

Medic West Africa
By Informa Markets



Co-located with
Medlab West Africa
By Informa Markets



2024 Post show results

medicwestafrica.com



The gateway to access the West African healthcare market

Medic West Africa hosted thousands of healthcare industry professionals at the Landmark Centre for its 11th successful edition. The show floor was a collaborative space where government leaders, healthcare providers, manufacturers, and distributors came together to shape the future of healthcare. The event hosted a wide range of conferences, forums and workshops that were free to attend for industry professionals from West Africa.

The Medic West Conferences discussed a wide range of topics, from optimising emergency care delivery, healthcare investment trends, to the impact of healthcare insurances. The forums brought together various commissioners of health and industry leaders on the Leaders, Healthcare Excellence and Women in Healthcare forums. In partnership with key associations, the event delivered four workshops highlighting key aspects of the west African healthcare industry.

Save the date: 23-25 April 2025!

2024 Post Show Report



Medic West Africa 2024 overview



4,030 professional visits
2,971 visitors



118 exhibiting companies
30 countries represented



\$52.5M
business generated

Digital audience



128,729 website visits

 **106,600** views

 **1,840** followers

 **14,000** followers

 **1,766** followers



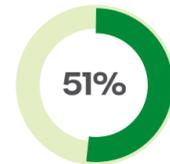
Exhibitor overview



exhibitors consider MWA an important platform for their business

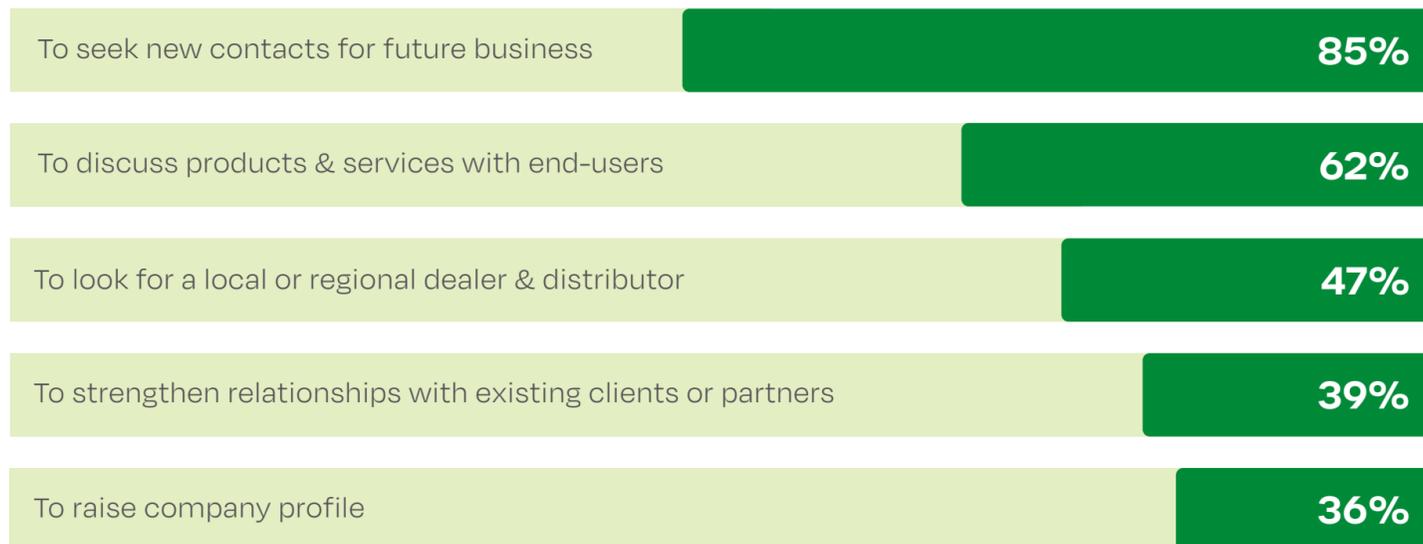


will be exhibiting again next year



new exhibitors

Top 5 reasons to exhibit



"I'm really glad to be here. Connecting with all the exhibitors and seeing what's being introduced to the medical space will be incredibly beneficial for us. Gabby Health is here to stay and we're here to digitise healthcare and transform how things are done. It's time for Nigeria and the rest of Africa to rise up in the healthcare sector. This is the perfect platform for us to share our story and convey the message of what we're truly striving to achieve."

