



2023 Post show report

13-15 September 2023

Kenyatta International Convention Centre, Nairobi, Kenya

mediceastafrica.com



Redefining healthcare delivery in East Africa

Medic East Africa co-located with Medlab East Africa hosted thousands of healthcare and medical laboratory professionals at the Kenyatta International Convention Centre, Nairobi, Kenya.

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 East Africa.

The Healthcare Summit 2.0 discussed challenges and opportunities in achieving better health systems. The all-new Laboratory Conferences 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



4,794 professional visits

1,026 delegates

47 speakers

167 exhibitors



108 countries represented

20 exhibiting countries

Digital audience



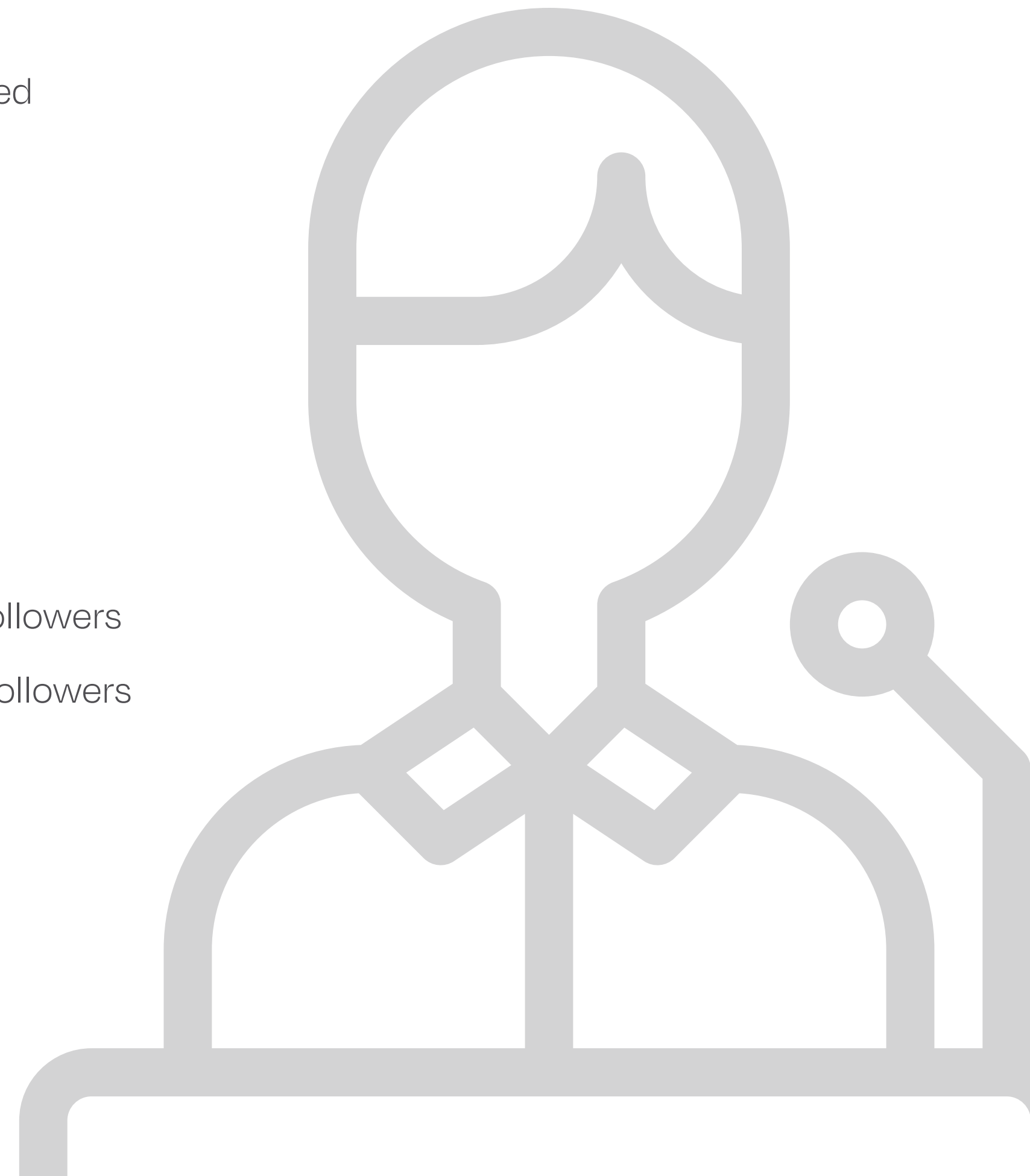
