19 YEARS
EGYMEDICA ACHIEVEMENT
THE BIGGEST MEDICAL EXHIBITION & CONFERENCE
IN EGYPT & ALL AFRICA
INTRODUCTION

19 years providing Healthcare Solutions in Egypt and all Africa The Main gate for all medical sectors in Egypt and all Africa EGYMEDICA is the biggest and oldest exhibition and conference in Egypt and all Africa, that has the biggest number of visitors and the biggest deals in medical field.

EGYMEDICA is the place for all concerned people and distributor companies to gain agents for new products.

We invite you to participate in our event EGYMEDICA from 4-6 April 2019 Cairo – Egypt

The surprise of the 19th session of EGYMEDICA Egy Medica has dedicated a showroom for all Egyptian medical industries (Made in Egypt) Participation fees are supported by EGYMEDICA

Why Egymedica?
To open up new export horizons Providing hard currency through export
The exhibition will hold special invitations to all those interested in the medical field from Africa and all over the World
(Heads of Commercial Representation Offices in Embassies, Arab ambassadors, African ambassadors, Businessmen working in the medical field, Businessmen working in the import & hospital build)
Grasp the opportunity to be part of this prestigious event and take advantage of:
- Joining over 450 international and local Exhibitors from 19 countries.
- Meeting with the 55,000 expected visitors for the 19th session.
- Expanding your business in a new, rapidly growing market.
- Reaching a targeted Egyptian & African client base.
- Find dealers and distributors to represent your products or brands, or support your current Agent.
- Meeting owners / Chairmen and decision makers.
- Growing your client list of partners, patients, buyers and purchasers.
- Networking with medical specialists and healthcare end users.
- Benchmark your company strengths against leading companies in the medical Industry.
- Discover all that is new in all the medical fields from the biggest international organizations.
Show Report for 2018

Egymedica 2018 was held at Cairo International Convention Center - Cairo – Egypt from 3th to 5th May 2018 achieving all Excellence and Professional atmosphere for all Exhibitors from different parts of the world along with great number of visitors providing wonderful atmosphere for the Medical & HospitalBuild Exhibitions under one roof.

Green Land organizing company would like to thank all our Partners and Exhibitors, as we feel more confident on their continuous support and positive feedback.

The three-day event at Egymedica 18th – Cairo, Egypt was tremendously successfully. It is expected to be back in much improved matter next year from 3th to 5th May 2018 again in Cairo, Egypt.

With a warm welcome to our 19th event of Egymedica starting from 4th to 6th April 2019.

Highlights

- 97% of Exhibitors stated that expecta ons for future sales were met or surpassed
- 74% of visitors confirmed an order whilst at the show

Expected Visitors in 2019

55,000 Visitors
EgyMedica 2018 Report

**Visitor Analysis**

- 16% Physicians
- 37% Supplier Companies
- 23% Owners
- 6% Head of Departments
- 5% University Professors
- 2% Food & Procurement Manager
- 4% Maintenance Managers
- 7% Consulting Offices

**Exhibitors’ Regions**

- 61% Egypt
- 21% Far East
- 5% Arab World
- 13% Europe

**Visitors’ Regions**

- 71% Egypt
- 23% Africa
- 6% Arab World & Gulf Area
Advertising Campaign:

Research Program

Special attention has been paid to the development of comprehensive lists of visitor targets in the public and private sectors of the visitor target countries.

Production of Print Material

120,000 complimentary invitation mailers will be produced for distribution by the organizer. In addition, a number of VIP invitations will be produced and distributed to selected visitor targets throughout the region.

Social Media

EgyMedica will be advertised on its official Facebook page, Twitter account, and Instagram account.

Newspaper

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

Magazines

- All Hospital Needs Magazine (Medical Magazine – China) 2 Issues
- Consultac Magazine (Medical Magazine – China) 6 Issues
- Trade Proven (Medical Magazine – India) 9 Issues
- Trade Winds (Medical Magazine – Taiwan) 2 Issues
**TV & Radio**

- Al Mehwar (Satellite TV)
- El Masria (Satellite TV)
- Sehaty Channel (Satellite TV)
- Dream TV
- Sada El Balad
- Al Kahera Wal Nas
- Ten TV Channel (Satellite TV)
- El Sehha Wal Ghezaa
- Nogoom FM Radio (40 Spot)
- Radio Masr (30 Spot)

**Outdoor**

- October Bridge
- El Mehwar Road
- Nasr City - Heliopolis – Mohandessin
- Ring Road - Main Cairo Entrances - 6 October City Entrances
- Number 300 on the chassis Salah Salem Road and Al-outerstrad size 3X1 month before the exhibition

**Liaison with embassies**

- National Embassies will be briefed on the exhibition details, and requested to help in the promotion campaign by displaying and distributing print material.

**How exhibitors can plan**

- There are a number of simple and inexpensive ways in which exhibitors are recommended to contribute to their own targeted promotion campaign. These include:
  - Distribution of promotional material.
  - Advertising and special supplements.
  - The presentation of stand displays.
Exhibition Fields

• **Egylab-medicine**
  All medical equipments, disposables, devices and supplies for Laboratories

• **All medical equipments and supplies for hospitals & clinics use**
  - All medical equipments, devices, disposables and supplies for Radiology
  - Gynecology & Obstetrics
  - IVF Care
  - Ophthalmology
  - Cardiology Clinics.
  - Orthopedic
  - Pediatrics
  - Cardiothoracic Surgery
  - Endoscope

• **Compensatory devices and special needs**
  (Prostheses, orthotic devices, physiotherapy devices, gym and sports, wheel chair, adult diapers, etc…)

• **Hospital Services, marketing**
  (life insurance, one day surgery center, hair transplant center, private hospitals, ozone therapy, obesity & thinness centers, health care providers).

• **Egydental**
  For Dental Equipments & Supplies

• **Made in Egypt**
  For all Egyptian medical industries
EGYLAB Medicine is your one-stop destination to explore and review the latest lab and diagnostic products, equipment and technology (200+ product categories, 15+ countries, 14+ country pavilions)! You can additionally gain CME credits as you refresh your memory in medical laboratory topics at the 15+ accredited conferences. Exhibiting companies will also be hosting industry workshops where you can learn about their innovative solutions for the lab workplace.

### EgyLab 2018 Report

#### Exhibitors’ Regions

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egypt</td>
<td>31%</td>
</tr>
<tr>
<td>Europe</td>
<td>69%</td>
</tr>
</tbody>
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#### Visitor Analysis

- **45%** Governmental Sector (Governmental Hospitals, Arms Ministry and Interior Ministry Hospitals & Ministry of Health)
- **17%** Owners of Laboratories
- **22%** Supplier Companies
- **7%** Heads of Departments
- **9%** University Professors
Social Media

The Biggest Medical Exhibition & Conference in Egypt & All Africa
3-5 MAY 2018
Nasr City - Cairo

The Largest Gathering of the Medical Equipment Companies
Best offers and Real Discounts

18th EgyMedica

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