



MEDICARE AFRICA
Expo & Conference

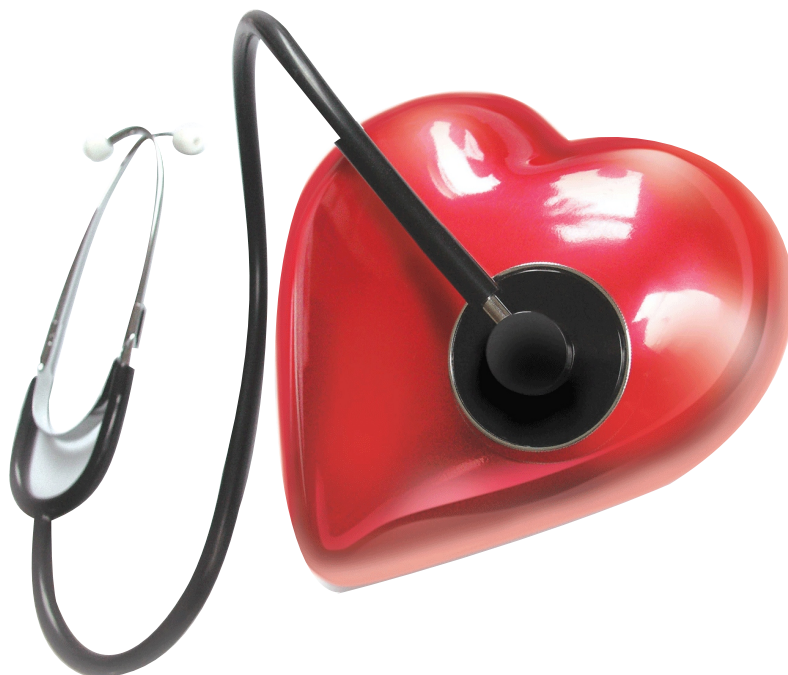
2009

POST SHOW REPORT



Show Report

Medicare Africa Expo & Conference was held from the 9th to 11th of July 2009 and it was a great success. This years' expo proved that “there is growth where there is consistency”, a fact that those who have seen us grow can attest to.



Medicare Africa Expo has been establishing itself for the past 4 years as a respected business platform for medical equipment, pharmaceuticals, lab equipment, hospital furniture etc. its objective has always been to “Provide a Platform for the local and international medical fraternity to form business relationships that improve health care in Eastern Africa.”

Medicare Africa Expo& Conference has had to take long strides to measure up to other international exhibitions and it is getting there at a fast rate. The concept is generally new in E.A and it has taken faith both by the exhibitors and organizers to get this far. Though small in comparison to international exhibitions, Medicare Africa has been providing quality expos with quality visitors that leave a feeling of satisfaction to both the exhibitors and organizers alike.

Medicare Africa has fought its way up and has gained support and praise from government and key private companies with interest in the international medical market.

This expo has now become the E. African contact for international companies with a desire to enter into joint ventures and other forms of mutual co-operation in the medical arena.

Exhibition facts

Date: 9th to 11th July

Venue: **Kenyatta International Conference Centre (KICC)**

Frequency: **Annual**



Exhibition Profile:

First Aid

Medical Insurance

X-ray

Hospital Furniture

Lab equipment

Exhibitors came from China India Germany Kenya and Pakistan

Countries: 5 Number: 36 Kenya: 19 International: 17

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Visitors profile:

Doctors

Pharmaceutical procurement heads

Importers

Distributors

Hospital equipment agents

Medical Students

Medical centres and laboratory heads

Hospital Administrators



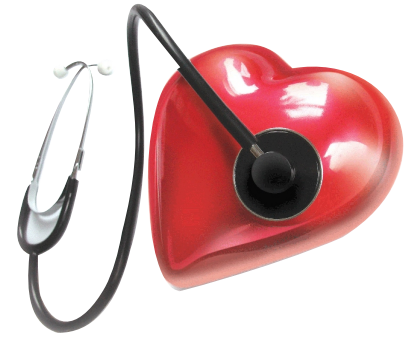
Approximate Number of walk-in's 3,000px

Approximate Quality Visitors 1,480px

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Expo Feedback



Exhibitor Opinion of the Expo

- “ walk-in's were not as many as expected but we got business and made meaningful contacts”
- “Worth the Effort”
- “Satisfactory especially for a new market”
- “We expect improvement in visitors next year”



Visitor Opinion of the Expo

- “ Its an eye opener that we can make a difference with the help of the international medical fraternity”
- “Health care can be affordable in Africa”
- “A great way to demystify medicine”
- “Interesting”



With such comments from our exhibitors and visitors, we have realized that medicare Africa has a vital role to play in making sure healthcare is improved and made affordable in E.Africa.



Event Promotion

The event was publicized through:

- International Media:
- Magazines - Proven Trade Contacts
 - Med info
 - Infomedix
 - The Pharma World
- E- Invites
- Websites www.medicarefrica.com
- Local Media:
- Magazines - Medical Digest
 - Afya Journal
 - CEO Africa
 - Business Journal
- Daily Paper Standard
- Television KTN (Leading TV channel)
- Road Banners on Prime traffic sites
- Brochures and fliers
- Printed invites



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The Regions Health Background.

Health Issues of concern:

Risk factors within E. Africa range from chronic diseases, Anaemia, Child malnutrition , Access to water & proper sanitation, under nutrition , HIV and AIDS Tuberculosis and Malaria. (for detailed info log on to www.who.int/countries/ken/en)

The cost and availability of quality equipment has become an impediment towards prevention and treatment of disease. Though the Kenyan government is trying to do its best especially in disease prevention, outbreaks of preventable diseases still occur and spread widely due to lack of knowledge and poor sanitation practices.



Viability of the E. African Market

With this factors in mind E. Africa becomes a ready market for international medical companies.

Medicare Africa provides a platform connecting:

- Local Buyers with international Suppliers
- Local hospitals & medical centers with affordable and certified equipment and medication
- Patients with reputable overseas hospitals as in the case of medical tourism.

We look forward to seeing you at the Medicare Africa Expo and Conference 2010.

**Medicare Africa Expo & Conference
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