108,090 website views

f **12,651** followers

in **625** followers

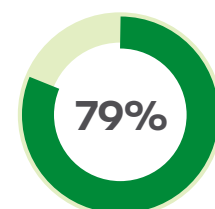
X **378** followers

o **546** followers

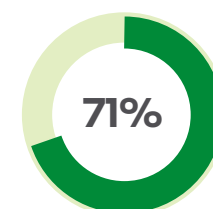




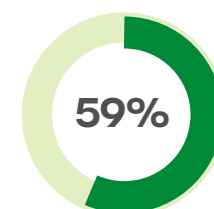
Exhibitor overview



exhibitors consider MEA an important platform for their business



will be exhibiting again next year



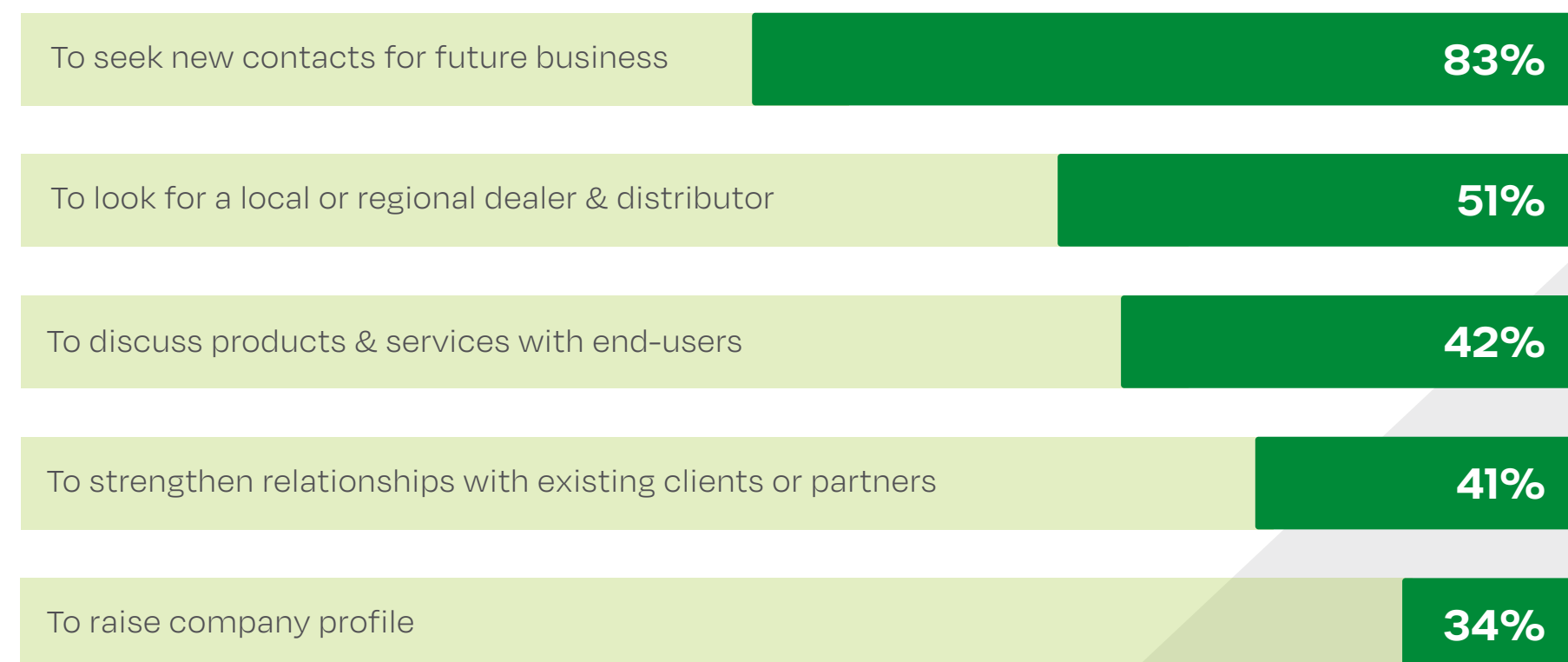
new exhibitors



\$48.6 million

business generated on the show floor

Top 5 reasons to exhibit



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

Harun Aseka, Sales Manager, Crown Healthcare

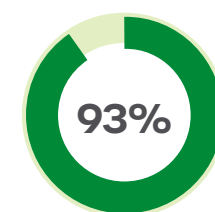


"It was an amazing experience to be a part of the Medic East Africa. The country is gateway to the rest of Africa and hence the show had a very good footfall. Highly recommended. "

