

Medic West Africa  
By Informa Markets



Medlab West Africa  
By Informa Markets



21-23 April 2025

Landmark Centre, Lagos, Nigeria

# Sales brochure

Discover opportunities  
available for you in 2025

[medicwestafrica.com](https://medicwestafrica.com) | [medlab-westafrica.com](https://medlab-westafrica.com)



# Medic West Africa 2024 Overview



**4030** Professional visits  
**2971** visitors  
**943** Delegates



**30** countries represented  
**118** exhibitors  
**1** country pavilion



**\$445k**  
business generated

## Digital audience



**220,207** website visits

**32,520** views

**697** followers

**4,000** followers

**4,280** followers



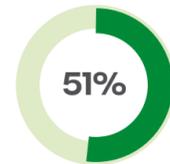
# Exhibitor overview



exhibitors consider MWA an important platform for their business

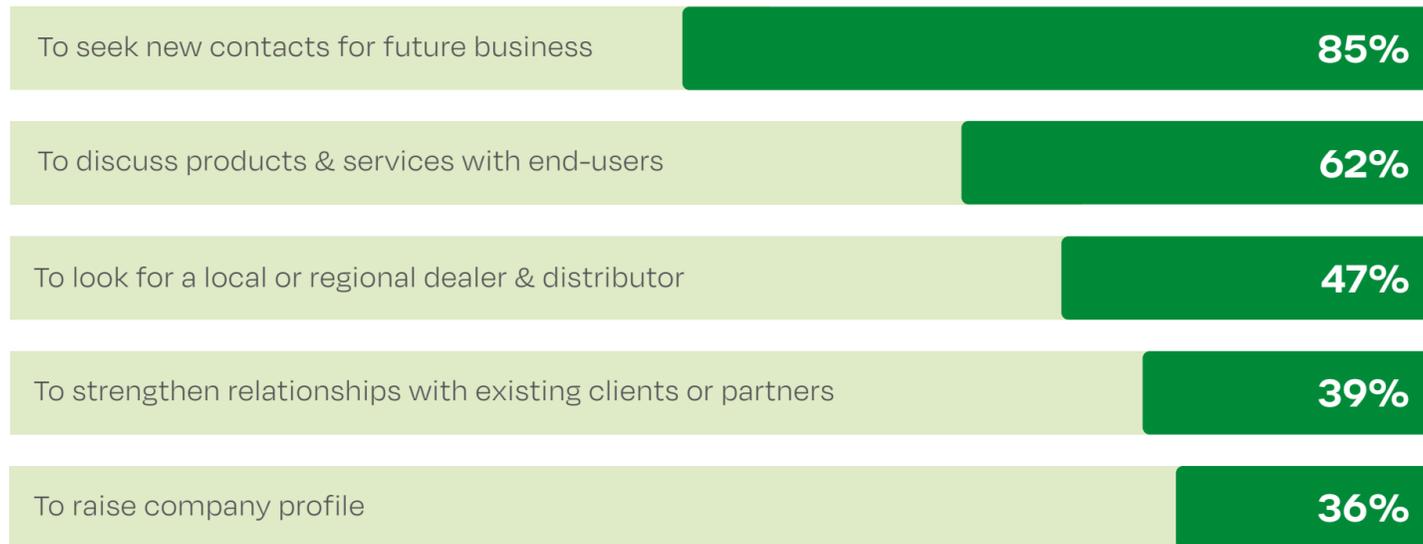


will be exhibiting again next year



new exhibitors

## Top 5 reasons to exhibit



"This year's event was exceptional. It afforded us the opportunity to engage with prospective clients, culminating in several deals being successfully sealed. The experience has been instrumental for our growth."

**Peggy Schlie | Head of Marketing | Draeger South Africa**



"Participating in the event provided us with an invaluable opportunity to showcase our extensive product fleet and to network with other key players in the medical market. The connections made here are indispensable."

