



Egymedica 9, Post Show Report

9th international Exhibition & Conference EgyMedica 9 Post Show Report

May 6-8, 2009-Cairo, Egypt
Cairo International Conventions Center
Nasr City, Cairo, Egypt
Organizer



GREENLAND Co, for organizing the international Exhibitions & Conferences
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The 9th International Healthcare Exhibition and Conference *EGYMEDICA 9* held between May 6-8 ,2009 was a great success in becoming one of the most important healthcare event in the region, ninth year in a row and the show has grown bigger than ever. This growth has allowed the addition of a new pavilion in order to satisfy the permanent demand of spaces for exhibitors for the first time from Europe, Asia and Africa. The event is the gateway to medical business in Africa and the Middle East, A wide range of top-level distinct products and solutions are provided, from medical equipment, hospital, laboratory, pharmaceuticals, dental to orthopedic are displayed to satisfy the demand of Egypt, African countries and the Middle East.

Exhibition Profile:

EGYMEDICA : Hospitals & Clinics (Medical & Non medical) Equipments and supplies .

EGYHOSPITAL : Hospitals marketing Services & remedial touring

EGYLAB : Coefficient's & ray Center's Services and all supplies

EGYPHARMA : Pharmaceuticals & serum production and supplemented industries

EGYDENTAL : Tooth cure center's services and all supplies

EGYORTHOPEDIC : Compensatory Equipments & artificial limbs

Scientific Conference:

The press conference for *EGYMEDICA 9* was Start on May 6, 2009, the conference attracted several media houses and journalists, Representatives from the government were present.

The official opening ceremony:

The event was supported by the Egyptian Government, Sponsored by

- Minster of health, **Dr. Hatem Elgably**
- Minster of trade and industry, **Mr. Rashid .M. Rashed**
- Arab Union for International Exhibitions and Conferences.
- Arab Union for Food and Health.

The opening ceremony was attended by over 6500 persons including government officials, members of different medical association, pharmaceuticals association, celebrities, media people, exhibitors and visitors to the show

The Media:

The show was covered by the major media including Channel 3, Nile News, El Araqia Channel, Al Mehwar, El Masria, Sehaty Channel, el sharqa channel and FM stars Radio, in addition to the pro show coverage which included more than 35 advertisement and interviews regarding EGYMEDICA 9.

Exhibitors Zone:

There were 125 Exhibitors from 19 different countries, and over 35528 visitors from Egypt, Africa, and the Middle East, The gross exhibition area was 4950 sq meter. The event lasted for 3 days

Independent Survey among exhibitors:

Reasons to exhibit:

30% Sell in short term
 55% searching for agent
 15% opening market in all Africa

95% of current exhibitors would exhibit next year
 93% of current exhibitors met their goal
 85% of exhibitors were satisfied with the number of visitors

Exhibitors by country:

Exhibitors came from the followings countries:

Egypt, USA, Malaysia, Korea, China, India, Italy, Saudi Arabia, Lebanon, Syria, UAE, Taiwan, Slovakia, Germany, France, England, Switzerland, Japan, Finland.

Egypt	80	UAE	2
USA	3	Taiwan	1
Malaysia	1	France	1
Korea	2	Germany	2
Slovakia	2		
China	15	England	1
India	5	Switzerland	1
Italy	2		
Saudi Arabia	2	Japan	1
Lebanon	1		
Syria	1	Finland	2

Exhibitor's opinion about the event:

Independent Exhibitors Survey	Excellent	Very good	Good	Average
Opening Ceremony	50%	35%	10%	5%
Show management	80%	5%	15%	..
Ad Campaign	40%	50%	5%	5%
Number of visitors	60%	35%	5%	..
Quality of the fixture	70%	15%	5%	10%
Conference Agenda	10%	25%	50%	15%
Number of exhibitors	80%	15%	5%	5%

The Conference:

The conference was addressed by 8 speakers from the Turkey, and Egypt, attended by over 1000-1500 persons, the followings were the subjects addressed at the conference:

Opening Ceremony
<p>§ Medical Conference of the Egyptian Society of Atherosclerosis, headed by Prof. Dr. Osama Abdel Aziz, President of the Assembly and Professor of the Faculty of Medicine, University of Tanta</p> <ol style="list-style-type: none"> 1. How To Prevent Hardening of arteries. 2. Early Detection To atherosclerosis. 3. Modern Treatment of atherosclerosis. <p>Medical Conference of the Egyptian Society of Artificial Limbs and Prosthetic devices , headed by Prof. Dr. Aly Mesalhy - Minister of Social Solidarity</p> <p>Opening Session :</p> <ol style="list-style-type: none"> 1. Prof. Dr. Hatem Abdel Rahman, President of the Assembly and President of Institute of Poliomyelitis 2. Mr. Waleed El Melege – Vice President of the Assembly and President of Institute of Poliomyelitis 3. Eng. Emad Fahmy – President of GreenLand for organizing the international Exhibitions & Conferences. 4. Prof. Dr. Mortada Negm – President of the General Authority for Hospitals & Educational Institute 5. Prof. Dr. Aly Mesalhy - Minister of Social Solidarity.
<p>First Session :</p> <p>§ Prof. Dr. Osama Hegazy – Orthopedic Surgery – Banha University Subject : Prosthetic devices in children</p> <p>§ Prof. Dr. Amam Hassan Negm - Dean of the Faculty of the former natural treatment . Subject : Medical Bandage in children .</p> <p>§ Dr. Ashraf Lotfy – Vice President of Orthopedic in the Consultative statue Of Orthopedic Surgery. Subject : Dr. Ashraf Lotfy – Vice President of Orthopedic in the Consultative statue Of Orthopedic Surgery.</p> <p>§ Prof. Dr. Adel Nosaer – Dean Of Faculty of Physiotherapy Subject : Dressing & Prosthetic devices for various cases of burns.</p>

Second Session :

- § Prof. Dr. Ahmed Hassen – Syndicate physiotherapy .
Subject : Applications in medical dressing treat natural treatment for bone .
- § Prof. Dr. Hatem Abdel Rahman - President of the Assembly and President of Institute of Poliomyelitis
Subject : A Comprehensive Overview of medical dressing and Medical Devices .
- § Prof. Dr. Mostafa El Sherbeeni : Orthopedic Surgery Consultant - National Institute for services codename.
Subject : Select the basics of medical support for the belts spine
- § Mr. Choi – Korja – President of El Ahram for trading
Subject : The benefits of the plant Gansing Kmgoy

Visitors Promotion:

An extensive marketing campaign was launched during the last six month prior to the show. **120,000** invitations were mailed to professionals and decision makers in Egypt, Africa, and the Middle East. 84% of visitors were from Egypt, 9% of visitors came from African countries, and 7% visitors came from the Middle East.

Websites:

The organizer of the event launched two website in Arabic and English, the website contained detailed information on how to exhibit, how to visit, the conference agenda, and information regarding the great city of Cairo.

News Letters:

Monthly news letter were launched to attract exhibitors and visitors to the show, over 70,000 email reminders and news letter were launched during the last four month prior to the show using a US marketing company Campaigner, and a registration company Event to process the registration of visitors and exhibitors.

Special Invitations:

Special Invitations were mailed to VIP and CEO of hospitals and medical companies, government officials, and decision makers.

Next Year Event:

EGYMEDICA 10 will be held at Cairo International Conventions Center, Cairo, Egypt between May 5-7, 2010. Please visit our website at www.egymedica.com

So will see in Cairo between

5 – to 7 May 2010