



المعرض والمؤتمر الثالث للصيادلة

The Biggest Gathering Of
PHARMACISTS

POST SHOW 2017



**3^{The}
rd**

3-5, Mar. 2018
Fairmont, Heliopolis

Sponsors

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وزارة التجارة والصناعة
Ministry of Trade & Industry

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وزارة الإنتاج الحربي
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Successful Partner



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Exhibitors Fields

96 Various Brands

72 Local Brands

24 International Brands

pharmaceutical



cosmetics



Medical Assistant



Pharmacy



Medical Assistant



Exhibitors Fields

Service Providers and Security Systems



Mother and Child



Register to High technology



Banks and insurance providers



WORKING TOGETHER FOR PROSPERITY



distribution



Food Supplements



Highlights From 2017

Pharmacy Expo gives the opportunity to the pharmaceutical market (pharmaceutical companies & pharmacy owners) to showcase all their new products. In addition to, it facilitates the communication between the pharmacy owners and the companies' Marketing Department which will help them to explore & meet the market needs. Moreover, this helps to understand the market potential. Well develop relationships and encourage the future investments.

4
WorkShops / Conference Rooms

38
hours of speeches



Exhibition Fields

Cosmetics Companies

24%



Services Companies

23%



Pharmacy supplies & services Companies

22%



Pharmaceutical & distribution companies

21%



Mum & Baby
Products Companies

5%



Medical Supplies Companies

5%



Exhibitors Testimonials



,Mr. Medhat Sorial
CEO, YOLO Cosmetics

"The idea of the exhibition is important for marketing and spreading awareness. We contacted new pharmacists and signed a number of contracts. The organization this year is better; there is a significant progress."



,Dr. Ramy El Geyoushy
Sales Manager, FINE Care

"The exhibition is good; better than the 1st year. I can say that it is successful by %90 and the time is valuable. We reached and communicated with a large number of visitors. We also introduced new launched products."



,Mr. Mohamed Mansy
Corporate Sales Manager, Etisalat Communications

It is an excellent, highly organized exhibition. We reached many people and made offers for"
".pharmacists



Mr. Sherif Kamal, 57357

"This year's Pharmacy Expo is well-organized. It is good that only visitors and guests who are specialized in the field are allowed in. We gave lectures and workshops during the 3 days of the exhibition, and we were surprised by the visitors' participation."



Mr. Ahmed Elewa, Evapharma

"The exhibition is organized and the choice of the place is very good, for the hotel's staff is cooperative. Besides Pharmacy Expo team is a hard-working team and made huge effort to make the exhibition that successful. We increased our direct contact with our clients and reached a large number of pharmacists. In addition, we offered gifts and offers for pharmacies owners and managers."



Ms. Yasmine Abd El Fattah, Unilever

This is our first time to participate in Pharmacy Expo as exhibitors, and we reached a large number of"
".pharmacists

Press Conference



Dr. Adel Abd El Halim, The Chairman of the Pharmaceutical Holding Company

"Drug marketing is very important. I thank all the exhibitors, visitors and guests for their participation; and the organizers for their hard work. I have postponed a meeting to stay here with you in this great event."



AMB. Abd El Mone'm Mohamed, Secretary General of the Arab Union for Industrial Exports Development

"We are willing to organize exhibitions for Egypt. I hope that this exhibition continues in the following years to help in promoting the pharmaceutical industry in Egypt."



Dr. Magdi Morshed, Member of the Parliament and Member of Health Committee

I am pleased with the organization, display and the whole idea of the exhibition and conference, for"
".the importance of the field of medicine



Major. Magdi Mohamedein, Representative of the Ministry of Military Production

"The Ministry is willing to contribute- with the help of the Ministry of Health- in all the national products."



Mr. Mohamed Abd El Malek, Deputy of the General Director of the Social Fund For Development

"I want to express my ultimate happiness for being in such a great and successful event. We a special gift for the pharmacists."



Bami, Democratic Republic of the Congo

Congo's market needs Egypt to build our country. Don't stop here, open your doors, hearts and minds"
".to Africa

Visitors' Interests



interested in discounts, promotions & bonuses during the exhibition

83%

interested in knowing the new products in the field of medicine as well as cosmetics and their alternatives

78%

interested in direct communication with the companies' marketing teams
the companies that they are dealing with their products on a daily basis