Dr Kiki Diorgu, Founder/CEO, Gabbi Health, Nigeria



"Medic West Africa is an excellent platform. During this exhibition, we've connected with people from Ghana, Nigeria, Abuja, Lagos and various other parts of the continent. It's been a wonderful experience so far! We're optimistic that with the right follow-up, these connections will lead to tangible results. Overall, Medic West Africa 2024 has been a fantastic experience for us."

Peter Ogomuegbulam, Manager of Radiology/PLMS, Crown Healthcare, Nigeria



Visitor overview



94% consider Medic West Africa as an important platform for their business and knowledge



92% will be visiting next year



82% of the dealers and distributors were able to source a new supplier

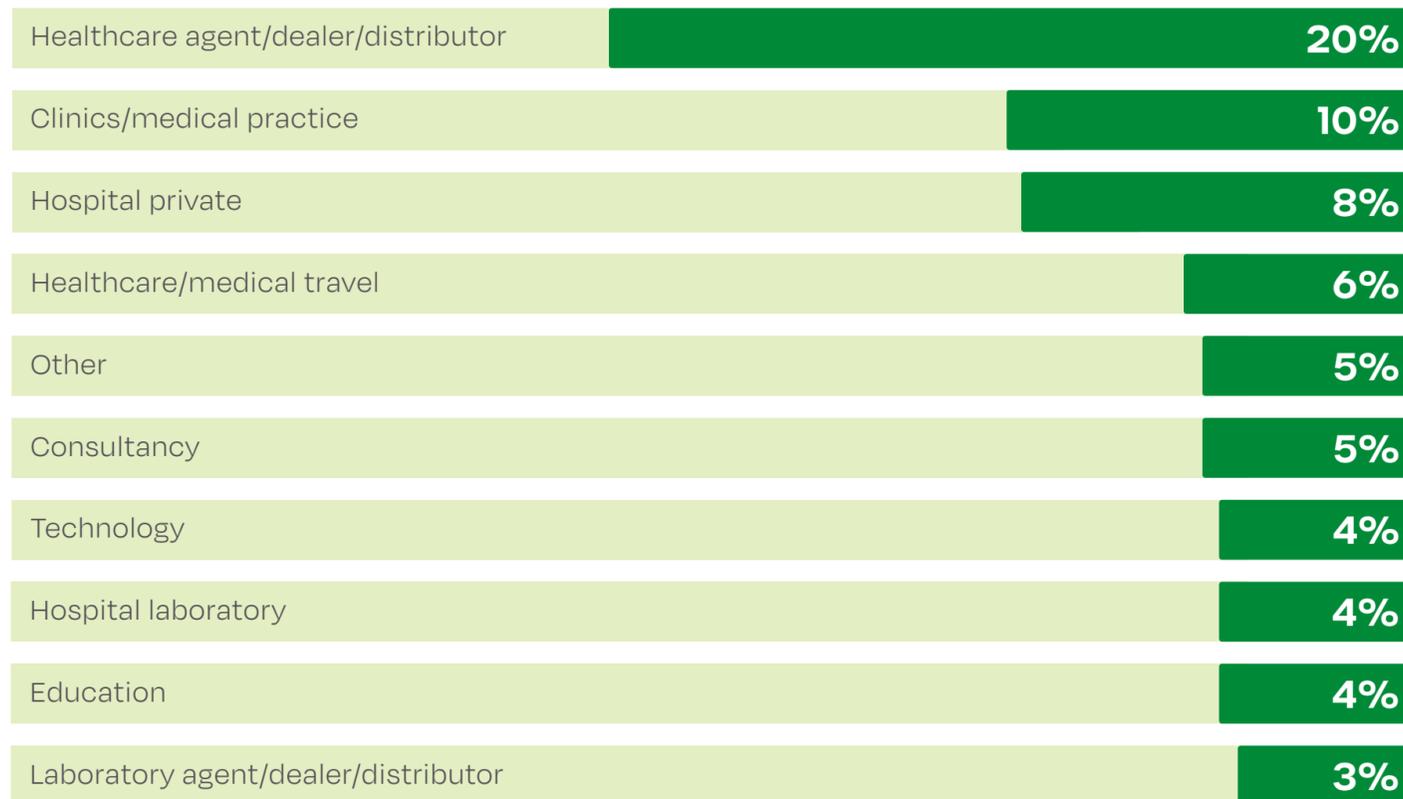


80% rated the quality of exhibitor from good to excellent



80% new visitors

Top 10 nature of business



"Medic west Africa is really doing great in helping to provide a good health system through the innovation of sophisticated machine"

Julianah Michael, Marketing manager, Nevaeh Technologies, Nigeria



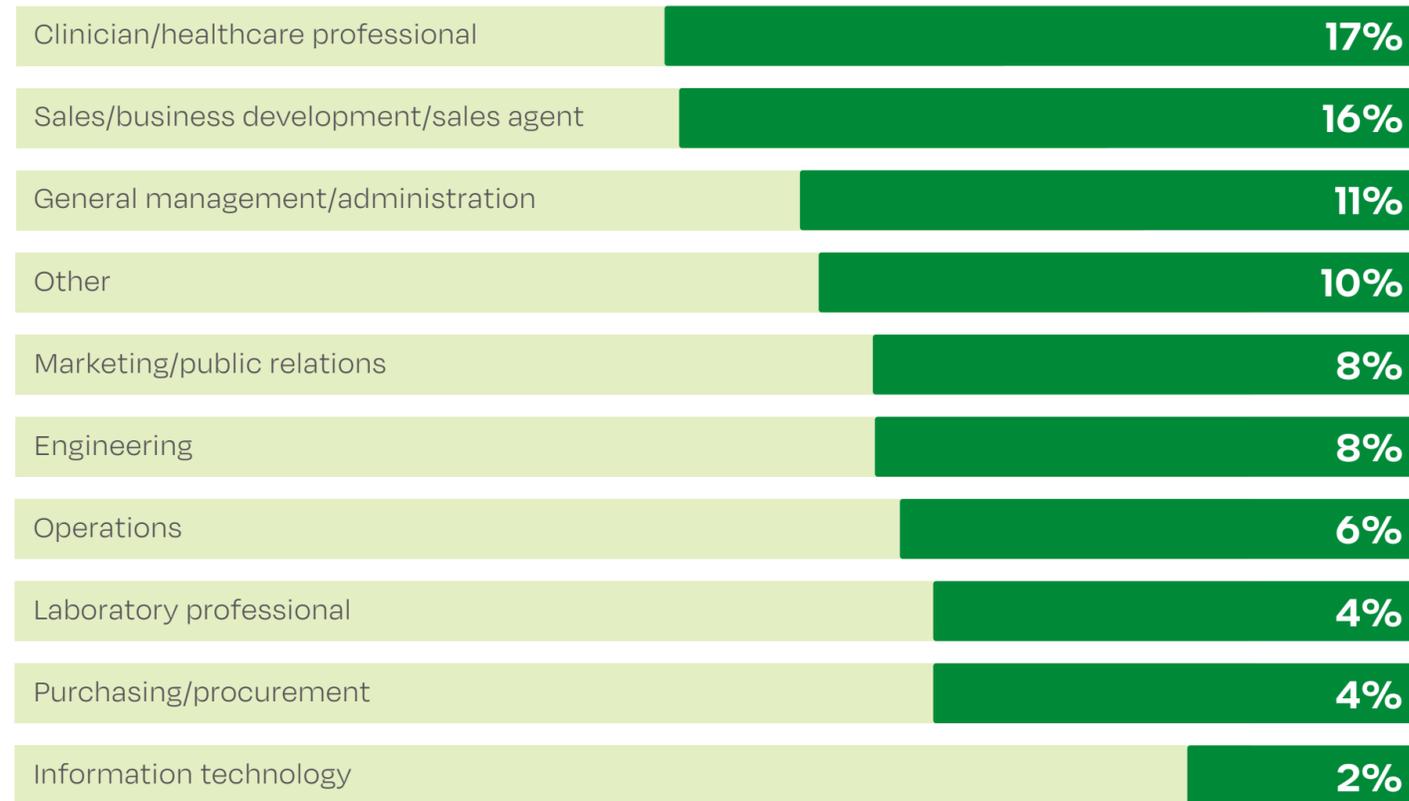
"Medic West Africa is a platform that brings together medical professionals from across West Africa and beyond to network and propose ways to improve healthcare services through informative and enlightening conferences, as well as exhibitions of medical equipment for optimum and premium services."

