



20th

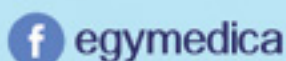
**THE BIGGEST MEDICAL
EXHIBITION & CONFERENCE
IN EGYPT & ALL AFRICA**

2-4 April 2020

Cairo International Convention Center

Cairo - EGYPT

www.egymedica.com
www.egylibmedicine.com



ORGANIZED BY



WhyEgyMedica ?

- 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 , decision makers and medical specialists.
- Growing your client list of partners, patients, buyers and purchasers.



Why Egypt ?

- Continuous increasing the population and located in Africa continent which is has 1.2 Billion population
- It is always in need of medical equipment and the latest technologies in the medical field.
- The Second biggest population in all Africa.
- Main gate to enter Africa.
- The Egyptian's government has been started the new healthcare insurance
- The fully scan project from virus C beside the non-infectious diseases campaign
- The new capital city project has incoming a huge quantity of hospitals and medical projects that will be located on 174,000 acre
- Easily reachable especially after the New Suez Canal which facilitated the Shipping worldwide.
- Political stability which pushed several countries to make agreements with Egyptian Government in different fields especially in the Medical field.
- Huge amounts reserved from the budget to improve and renovate Governmental Hospitals and expansion in the Governmental Medical Insurance.



Exhibition Fields:

Egylab-medicine

All medical equipment, disposables, devices and supplies for Laboratories

All medical equipment and supplies for hospitals & clinics use

- All medical equipment, 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 Equipment & Supplies

Made in Egypt

For all Egyptian medical industries



EgyLab Medicine



LABORATORY EXHIBITION

YOUR TARGET AUDIENCE UNDER ONE ROOF

Boasting 19 years of success as the largest laboratory expo, EGYLAB Medicine sets your brand ahead of Egyptian & African audience of lab experts, positioning you alongside over 400 industry leading exhibitors from 15+ countries.

With 56% of the exhibition space sold out, it is no surprise that this edition will prove bigger and better than ever!

If your company brings medical laboratory expertise to the global lab and diagnostics industry, reserve your stand today to secure key space in 2019.

This is your one-stop destination to showcase key products to EGYLAB Medicine Egyptian & African audience actively in search of the latest solutions for the EGYPT & ALL AFRICAN thriving lab and diagnostics market.



Why EgyLab Medicine?

- The Egyptian's government has been started the new healthcare insurance.
- The fully scanning project from virus C beside the untransferrable diseases campaign.
- The new capital city project has incoming a huge quantity of hospitals and medical projects that will be located on **174,000 acre**.

Why Visit?

CONNECTING LABORATORY BUYERS AND SELLERS INTERNATIONALLY

REGISTER FOR FREE VISITOR ACCESS

COMPARE LAB SOLUTIONS IN ONE CENTRAL LOCATION Meet with over **400 of the industry's** leading exhibitors including Abbott, Siemens Healthineers, Snibe Diagnostics, Beckman Coulter and find companies that best suit your needs.

ACCESS TO THE BROADEST RANGE OF LAB PRODUCTS & TECHNOLOGY

Source from across **200 product** categories of the latest lab products available to the global marketplace! LEARN

ABOUT THE LATEST INDUSTRY INNOVATIONS

Join leading companies for their workshops to hear first-hand about the latest medical lab innovations available to your organisation.

DISCUSS COMMON INTERESTS WITH YOUR INDUSTRY PEERS

Build valuable business relationships with over **25,000+ healthcare**, laboratory and trade professionals from **15+ countries** and enjoy a quality networking experience.

FURTHER YOUR KNOWLEDGE OF OBS-GYNE IN THE MENA REGION

Current developments and challenges in women's health where the laboratory plays a critical role.

The Dealers & Distributors Zone

As the world's largest medical laboratory and trade expo, the show offers a dedicated zone custom-built to support the visitor experience of laboratory and diagnostic industry dealers, distributors and agents (**over 47% of show participants**).



EgyLab Medicine 2019 Report

Exhibitors' Regions

- 31% Egypt
- 69% Europe and Far East

Visitor Analysis

- 49% Governmental Sector
(Governmental Hospitals, Arms Ministry and Interior Ministry Hospitals & Ministry of Health)
- 15% Owners of Laboratories
- 12% Supplier Companies
- 5% Heads of Departments
- 2% University Professors

EgyMedica 2019 Report

Post Show Report for EgyMedica 19th Session

32,499
Visitors

420+
Brands

1215
VIP
Visitor

13,500
Exhibiting
Space

15
Country
Pavilions

53% Laboratory Preparation

47% Clinics, Hospital Devices & Preparation & Devices & Compensatory
devices & Intensive care equipment & Critical state devices & Consumables

EgyMedica 2017 Report

- 49%** Laboratory Preparation
- 22%** Clinics, Hospital Devices & Preparation
- 3%** Compensatory Devices
- 11%** Gynecology
- 10%** Medical Services
- 5%** Dental Center Preparation

