



# 12



**EGYMEDICA**  
**12<sup>th</sup> International Medical  
 Exhibition & Conference**

## 3 - 5 MAY 2012

**Cairo Int'l Conventions Center  
 CAIRO - EGYPT**



Organizer



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- ▣ **All medical & non medical Equipment and supplies for :**  
 Clinics, Hospitals, Laboratories, Radiology Centers, Dental Centers, Optical Centers
- ▣ **Compensatory Devices**
- ▣ **Hospitals Services Marketing**
- ▣ **Pharmaceutical Industry**



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## INTRODUCTION

After the January 25 revolution And the beginning of a new era of democracy, the government respond to the people demands such as the development of medical system and modernization of hospitals and to facilitate the import procedures and registration of products, and giving greater opportunity for companies wishing to open up markets in Egypt and Africa, especially the surrounding countries that want to re-build hospitals such as Libya, Sudan, Yemen and others, which are considered Egypt is the only gate to get all medical Supplies, medical consumables and all clinics and hospitals equipment



### Summary

EgyMedica now is considered the essential foundation for the development of medical system, It is the only main event for development of the hospitals and clinics and the development of medical equipment and supplies. EgyMedica is not an exhibition, but an annual Gala combines the Biggest companies in the Medical field at one time and the doctors and all those interested and working in all medical sectors are waiting for EgyMedica in every year, And it came through the creative efforts annually, To attract the latest advanced technology in the medical field, and this is what came to us from the testimony of exhibitors and visitors of the event inside and outside Egypt. EgyMedica is Become big trademark in the Egyptian Medical field, which known from all manufacturers in the medical world.

## 1- All Medical & Non Medical Equipment and Supplies

### A- Hospitals & clinics

#### Medical Equipment:

- Medical Devices.
- Surgical Sutures.
- Medical Supplies.
- Medical Consumable.
- Sterilization devices.
- Sterilization Rooms.
- Sonar Devices.
- Medical furniture.
- Operation Rooms Equipment.
- Intensive care Equipment.
- Ambulances and all Equipment.
- Medical Uniforms .
- Medical gas systems.
- Incineration Devices.
- Diagnostic endoscope.
- Surgical endoscope.

#### Non medical Equipment:

- Laundry Equipment for hospitals.
- Kitchen Equipment for hospitals.
- All kinds of Air conditions.
- Industrial security and early warning of fire.
- The patients room equipment.
- Interior Finishes.
- Ceramic & Marble.
- Electrical equipment to patients rooms.
- Surveillance cameras.
- Rental and ownership of real estate companies.
- Hospitals, insurance & Financial Manager system.
- Air Compressors.
- Office and Hotel furniture.
- Barcode system.
- Water Filters.



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**All Medical & Non Medical Equipment and Supplies**

**B. Laboratories & Radiology Centers**

**Medical Equipment:**

- Analyses Devices.
- X-ray devices needed for radiology centers.
- X-Ray films.
- Chemicals needed for analysis.
- X-Ray Films.
- Packages of analysis samples.

**Non medical Equipment:**

- Laboratories Equipment.
- Radiology centers Equipment.
- Software of Quality control tests.
- Software of Compression for patients files.
- Barcode System.
- Furniture for Laboratories & Radiology Centers.
- Incineration Devices.



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**All Medical & Non Medical Equipment and Supplies**

**C. Dental Centers**

**Medical Equipment:**

- Dental chairs.
- Filling of dental.
- Industrial structures of the jaws.
- X-ray Devices for dental.
- X-ray Films for dental.
- Orthodontics.
- Tools of dental surgery.
- Consumables of dental surgery.

**Non medical Equipment:**

- Air compressors for the dental chairs.
- Porcelain basins.
- Rims-Keeping tools.
- Furniture's for dental Centers.



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**All Medical & Non Medical Equipment and Supplies**

**2. Compensatory Devices & Physiotherapy**

**D. Optical Centers**

**Medical Equipment:**

- Correction devices and laser ( LASIK ).
- Consumables of ophthalmic surgery.
- Medicines and drops for the eyes.
- Binoculars the bottom of the eye.
- Intra Ocular Implantation.
- Medical lenses.
- Sunglasses myopia.
- Sunglasses Lenses.
- Lenses solutions.
- Devices of eye pressure.
- Corneal laser surgery.
- Modern Devices of Measurement consideration.

**Non medical Equipment:**

- Machines for producing lenses.
- All agents for glasses frame.
- Cans for saving glasses.
- Equipment Shops Glasses.



**Examples:**

- Wheelchairs.
- Slides of Bones
- Industrial Limbs.
- Air mattresses.
- Earphones.
- Artificial Limbs.
- Tables and Basins for Special needs.
- Diapers of Older.
- Slimming Devices and modern gym devices.
- Devices of Medical sport Showrooms.
- Equipment for sports clubs of different games.
- Physiotherapy devices.