Miracle Nnubia, Medical Director, St. Edward Specialist Hospital, Nigeria



Visitor overview

Job function



Seniority



Medic West Africa 2024 congress

The Medic West Africa congress promotes stakeholder dialogue in areas of leadership and management affecting West African healthcare providers in both the public and private sector. It also highlights clinical specialties which give clinicians an opportunity to benchmark their skills and hear from some of the region's leading clinicians.



107
speakers

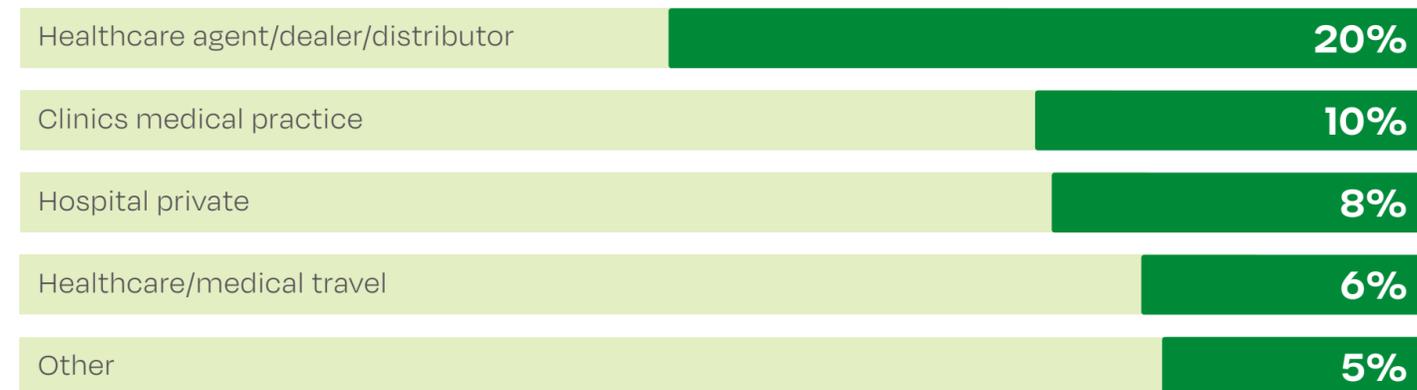


3
conferences



819
delegates

Top 5 delegate nature of business



Job titles at sessions

HFN Health Leadership conference

- Chief medical officers (CMOs)
- Hospital administrators
- Emergency department directors
- Healthcare policy makers
- Public health officials



369
attendees

Healthcare Investment conference

- Chief financial officer (CFO)
- Investment manager
- Investment banker
- Healthcare policy analyst
- Healthcare strategy consultant



224
attendees

Clinic Management conference

- Doctors
- Nurses
- Pharmacists
- Allied health professionals
- Hospital administrators
- Clinic managers



226
attendees



Medic West Africa forums

Leaders forum

The leaders forum speakers were



Dr Lola Odedere

Head of Fraud, Waste and Abuse Control,
AXA Mansard



Dr Adedayo Sobamowo

CEO, Hermes Consulting



Dr Tinuola Akinbolagbe

MD/CEO, Private Sector Health Alliance
of Nigeria (PSHAN)



Dr Mories A Toki (Hon.)