Visitor Analysis

- 23%** Physicians
- 34%** Supplier Companies
- 27%** Owners
- 8%** Head of Departments
- 5%** University Professors

Exhibitors' Regions

- 53%** Egypt
- 29%** Far East
- 3%** Arab World
- 15%** Europe

Visitors' Regions

- 69%** Egypt
- 26%** Africa
- 5%** Arab World & Gulf Area

Promotional Campaign & Visitors Profile:

Publicity & Promotional Campaign:

To ensure that all exhibitors reap **maximum benefit** from their participation, the organizer has put into effect a specially formulated **promotional campaign** to focus on delivering professionals and buyers to the exhibition. The organizer has spent time building up its databases so that the key players and government officials are invited through direct mail, advertising in the trade press and general media promotion.

Targeted Visitors:

The organizer's promotional campaign will pay particular attention to the Arab Republic of Egypt, African countries, and Arabian countries. The aim of the organizer's campaign is to bring the exhibition to the attention of the **specialist and influential audience**, and Decision Makers from the public and private sectors that has the authority to buy, to specify, and to recommend the products and services on display.

Expected visitors for EgyMedica 18th session will be over **70,000 visitors**.

There will be a total of **450 exhibitors** from **15 countries** worldwide.



Expected Visitors in 2020

70,000 Visitors

Advertising Campaign



Founder Sponsor

- 20 minutes of the conference in the first day
- 10 minutes the other days
- Logo on TV advertisement
- Logo on newspaper advertisement
- Mockup for (Logo/Product) at the main entrance
- 2 faces on the hall's main entrance columns
- Logo on conference bags
- Logo front side of VIP Invitations
- Logo on Visitor's card holder ribbon
- Logo on Exhibition's promotional pens
- Logo on Registration staff T-shirts
- 10 upstairs graphic stickers
- Logo on conference hall
- Banner inside Convention Center
- Banner up high reserved booth
- 4 pages advertisement in the Exhibition catalogue out of which 1 is distinctive
- Brochure/Product to be placed in the conference bags

Platinum Sponsor

- 10 minutes of the conference
- Logo on newspaper advertisement
- Logo on radio advertisement
- 1 face on the hall's main entrance columns
- Logo in the conference hall
- 2 pages advertisement in the Exhibition catalogue
- Banner up high reserved booth
- Logo on back side of VIP Invitations
- 6 entrance upstairs stickers
- Include 36 Sq.m Space in front Exhibition

A grand total cost is 30,000 \$

Golden Sponsor

- 5 minutes of the conference in favor
- Logo on newspaper advertisement
- Logo on radio advertisement
- Logo on Exhibition Invitations
- 4 entrance upstairs stickers
- Banner up high reserved booth
- 1 pages advertisement in the Exhibition catalogue
- Include 27 Sq.m Space in front Exhibition

A grand total cost is 25,000 \$



Silver Sponsor

- Logo on newspaper advertisement
- Logo on Exhibition Invitations
- Banner up high reserved booth
- Include 18 Sq.m Space in front Exhibition

A grand total cost of 20,000 \$

Other Sponsorships

Bags Sponsor

- Brochure to be placed in the conference bags
- Sample/Giveaways of the company

A grand total cost of. 5,000 \$



Participation Cost

	INTERNATIONAL
EgyMedica EXTRA Shell Scheme (min 9sq.m)	395 \$ / sq.m ²
Shell Scheme (min 9sq.m)	350 \$ / sq.m ²
Raw Space (min 27sq.m)	300 \$ / sq.m ²
Corner	+ 10%

EXTRA - for each 9 sq.m

- Lockable Counter
- Rack Stand
- Shelves Stand
- 2 Charis
- 1 Table
- 1 Power Supply 220v
- 3 Spotlights
- 1 Fasca Name

Shell Scheme - for each 9 sq.m

- 2 Charis
- 1 Table
- 1 Power Supply 220v
- 3 Spotlights
- 1 Fasca Name

Exhibitors Benefits:

- All exhibitors will get two pages in the Official catalogue of the exhibition to show their data, Advertisement and products profile
- Portion in the Exhibition's invitations (VIP & normal) to give out to their targeted clients.
- 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 (Wi-Fi) during the exhibition.
- Tourism services (accommodation, transportation, freight, custom clearance, etc..).
- Exhibitors can import goods to show during the Exhibition with a temporary custom exemption.

NEW CAPITAL OF EGYPT



5,000,000

POPULATION
(MILLIONS)



40,000

HOTEL ROOMS
(KEYS)



1,800,000 m²

LARGE RETAIL
MALLS (GIA)



663

HEALTHCARE
FACILITIES



5.6 km²

CENTRAL
BUSINESS
DISTRICT



ORGANIZED BY



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