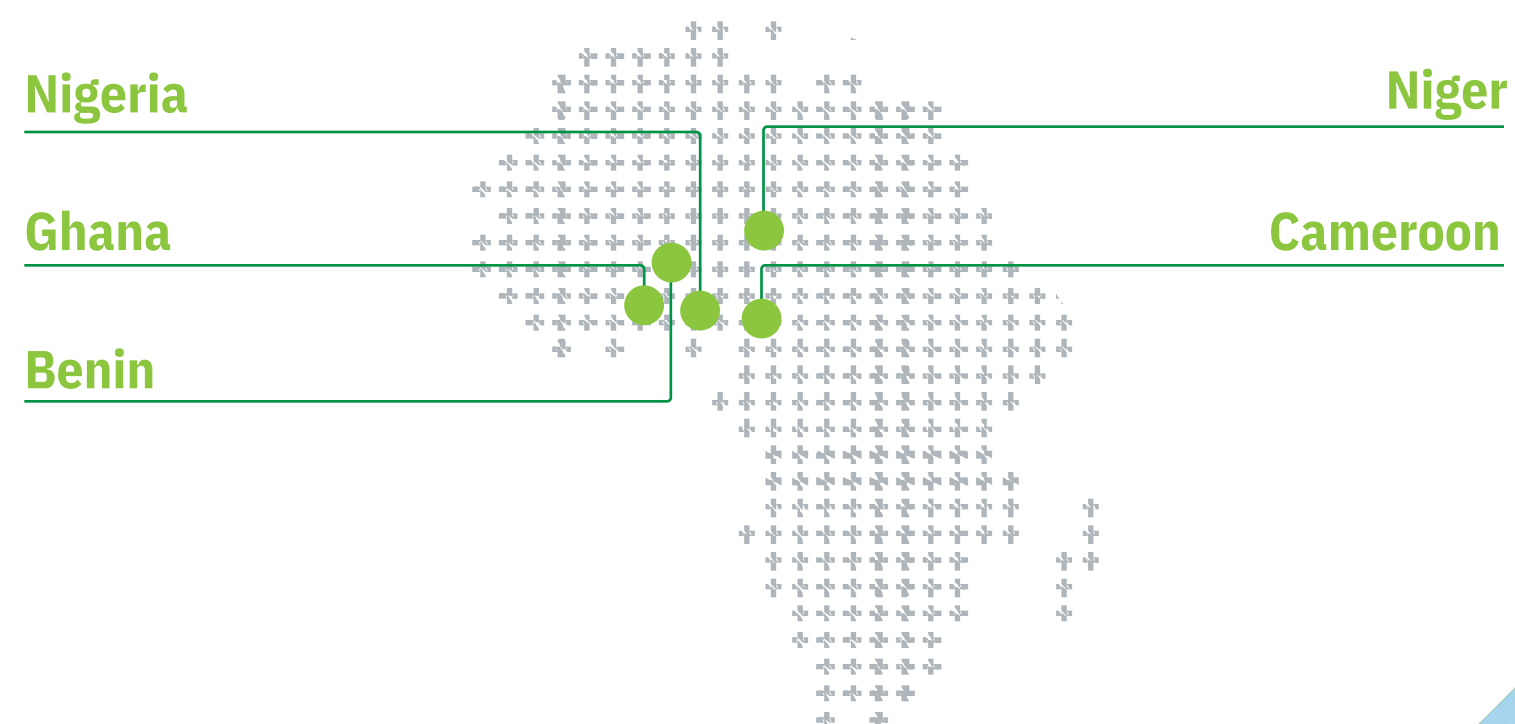


Visitor overview

Top job tiles

- Clinician/Healthcare Professional
- Laboratory Professional
- Sales/Business Development/Sales Agent
- General Management/Administration
- Engineering
- Training/Education
- Academic
- Senior Management (Director/C-Level)

Geo breakdown



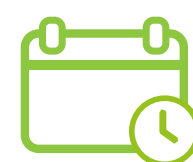
Conferences



3
in-person



30
speakers



24
sessions

HFN Healthcare Leadership Conference

In partnership with



Quality Management Conference

In partnership with



Clinical Management Conference

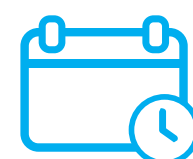
In partnership with



3
in-person



30
speakers



25
scientific sessions



CPD
accredited

Immunology Conference

Laboratory & Quality Management Conference

Clinical Microbiology Conference

In partnership with



Leaders' brunch

An exclusive gathering for government officials and industry principals was held on second day of the event.

Insights on disruptive innovations and improving population health and strategies were discussed with an objective on how to enhance healthcare infrastructure, healthcare financing, universal healthcare, and public-private partnerships.