67%

interested in seminars, workshops and training sessions

65%

interested in developing and renovating their pharmacies

62%

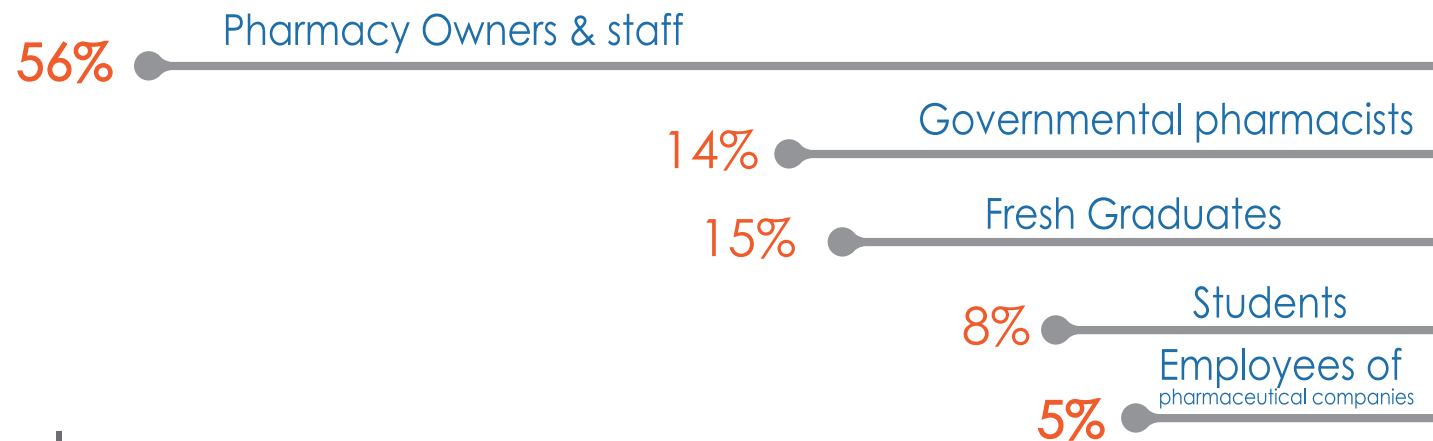
interested in samples & giveaways

48%

interested in a franchise opportunities

26%

Visitors Statistics



Visitors Testimonials

Freshman Student, Faculty of Pharmacy

"Honestly, I did not expect that success."

Pharmacy Owner

"There were more offers for private pharmacies this year. The 2nd Pharmacy Expo is more organized and more beneficial than the 1st."

Dr. Ihab Mohamed Bendari, Deputy of Pharmacists Syndicate in Menoufia

"The exhibition is great, and it is a very good step in the pharmaceutical field."

Member of Pharmacists Syndicate in Menoufia

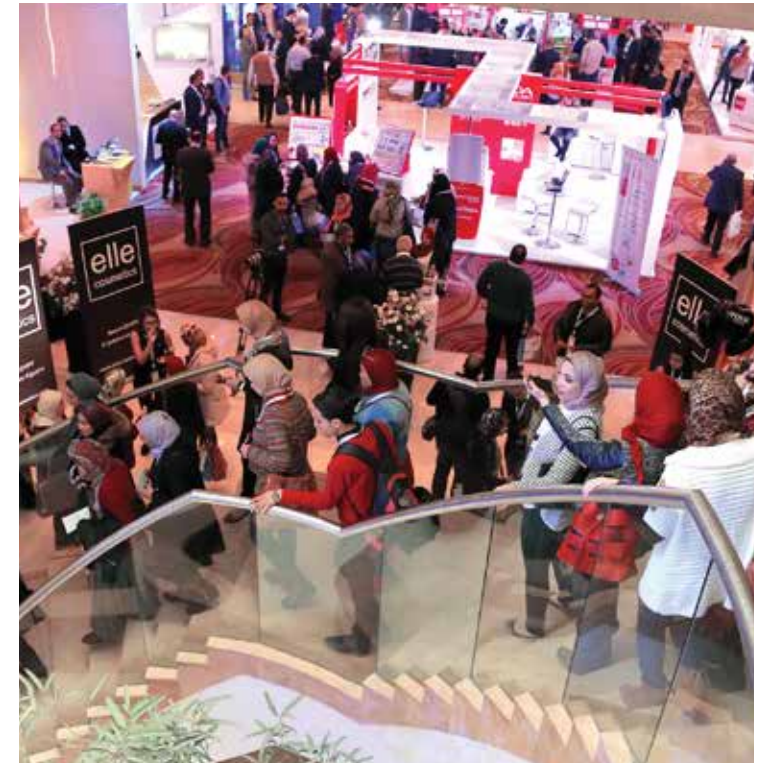
"There were beneficial scientific sessions. I support Pharmacy Expo."

Dr. Mohamed Agami, Pharmacist

"There are more companies participating in this year's exhibition. There are also many good offers."

Freshman Student, Faculty of Pharmacy

"I am proud that there is such a great exhibition in Egypt."



Visitors By Location



Marketing & Promotion

Radio Campaign -Radio Misr -Nogoum FM -90-90 	Outdoors 	News Paper Ads News Paper Ads: an intensive printed advertising campaign that extended in leading domestic and regional trade magazines and newspapers 	Magazin Ads 
Direct Invitation 100000 invitations were directly sent to pharmacists. 	VIP Invitaion 1000 VIP invitations were sent to people in the pharmaceutical industry all over the country, as well as embassies and governmental organizations.	Giveaways Bag - Note Book - Pen  	SMS SMS reminders and easy registration messages were sent to more than 45000 contacts nationwide. 
Email a targeted-emails campaign was launched to analyze results and trends to build and grow data in 2018. About 35000 emails were sent. 	Social Media Pharmacy Expo spread on social media websites with about 69,076 likes on Facebook and 1214 on Twitter. 	Website Pharmacy Expo website attracted a large number of visitors during the week of the exhibition. 	Mobile App Pharmacy Expo App featured all essential information about the show. 
Expo Catalogs			

PR Campaign

Online News



749

Press News



10

Tv Interviews



8

Activities



Organizers

Master Business Group

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Wide Vision

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Start planing for the **next round** **3-5 march 2018**

EXHIBIT

BOOK YOUR BOOTH TODAY

VISIT

REGISTER NOW TO CONFIRM YOUR FREE VISIT TO THE EXHIBITION



Organized By



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