

# EGYPT AT A GLANCE

As one of the largest healthcare markets in the MENA region, Egypt is looking to meet rising demand for services driven by its growing population.

(Source: The report, Egypt 2016)

Egypt's healthcare budget is valued at USD

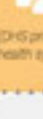
**5.8 BILLION**

(Review: Oxford business group)



Estimated population by 2020

**100 MILLION**



(DHS programme, Overview of health system in Egypt)

Egypt continues to benefit from increasing political stability, improved economic conditions and various reforms, which are driving confidence in the Egyptian capital markets, attracting both companies and investors.

(Source: MENA IPO Eye, Q4 2016, EY)

Initial Public Offerings (IPO) in Egypt's healthcare sector were valued at USD \$990.9 million in 2016, establishing the country as the largest IPO holder in the MENA region.

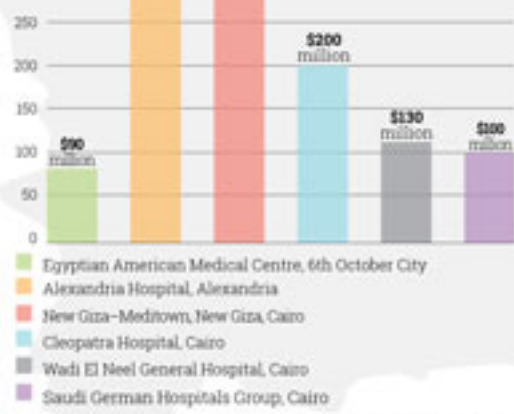
(Source: MENA IPO Eye, Q4 2016, EY)

Healthcare spending in 2020 to reach **\$138.9 billion** in North Africa, a 4.2% increase from 2015 (\$12.7 billion)

(2017 global healthcare sector outlook, Deloitte)

Egypt is embarking on an undertaking of huge scale and ambition to build an entirely new \$30 billion healthcare city from scratch in only 5-7 years. This includes construction of 663 hospitals and healthcare facilities.

## HOSPITAL INVESTMENT



Legend: Egyptian American Medical Centre, 6th October City; Alexandria Hospital, Alexandria; New Giza-Medtown, New Giza, Cairo; Cleopatra Hospital, Cairo; Wadi El Neel General Hospital, Cairo; Saudi German Hospitals Group, Cairo

Egypt's demand for property allocated to healthcare by 2025 stands at 4.4m sqm of hospital space with investments worth

**EGP 40.5 BILLION**

2.7m sqm of clinics space with investments of

**EGP 17.8 BILLION**

(Egypt Cairo Market Overview, Colliers 2016)

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## EXHIBITOR OVERVIEW

Mediconex remains the largest healthcare platform across North Africa with new exhibitors from Germany, Italy, Pakistan, Saudi Arabia, Taiwan and United Arab Emirates. A large number of international healthcare manufacturers seeking to diversify their export market, view Egypt as the gateway into the North African region/market.

### EXHIBITING FACTS

**97%**

Rated the quality of visitors as good or excellent

**86%**

Met their exhibiting objectives

**86%**

found the show effective in generating new business enquiries

**63%**

Have already rebooked space for 2017

### PARTICIPATING COUNTRIES



**8,000** sqm Exhibition space

**4000+** Attendees

**155** Exhibitors

**10** Exhibiting countries

“This is our first time exhibiting. We were looking to enter the North African healthcare market and the exhibition has given us the opportunity to connect with the right people.”

**Tarek Shaker**, Business Development and Training Manager, Al Borg Laboratories



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## VISITOR OVERVIEW

Bringing together a wealth of knowledge and experience, Mediconex provides a networking platform for more than 4,000 healthcare professionals and decision-makers to do business, exchange ideas and learn about the latest product advancements from key industry players.

### AREA OF BUSINESS



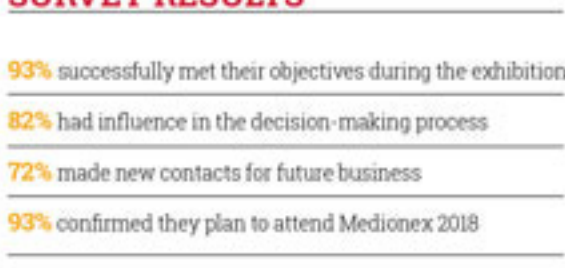
**75%** from Egypt

**25%** from Africa & Middle East

### REASONS FOR ATTENDING



### SURVEY RESULTS



“It my first time to visit Mediconex Exhibition. I came to source manufacturers and I must say I am very pleased with the business deals made onsite. And the quality contacts I have made, we will be doing business between Egypt and Uganda. I look forward for the coming edition.”

**Flavia Kesime**, Operations Officer, Precise Diagnostic and Medical Supplies, Uganda

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## CONFERENCE OVERVIEW

With healthcare being the primary focus for speakers, one of our major event highlights was the expanded set of upto 5 CME accredited conferences presented by more than 30 speakers. The varied conference tracks bring in a wide selection of healthcare professionals who visit the exhibition as well.

**5** Conferences

**141** Speakers

**1440** Delegates

### CONFERENCES

#### TRAUMA, EMERGENCY & ANESTHESIA CONFERENCE

The Trauma, Emergency & Anaesthesia Conference, is the perfect opportunity for first-line providers, anaesthesiologists, surgeons, general practitioners and physicians, to interact, learn and develop their skills in the field of emergency medicine.

**276** Delegates

**33** Speakers

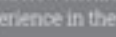


#### THE DILEMMA OF C.S.EPIDEMIC AND NEW HORIZONS IN FETAL IMAGING CONFERENCE

The dilemma of C.S. epidemic and new horizons in foetal imaging conference offered attendees an opportunity to share and discuss clinical & academic experience in the fields of obstetrics and foetal medicine.

**148** Delegates

**15** Speakers



#### INVESTMENT IN HEALTHCARE - A FUTURISTIC PERSPECTIVE

As healthcare professionals, we understand that lack of funding, fast evolving technologies, infrastructure required for smart hospitals among others are the challenges faced in providing high quality service. To help overcome these challenges, a dedicated conference was launched, Investment in healthcare - A futuristic perspective.

**150** Delegates

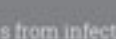
**26** Speakers

#### PATIENT SAFETY

This conference covered topics from infection control, safety measurements, decontamination and sterilisation, wound care, correct diagnosis, maintenance of health records and data and much more.

**89** Delegates

**9** Speakers



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The premier edition of MEDLAB North Africa – the region's only dedicated laboratory exhibition took place alongside Mediconex from 8 – 10 April 2017 in Cairo Egypt. The exhibition welcomed over 3000 laboratory professionals to conduct business with 50 international companies showcasing the latest laboratory management and diagnostics technologies available to the North African region.

### VISITOR AREA OF BUSINESS BREAKDOWN



### EXHIBITORS FEEDBACK



### ANNUAL ESLM CONFERENCE 2017 – LABORATORY MEDICINE CRUCIAL PARTNER IN HEALTHCARE

The theme for the 28th edition of the annual Egyptian Society of Laboratory Medicine (ESLM) conference was Laboratory Medicine: Crucial partner in Healthcare - examining the influence of laboratory test results on decisions made regarding patient diagnosis and treatments, hospital admission and discharge.

**777** Delegates

**58** Speakers



### CONFERENCE ATTENDEES BREAKDOWN



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