Partners & hosted attendees

Headline Sponsor

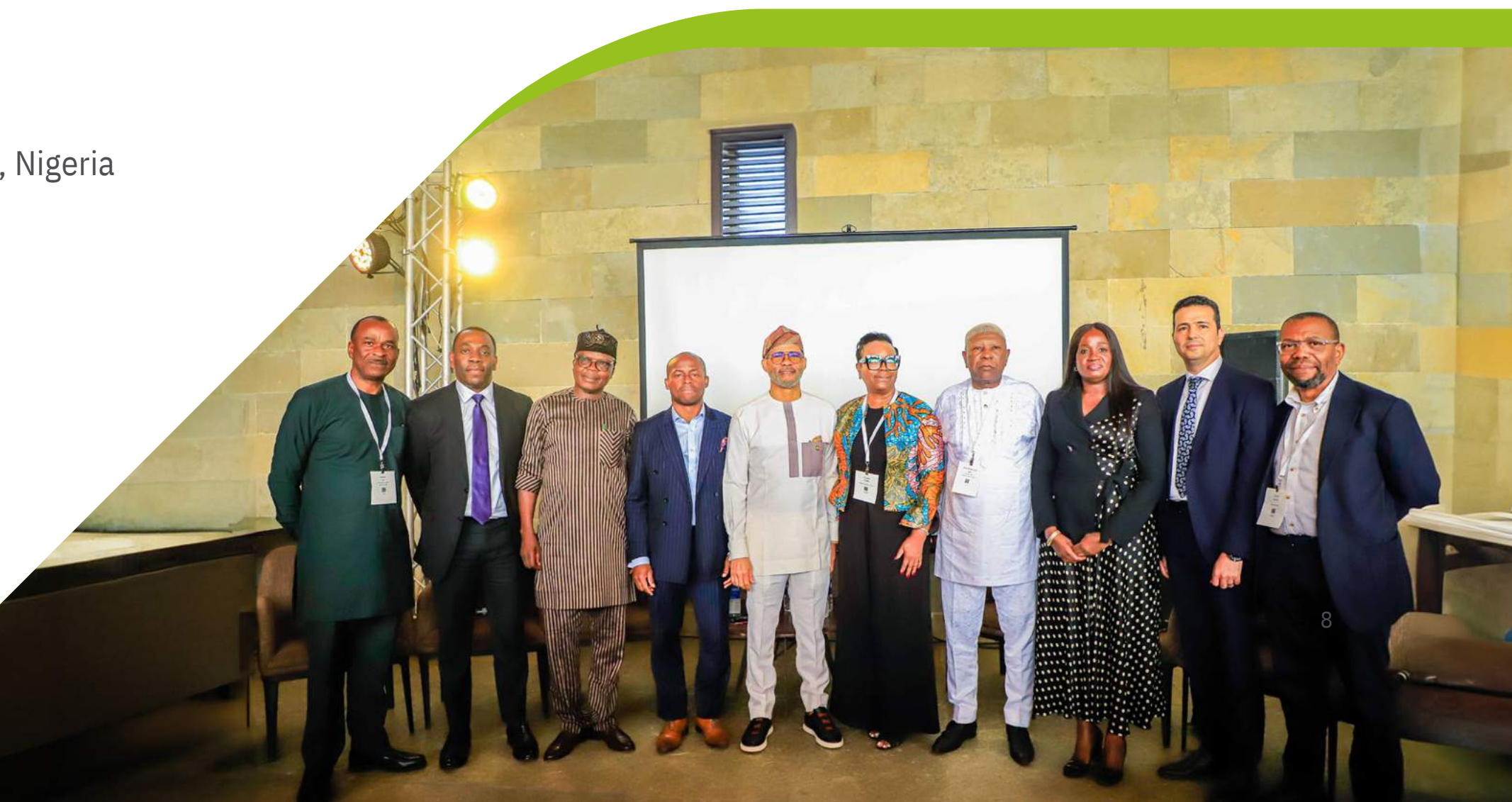


Associate Sponsors



The brunch was well attended by representatives from:

- Dr Olumide Okunola, Senior Health Specialist, World Bank Group, Abuja, Nigeria
- Professor Akin Abayomi, Honourable Commissioner for Health, Lagos State, Ministry of Health, Lagos, Nigeria
- Dr Tomi Coker, Honourable Commissioner for Health, Ogun State Government, Nigeria
- Dr Salma Anas, Special Adviser to President on Health, Federal Government of Nigeria, Abuja, Nigeria
- Dr Lynda Decker, Executive Director, Franklyn Medical Services, 1st Vice President, West Africa Private Healthcare Federation (WAPHF/FOASPS), CEO/Vice Chair, Healthcare Federation of Ghana, Accra, Ghana
- Mrs Fola Laoye, Co-Founder and CEO, Iwosan Investments, Founder and CEO, Health Markets Africa, Lagos, Nigeria
- George Uduku, General Manager, GE Healthcare West Africa, Lagos, Nigeria
- Mohamed Shawky, Country Manager, Nigeria, Ghana & Tanzania, Siemens Healthineers



What can you expect at Medlab West Africa 2024?



3,000+
sqm of space



3,500+
visitors



1000+
delegates



150+
exhibitors



30+
exhibiting countries



10
conferences



Thank you to our partners



Platinum partners



Gold partners



Silver partner



Supported by



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Organised by



Medic West Africa and Medlab West Africa 2023 in pictures



Save the date for 2024



17-19 April 2024

Landmark Centre, Lagos, Nigeria

Book your stand today

+971 52 869 3175

mwa@informa.com

Sponsorship opportunities

joshua.jireh@informa.com

medicwestafrica.com/exhibit



22-24 April 2024

Landmark Centre, Lagos, Nigeria

