



The Biggest  
**Medical**  
Exhibition  
& Conference  
**In Egypt**  
& All Africa

**17<sup>th</sup>**

**International Medical  
Exhibition & Conference**

**4-6 MAY 2017**

Cairo International Convention Center

**Cairo - EGYPT**



[www.egymedica.com](http://www.egymedica.com)



[egymedica](https://www.facebook.com/egymedica)



## Why Exhibit?

- Egymedica 2016 was held at Cairo International Convention Center - Cairo – Egypt from the 4<sup>th</sup> to 6<sup>th</sup> of May 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 Exhibition Organizing Co. 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 16<sup>th</sup> – Cairo, Egypt was tremendously successful. It is expected to be back in much more improved matter next year from the 4<sup>th</sup> to 6<sup>th</sup> of May, 2017 again in Cairo, Egypt.
- With a warm welcome to our 17<sup>th</sup> session of Egymedica's continuous success..

Sole Exhibition in  
Egypt that comprises

- Scientific aspect
- Deals handling as a result of confronting decision makers



Grasp the opportunity to be part of this prestigious event and take advantage of:

- Joining over **400 international** and local Exhibitors from **15 countries**
- **Expanding your business** in a new, rapidly growing market
- Networking with **medical specialists** and healthcare end users
- Reaching a targeted **Egyptian & African** agents
- Finding **dealers and distributors** to represent your products or brands
- Meeting Owners / Chairmen and Companies' **Decision Makers**.
- **Growing** your **client** list of partners, patients, **buyers and purchasers**.
- **Benchmark** your **company** strengths against leading companies in the Medical Industry
- **Launch new products**.
- **Support** your **agent** if you have.



### 1- All medical equipments and supplies for hospitals & clinics use

- Medical Supplies ,devices ,
- Medical Disposables ,uniforms.
- Medical Furniture.
- Ambulances (Cars, Accessories, Helicopter )
- Laser and Lasik devices
- Repair and improve devices
- Orthopedics
- Pediatrics
- Cardiothoracic Surgery
- Endoscope
- All surgical tools
- Gases Networks

### 2- All medical equipments, devices, disposables and supplies for Radiology (EgyRadiology pavilion)

### 3- All medical equipments, disposables, devices and supplies for Gynecology & Obstetrics and IVF Care . (EgyGynecology pavilion )

### 4- All medical equipments, disposables, devices and supplies for Laboratories (EgyLab pavilion)

### 5- Pharmaceutical & Cosmetics industry (raw material, chemicals, packing materials, etc...)

### 6-All medical equipments, disposables, devices and supplies for Ophthalmology, Cardiology Clinics.

### 7- Compensatory devices and special needs (Prostheses, orthotic devices, physiotherapy devices, gym and sports, wheel chair, adult diapers, etc...)