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### 3. Pharmaceuticals industry

#### Examples:

- Serums and vaccines.
- Supply of raw materials.
- Production lines.
- Extract of medicinal herbs.
- Pharmaceutical Packaging of all kinds.
- Quality control systems for production.
- Devices numbering and inventory control plants of medicines.
- ISIN of pharmaceutical products.
- Printing the packages and releases medicine.



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### 4. Marketing Services For Hospitals & Remedial Tourism:

#### Examples:

- Companies Health care providers.
- Life insurance.
- Surgery centers per day.
- Medical tourism companies, foreign and domestic.
- IVF centers.
- Infertility treatment centers.
- Centers treat hair loss and diseases of the hair.
- Centers of obesity and thinness.
- Hair transplant centers.
- Private hospitals.
- Ozone therapy.
- Centers of pain Treatment without surgery.
- Treatment programs abroad.



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### Post Show report 2011

Cairo International Conventions Center - Hall (4)

May 4 - 6, 2011

#### Supporting

- The league of Arab States.
- Ministry of foreign Trade and Industry.
- Arab Union for Health & Food.
- Arab Health Ministers Council.

#### Exhibitors

- 160 companies from 15 Countries .

#### Visitors

- 15823 visitors world wide .

#### Opening Ceremony

- Mr. Junichi Takamiya Managing Director - Japan External Trade organization -JETRO
- Mr. Stephan Spazier - Commercial Attaché Austrian Embassy
- Mr. Wakil Babagana - Nigeria Ambassador.
- Dr. Helmy el Hadedy - last Minister of Health.
- Mr. Mohammed Ismail Abdu - President of Arab Union for Health and Food.
- Mr. Talat Kawas - Vice President of the Chamber of Commerce in Cairo
- Dr. Hany Abdel Razek - Assistant Secretary for Technical Affairs  
General Authority for hospitals and educational institutions

### Advertising Campaign

The show was covered by the major media including:

#### 1. Newspaper:

- Al Ahram ( National, international and Arab Press ) 4 Issues
- Al Gomhuria (National Press)
- Al Messa (National Press )
- Al Masry - Al Youm (National Press)

#### 2. Magazines:

- Doctor & Doctor ( Arabian Medical Magazine) .
- Egyptian Medical Directory - Link ( Medical Magazine- Egypt)
- Hayel Directory ( Medical Magazine - Egypt )
- All Hospital Needs Magazine ( Medical Magazine - China ) 2 Issues
- Consultac Magazine ( Medical Magazine - China ) 1 Issues
- Trade Proven ( Medical Magazine - India ) 6 Issues
- Aalany Magazine (Egypt-1 Issue )
- Akhtarna Lak Magazine (Egypt-3 Issues)

#### 3. Media:

- Al Mehwar ( Satellite TV )
- El Masria ( Satellite TV )
- Al Faraeen (Satellite TV )
- El Seha & Gamal Channel ( Satellite TV )
- FM stars Radio ( 40 Issues) In addition to the pro show coverage which included more than 30 advertisement and interviews regarding EGYMEDICA 11.

4. Direct invitations through updated database to 120,000 doctor in all disciplines and all employees whom interested in sectors of the exhibition in & out Egypt.

5. Invitation to procurement managers and decision makers in all hospitals and medical centers, labs and Radiology centers and dental clinics whom interested in the medical field.

6. Invitation to all companies operating in the medical supplies in the Arab world and African countries through Updated Database For example: Sudan, Libya, Yemen, Syria, Jordan, UAE, Saudi Arabia, and South Africa

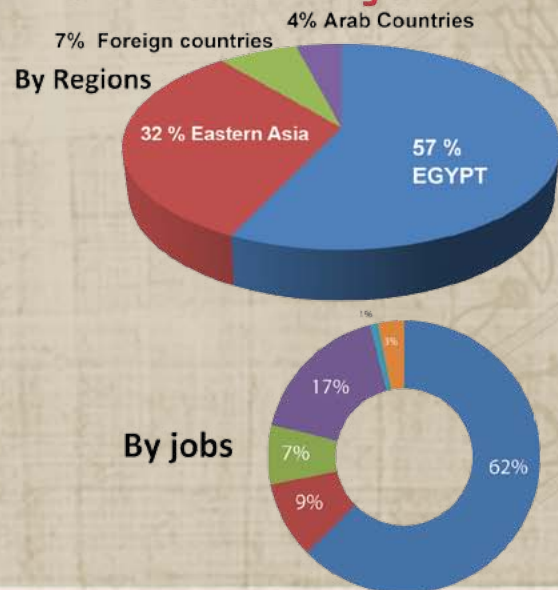
7. Organizing a press conference to all journalists and officials at the health care sector in all Egyptian newspapers.