Chief Executive Officer, The Africa
Business Coalition for Health (ABC
Health), Lagos, Nigeria



Abayomi Sule

Founder & Managing Director, Tillit MSME
Microservices Limited and Non-Executive
Board Member, PATH

Headline sponsor:



Associate sponsors:



Healthcare Excellence forum

The Healthcare Excellence forum, powered by ACIOE Associates with the theme “Empowering Sub-National Healthcare: Unlocking Value Chain Potential,” held a pivotal platform for discussing strategies aimed at maximizing the efficiency and effectiveness of healthcare systems at the state level in Nigeria.

The forum drew insights from successful practices across diverse sectors and explore innovative approaches to enhance healthcare delivery to the last mile.

Commissioners who attended the forum

- H.E Abba Kabir Yusuf, Governor Kano State
- H.E Josephine Chundung Piyo, Deputy Governor
- H.E Mohammed Umar Bago, Governor Niger State
- H.E Abdulrasaq Abdulraham, Governor Kwara State
- H.E Babagana Umara Zulum, Governor Borno State
- H.E Babajide Sanwo Olu, Governor Lagos State
- H.E Dapo Abiodun, Governor Ogun State



Women in Healthcare forum

The Women in Healthcare forum hosted a platform for thought leaders, practitioners, innovators, and advocates to exchange insights and strategies and showcased the diverse roles of women in healthcare, addressing pressing issues such as gender equity in leadership and access to services.

The Women in Health Forum speakers were



Dr Modupe Odunsi

Founder/Chair Board of Trustees, Women in Healthcare Network (WIHCN)



Dr Kemi Ogunyemi

Special Adviser on Health to the Lagos State Governor



Dr Modupe Irele BA, MA, Ded

Former Ambassador to France 2017-2021 (Nigeria's first female Ambassador to France), Former Ambassador to Hungary (2021-2023)



Prof Folashade Ogunsola

Vice-Chancellor, University of Lagos



Nieros Oyegun-Soerensen

Partner/COO, Verod Capital



Dr Funmi Adewara

Founder/CEO, Mobihealth International



Medic West Africa workshops

Quality and Patient Safety workshop

Society of Quality in Healthcare in Nigeria
(Wednesday, 17 - Thursday, 18 April 2024)

 **63**
delegates



Healthcare Investments in Africa workshop

ABC Health (Wednesday, 17 April 2024)

 **47**
delegates



Communicating your brand value with impact in the healthcare industry

Nigeria Health Watch (Thursday, 18 April 2024)

 **46**
delegates



Basics of quality improvement workshop

Institute for Healthcare Improvement's (IHI)
(Friday, 19 April 2024)

 **95**
delegates



What can we expect at Medic West Africa 2025

We are glad to announce that in 2025, Medic West Africa will be collocating with Medlab West Africa, creating the ultimate powerhouse event for all things healthcare and medical laboratory innovation!

Get ready for an unforgettable experience where healthcare professionals, industry leaders, and cutting-edge innovations come together under one roof.

This dynamic duo promises to deliver unparalleled opportunities for networking, learning, and discovering the latest advancements in the field.

 **4,000**
sqm

 **5,500**
visitors

 **1,500**
delegates

 **500+**
exhibitors

 **40**
exhibiting Countries

 **9**
conferences

 **3**
forums

 **2**
workshops



Thank you to our partners



Platinum partners



Gold partner



Silver partners



Supported by



Media partners



Strategic partner



Editorial partner



Organised by



Save the date for 2025!

23-25 April 2025
Landmark Centre, Lagos, Nigeria

Book your stand today
+971 52 869 3175
mwa@informa.com

Sponsorship opportunities
joshua.jireh@informa.com

medicwestafrica.com/exhibit