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

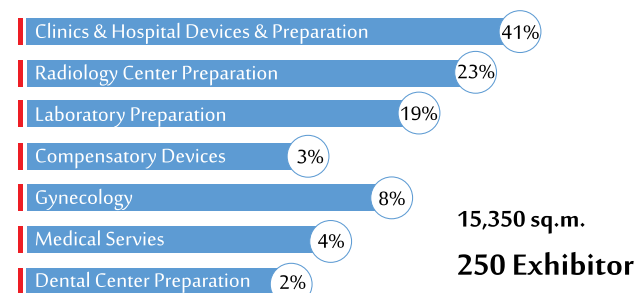




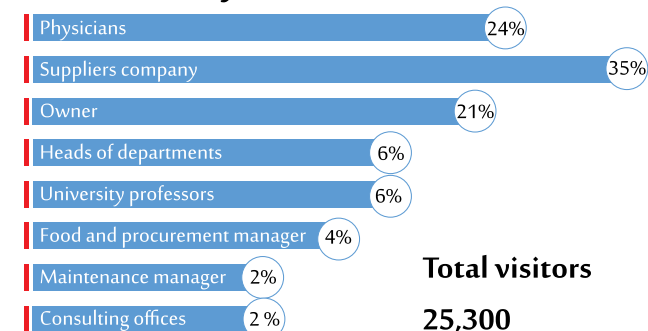
# Post Show Report for 2016

## Egymedica 2016 Report

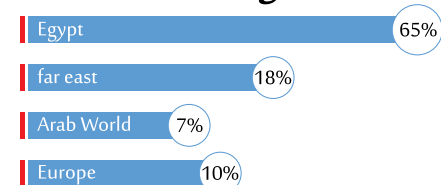
### Exhibitor Analysis



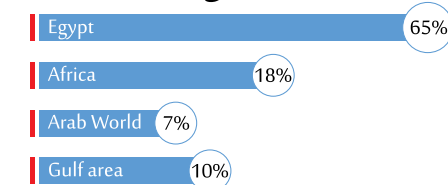
### Visitor Analysis



### Exhibitors' Region

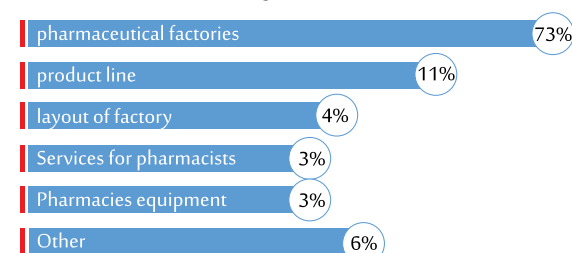


### Visitors Region

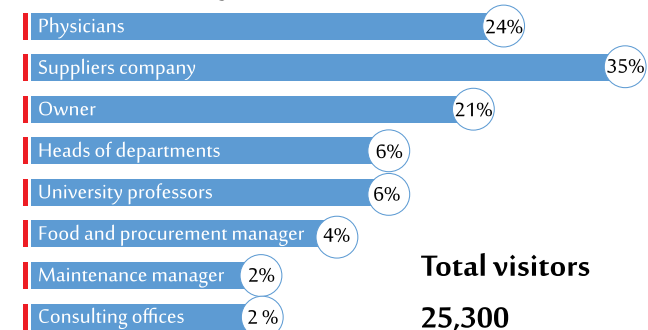


## Arab African pharma - AAP 2016 Report

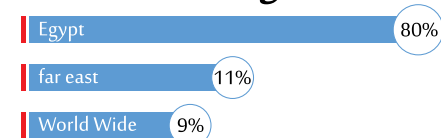
### Exhibitor Analysis



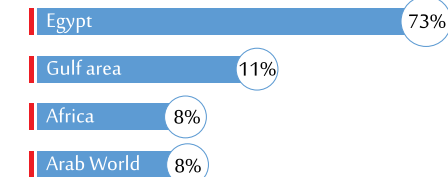
### Visitor Analysis



### Exhibitors' Region



### Visitors Region



## Sponsors 2016

4-6 MAY 2017  
www.egymedica.com

### Official Sponsors



### Permanent Agent



### Founding sponsor



### Scientific Partners



### Media Sponsor



### Shipping



### Official Channel



# Post Show Report for 2016

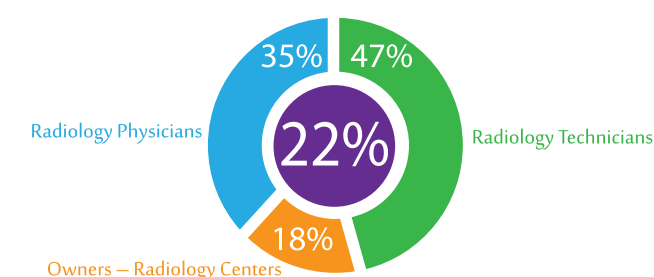
## Conferences 2016



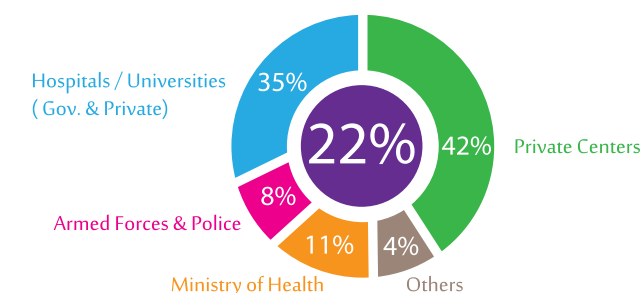
Total Visitors for the Exhibition & Conferences 25,300