8. Adv in the evidence that have commercial distribution in the Arab and Gulf and African countries.

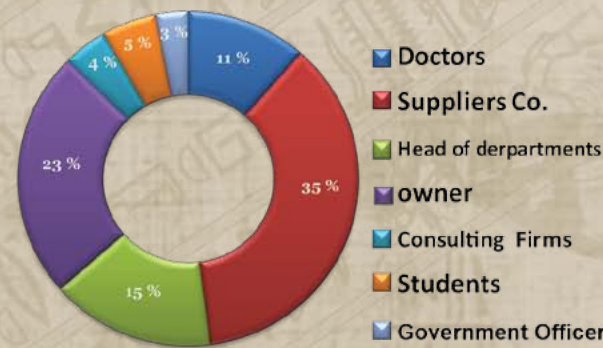
9. Distribution Posters about the exhibition and the conference in all government and private hospitals and medical centers and clinics in all the governorates of Egypt.

10. Souvenirs to all event visitors.

#### Exhibitors Analysis



#### Visitor Analysis



#### By Fields



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## Sponsors

### Golden Sponsor

1. Booth 36 square meters in Hall entrance.
2. Booth 9 square meters in Hall Lobby.
3. Give a talk in opening session, which all the dignitaries who opened the event.
4. Organize a television meeting through satellite channels that will covering the event
5. Achievement of press with exhibition main advertisement in the official newspapers

### All Sponsor Benefits

Put Sponsors Name and logo in:

- All advertisements of newspapers and magazines.
- Direct invitation cards and posters of the exhibition.
- Main Banner on Cairo International conventions Center Wall.
- Memorial shields for VIP persons in the opening ceremony.
- The Official Catalogue of the exhibition.
- Make a hyperlink for sponsor website on EGYMEDICA website

### Silver Sponsor

1. Booth 27 square meters in hall entrance.
2. Booth 6 square meters in Hall Lobby
3. Display a billboard inside the conference hall during the seminars.
4. A promotional seminar to view the products.



## Exhibitors

- All exhibitors will get **two pages** in the **Official catalogue** of the exhibition to show their data and products profile in both Arabic and English.
- Customize of **invitations** to each exhibitors (**VIP - normal**)
- Provide **security** and **cleaning services** throughout the event.
- **Granting of Cars** entry to permits for representatives of exhibiting companies
- Provide business services and the **cafeteria** at special prices.
- Giving **participate shield** to each company participate in the event.
- wireless internet free (**wi - fi**)
- Provision of **tourism services** (accommodation and transport), freight and customs clearance for foreign companies.
- All exhibitors companies have the right to **import goods** for exhibition with a **temporary customs exemption**.

### Show space & Preparation

Available Space for Participation: 12m<sup>2</sup>, 15 m<sup>2</sup> ... & Double

Space: from 12m<sup>2</sup> & 15 m<sup>2</sup>: 2 seats, 1 desk, 2 electric switches, and 3 spotlights.

Fascia with the company name and the stand number.

All the walls and separator are from the aluminum supported ( Germany Design )

**Cost for participation is 1200 L.E. Per Sqm<sup>2</sup> / SHELL SCHEME**

**Cost for participation is 1100 L.E. Per Sqm<sup>2</sup> / RAW SPACE**

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# Photo Gallery 2011



**المعرض والمؤتمر الطبي الدولي الحادي عشر**  
11<sup>th</sup> International Medical Exhibition & Conference  
**٤ - ٦ مايو ٢٠١١**

EGYMEDICA  
www.egymedica.com

أ.د. مهندس / سمير الصالح  
وزير الصناعة والتجارة الخارجي

برعاية  
عمرو موسى  
لجامعة الدول العربية  
الاتحاد العربي للصحة والغذاء

مركز القاهرة الدولي للمؤتمرات صالة ٤

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لكافة التجهيزات الطبية وغير الطبية لكل من:

- المستشفيات والعيادات بمختلف تخصصاتها .
- معامل التحاليل .
- مراكز الأسنان .
- مراكز تصحيح الابصار .
- الاجهزة التعويضية والأطراف الصناعية .
- صناعة الدواء والصناعات المكملة لها .

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فاكس: ٢٥٧٧٤٥٣٧ - ٢٥٧٧٤٥٨١ (٢٠٢)  
الخط الساخن: ١٠٣٦٤٣٢٩ (٢)

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**المعرض الرسمي**

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- مراكز الأشعة .
- مراكز تصحيح الابصار .
- مراكز الأسنان .
- مراكز تصحيح الابصار .
- الاجهزة التعويضية والأطراف الصناعية .
- مقدمى خدمات الرعاية الصحية والسياحة العلاجية
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**المعرض والمؤتمر الطبي الدولي الحادي عشر**  
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Hospitals, Clinics, Radiology Centers, Laboratories, Dental Centers, and Compensatory Equipments .

**Cairo - EGYPT**  
Cairo Int'l Convention Center

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Ramses Tower Part (A) - Floor (11) - Ramses Sq. Cairo, Egypt.  
Tel: (+2) (02) 25774537 (+2) (02) 25784581 (+2) (02) 25776579  
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Hot Line: (+3) (010) 3648329 (+2) (012) 3104305  
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Co- Organizer: **SGL - U.S.A.**

مركز القاهرة الدولي للمؤتمرات صالة ٤

٤ - ٦ مايو ٢٠١١

المعرض الرسمي

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الخط الساخن: ١٠٣٦٤٣٢٩ (٢)

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