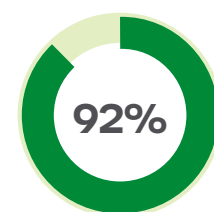
Muhammad Mustafa, Export Manager, Nutrix Healthcare



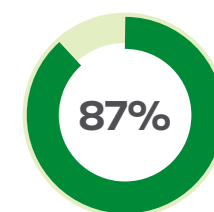
Visitor overview



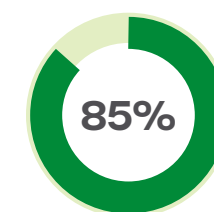
will be visiting
next year



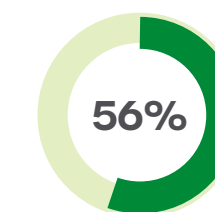
consider MEA as an
important platform
for their business
and knowledge



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

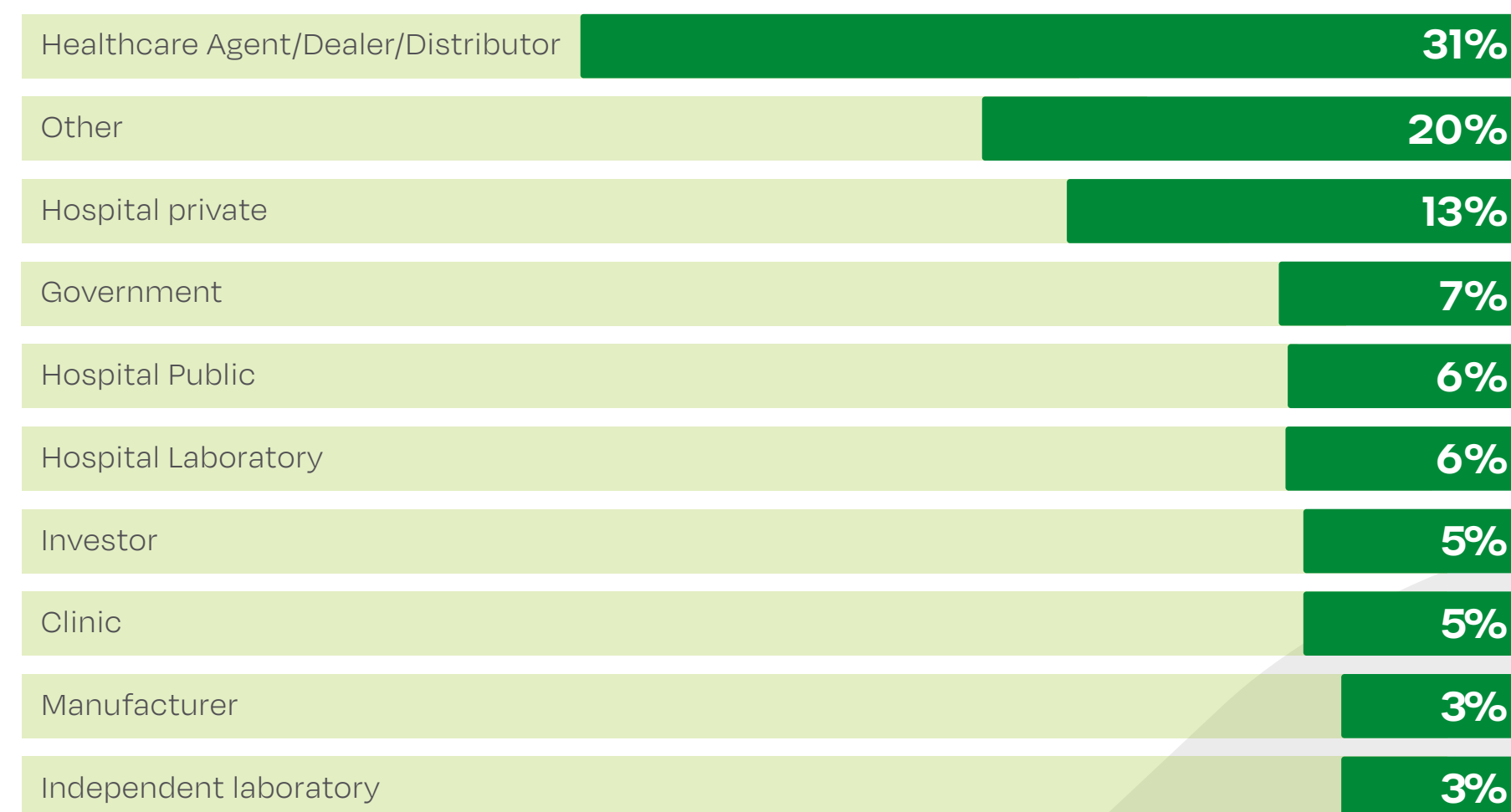


rated the quality of
exhibitor from good
to excellent

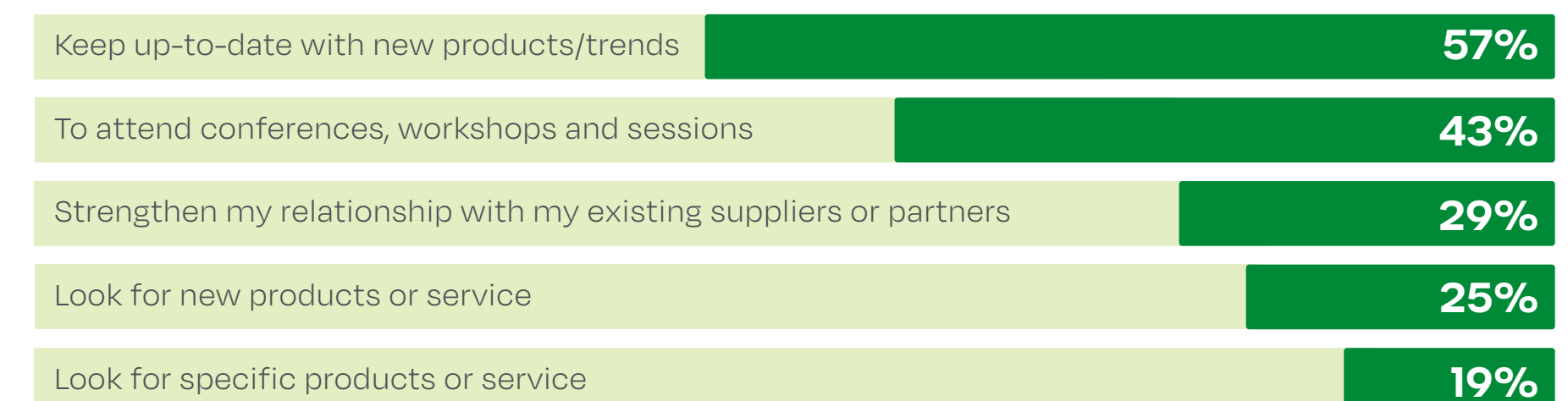


new visitors

Nature of business



Top 5 reasons for attending

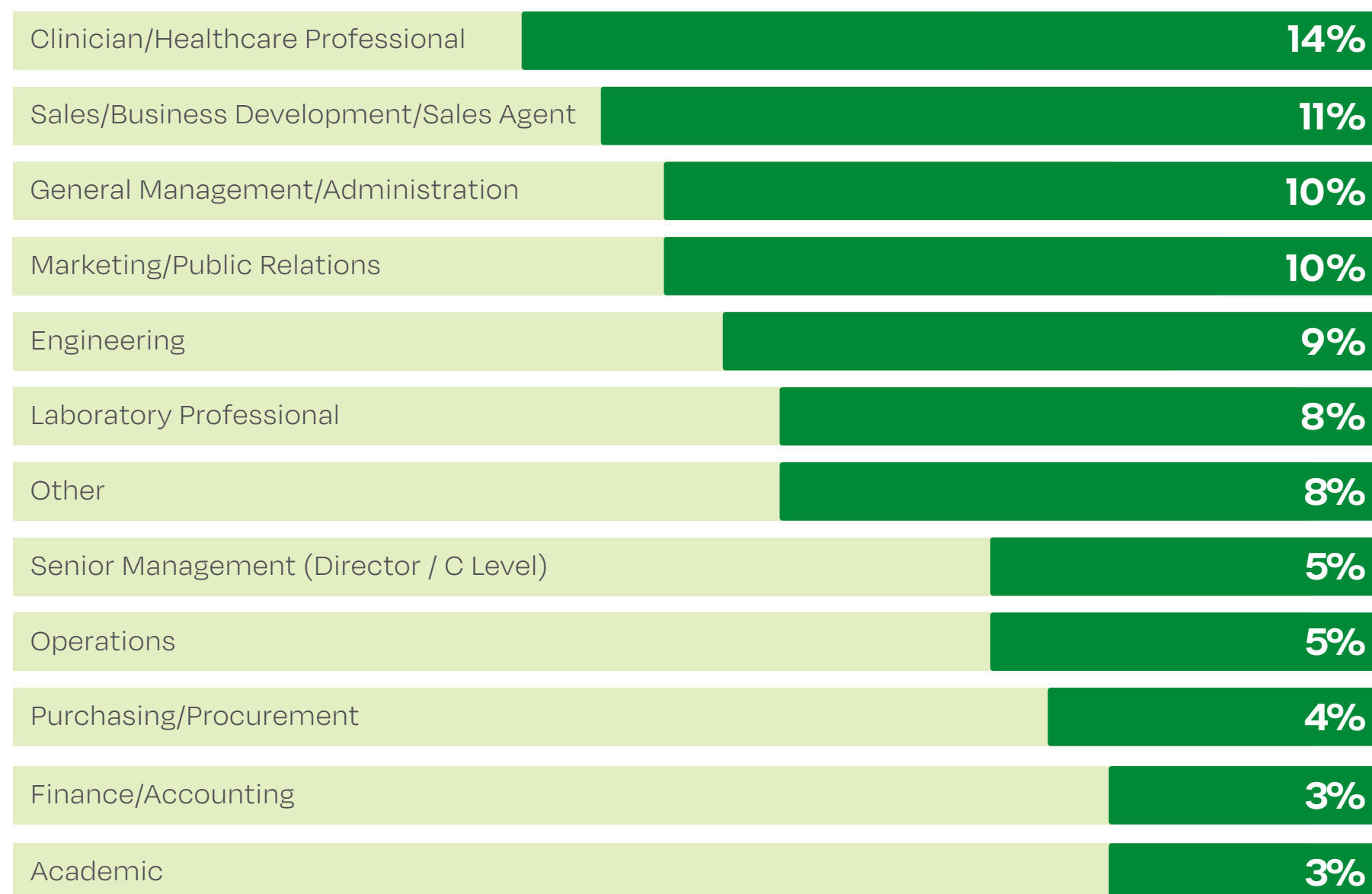


"It was an out of this world experience. I enjoyed the discussions and talks by different professionals in the industry and learnt a lot. I also enjoyed the exhibition. It was an honor to view the different innovations and to interact with the smart minds behind them. You all definitely went above and beyond and was grateful for the opportunity to grace the event."

Nicole Akinyi, BD Executive, CA Medlynks

Visitor overview

Nature of business