**Radiology Attendees 4,730 i.e. 22%**

Classified by category :-

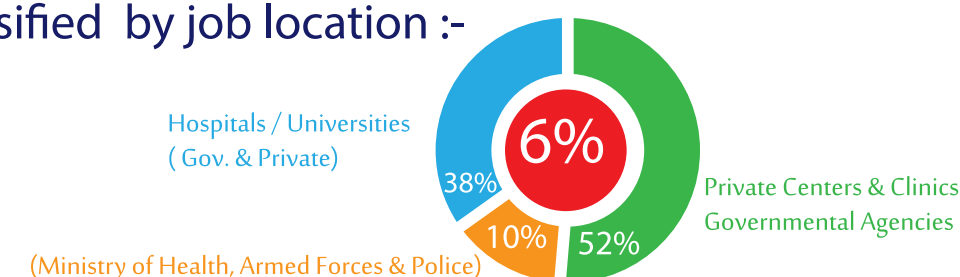


Classified by job location :-



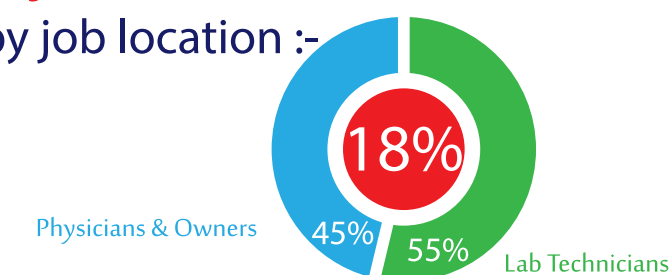
**Gynecology Attendees 1,518 i.e. 6%**

Classified by job location :-



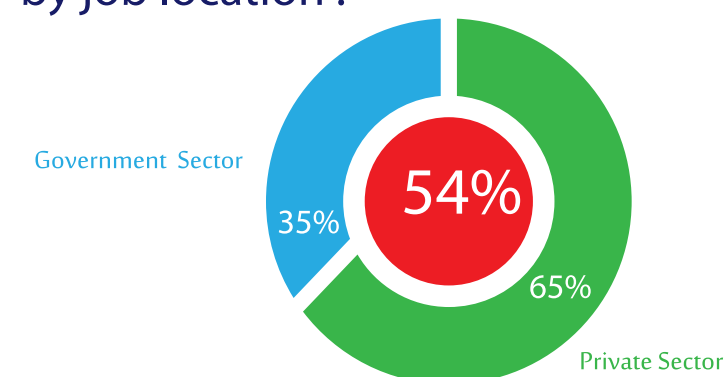
**Laboratory Attendees 3,870 i.e. 18%**

Classified by job location :-



**AAP Attendees 13,662 i.e. 54%**

Classified by job location :-





# Advertising Campaign



## 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 )
- Dreem TV
- Ten TV Channel ( Satellite TV )
- Masr Al Tbia TV
- Nogom FM Radio ( 40 Spot)
- Radio Masr ( 30 Spot)

## Outdoor

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

## VIP Invitations sent out to:

- Ministry of health Directors, head of departments - health affairs in all provinces.
- Deans, departments' heads and faculty members in colleges of (medicine - Pharmacy - Dental - Physiotherapy) in all Universities.
- Representatives of Trade Offices, ambassadors and ministers plenipotentiary to all Arab and foreign countries located in Egypt.
- The human resources managers in oil companies, trade unions, banks and Biggest Associations.
- The production managers in pharmaceutical factories.
- The directors of scientific offices, and corporate of medicine distribution.
- Owners and managers of factories and all investors in the sector of pharmaceutical
- Organizing a press conference to all journalists and officials at the health care sector in all Egyptian newspapers.
- Adv. in the evidence that have commercial distribution in the Arab and Gulf and African countries.
- 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
- Souvenirs to all event visitors



## Invitations

- Direct invitations through updated database to 120,000 doctors in all disciplines and all employees whom interested in sectors of the exhibition in & out Egypt.
- Procurement managers and decision makers in all hospitals and medical centers, labs and Radiology centers and dental clinics whom interested in the medical field.
- All companies operating in the medical supplies in the Arab world and African countries through Updated Database For example: Sudan, Yemen, Syria, Jordan, UAE, Saudi Arabia, and South Africa

## Hospital Build direct invitation

VIP 20,000 invitations distributed as follows:

- Owners of private hospitals
- Owners of specialized medical centers
- Owners of laboratories and radiology centers
- Owners of companies TurnKey delivery
- 50,000 normal invitations distributed as follows.
- Engineers and consultants working in establish of Medical Facilities
- Managers engineering departments within the private and public hospitals
- Purchasing managers for Governmental Departments and private hospitals
- Real estate investment companies
- Project managers of contracting companies

## Social Media

- Twitter, You Tube, Linked in, etc ..... addressed to people concerned.
- Facebook Advertising campaign
- Advertising campaign at Al-Ahram home page two months ahead.
- Advertising campaign at Al Masry Al Youm home page two months ahead.

## SMS

100,000 SMS as a campaign was sent out a month prior the exhibition for whoever is concerned with the medical sector.





## Exhibitor's Benefits

- All exhibitors will get one pages in the Official catalogue of the exhibition to show their data and products profile
- Portion in the Exhibition's invitations (VIP & normal) to give out on his own.
- Avail security and cleaning services during the Exhibition days.
- Entry & Parking permits during the Exhibition days.
- Business Center and Food Court at special rates.
- Security service during the Exhibition days.
- Wireless Internet free (wifi)
- Tourism services (accommodation, transportation, freight, custom clearance, etc..) .
- Exhibitors can import goods to show during the Exhibition with a temporary custom exemption.



## Egymedica Price list

Item	Platinum Sponsor 150 M+	Golden Sponsor 100 M+	Silver Sponsor 60 M+
Light box 3x2 m	8	6	4
Flags 3x1 m	10	6	4
Entrances stairs	4	3	2
Banner from Ceiling	1	1	1
Top registration	1	-	-
Logo on Conference kits	yes	no	No
Column entrance hall	2 column	1 column	No
Out door adv.	Yes	Yes	No
T.V. – radio	Yes	Yes	No
Newspapers	Yes	Yes	Yes
Egymedica Catalogue	2 pages adv+ 1 page Article	2 pages adv	1 pages adv
The total cost	<b>1800 L.E</b> per square meter	<b>1600 L.E</b> per square meter	<b>1400 L.E</b> per square meter

Raw Space	30m <sup>2</sup> - 60m <sup>2</sup>	66m <sup>2</sup> - 150m <sup>2</sup>	More than 150m <sup>2</sup>
	1350 L.E. per square meter	1250 L.E. per square meter	1150 L.E. per square meter

Shell Scheme	Minimum 9 m <sup>2</sup> (2 Chairs, 1 Table, 2 Power Supply, and 3 spotlights)		1600 L.E per square meter
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International	Pavilion	Shell Scheme	RawSpace
	450 U.S.\$ per square meter	350 U.S.\$ per square meter	300 U.S.\$ per square meter

## Hospital Build Pavilion

Hospital Build is the only and most specialized exhibition for establishing medical entities. It aims to link suppliers and decision makers in a medical entity to establish the medical premises with all its needed fixture.

With a continuous success, Hospital Build 6<sup>th</sup> round will accompany Egymedica Exhibition in its 17<sup>th</sup> round from 4 to 6 May 2017.

## Hospital Build sectors:

- ◀ Ceramics and Sanitary ware
- ◀ Equipment laundries and kitchens
- ◀ Interior design and paints
- ◀ Water filters and adaptations
- ◀ Solar and Electricity generators
- ◀ Equipment sterilization and cleanliness
- ◀ The doors and windows and facades
- ◀ Banks and finance
- ◀ Office Furniture
- ◀ Lightings
- ◀ LCD screens and electrical appliances to patient rooms
- ◀ Security Systems

## Hospitalbuild Prices list

Item	Platinum Sponsor 150 M+	Golden Sponsor 100 M+	Silver Sponsor 60 M+
Light box 3x2 m	8	6	4
Flags 3x1 m	10	6	4
Entrances stairs	4	3	2
Banner from the ceiling Pavilion	1 Top registration	1 Top registration	1 Top registration
Top registration	1 Top registration	1 Top registration	1 Top registration
Logo on Conference kits	yes	no	No
Column entrance hall	2 column	1 column	No
Out door adv.	Yes	Yes	No
T.V. – radio	Yes	Yes	No
Newspapers	Yes	Yes	Yes
Egymedica Catalogue	2 pages adv+ 1 page Article	2 pages adv	1 pages adv
The total cost	<b>1250 L.E</b> per square meter	<b>1150 L.E</b> per square meter	<b>950 L.E</b> per square meter

Raw Space	30m <sup>2</sup> - 60m <sup>2</sup>	66m <sup>2</sup> - 150m <sup>2</sup>	More than 150m <sup>2</sup>
	1050 L.E. per square meter	950 L.E. per square meter	850 L.E. per square meter

Shell Scheme	Minimum 9 m <sup>2</sup> (2 Chairs, 1 Table, 2 Power Supply, and 3 spotlights)		1350 L.E per square meter
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R REGISTRATION



EgyMedica

17<sup>th</sup>

**International Medical  
Exhibition & Conference**

**4-6 MAY 2017**

Cairo International Convention Center

**Cairo - EGYPT**

Organizer



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