Geographical breakdown

94.20% Kenya

1.30% Uganda

0.40% Tanzania

0.20% Burundi

0.20% Ethiopia



Healthcare East Africa 2.0 Summit and Medical Laboratory Conferences

Medic East Africa and Medlab East Africa brought together 600+ healthcare & laboratory professionals and 50+ speakers from the region. The Healthcare East Africa 2.0 Summit covered Healthcare Excellence, Public Health, and Healthcare Equity, while Medlab conferences delved into Laboratory Management, Clinical Microbiology, and Molecular Diagnostics & Genomics.



600+
delegates



50+
speakers



6 CPD
accredited healthcare and
medical laboratory tracks



2023 speakers

- **Toseef Din**, Chief Executive Officer, M P Shah Hospital, Nairobi, Kenya
- **Nelly Ale**, Head of Health Ecosystems, Mastercard Foundation
- **Dr Willis Simon Akhwale**, PECIAL Advisor, African Leaders Malaria Alliance, Nairobi Kenya
Dr. Brenda Obondo, Chief Executive Officer, Kenya Medical Association
- **Aaron K Mulaki**, Cluster Head of East & Southern Africa, Novartis, Nairobi Kenya
- **Antony Mwangi**, Cluster Head of East & Southern Africa, Novartis, Nairobi Kenya
- **Dr Peter Lokamar Nyanga**, Head Division, National Laboratory Services, Ministry of Health, Nairobi, Kenya
- **Titus Mutwuri, Chairman**, Kenya Medical Laboratory Technicians & Technologists Board, Nairobi, Kenya
- **Nicholas Odipo**, National Chairman, Kenya National Union for Medical Laboratory Officers, Nairobi, Kenya
- **Prof Gunturu Revathi**, Consultant Pathologist; Section Head of Microbiology, Department of Pathology, Aga Khan University, Nairobi, Kenya
- **Prof Rita Oladele**, President, Medical Mycology Society of Nigeria; Medical Doctor & Specialist, College of Medicine, University of Lagos, Lagos, Nigeria



Thank you to our partners



In partnership with



Supported by



Platinum partners



Gold partners



National airline partner



Tour partner



Growth partner



Media partners



Official editorial partner



Organised by



Save the date for 2024

4-6 September 2024

Kenyatta International Convention Centre, Nairobi, Kenya

Contact us to book your stand

mea@informa.com

mediceastafrica.com



Medic East Africa and Medlab East Africa 2023 in pictures