**Kanyinsola Oyeyinka | Vice President - Healthcare African Asset Finance Company**



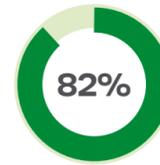
# Visitor overview



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

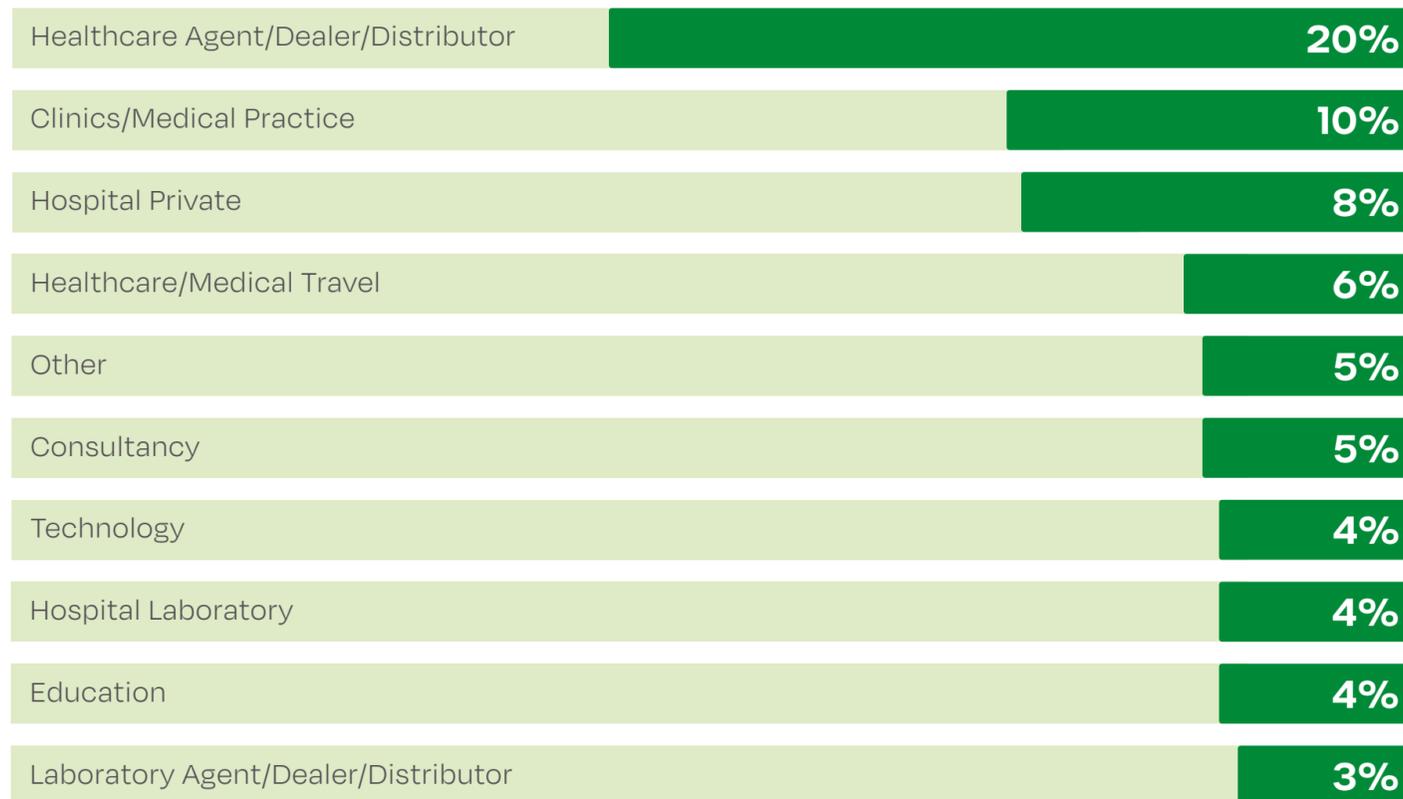


80% rated the quality of exhibitor from good to excellent



80% new visitors

## Top 10 Nature of business



53 NPS | 18 Industry benchmark



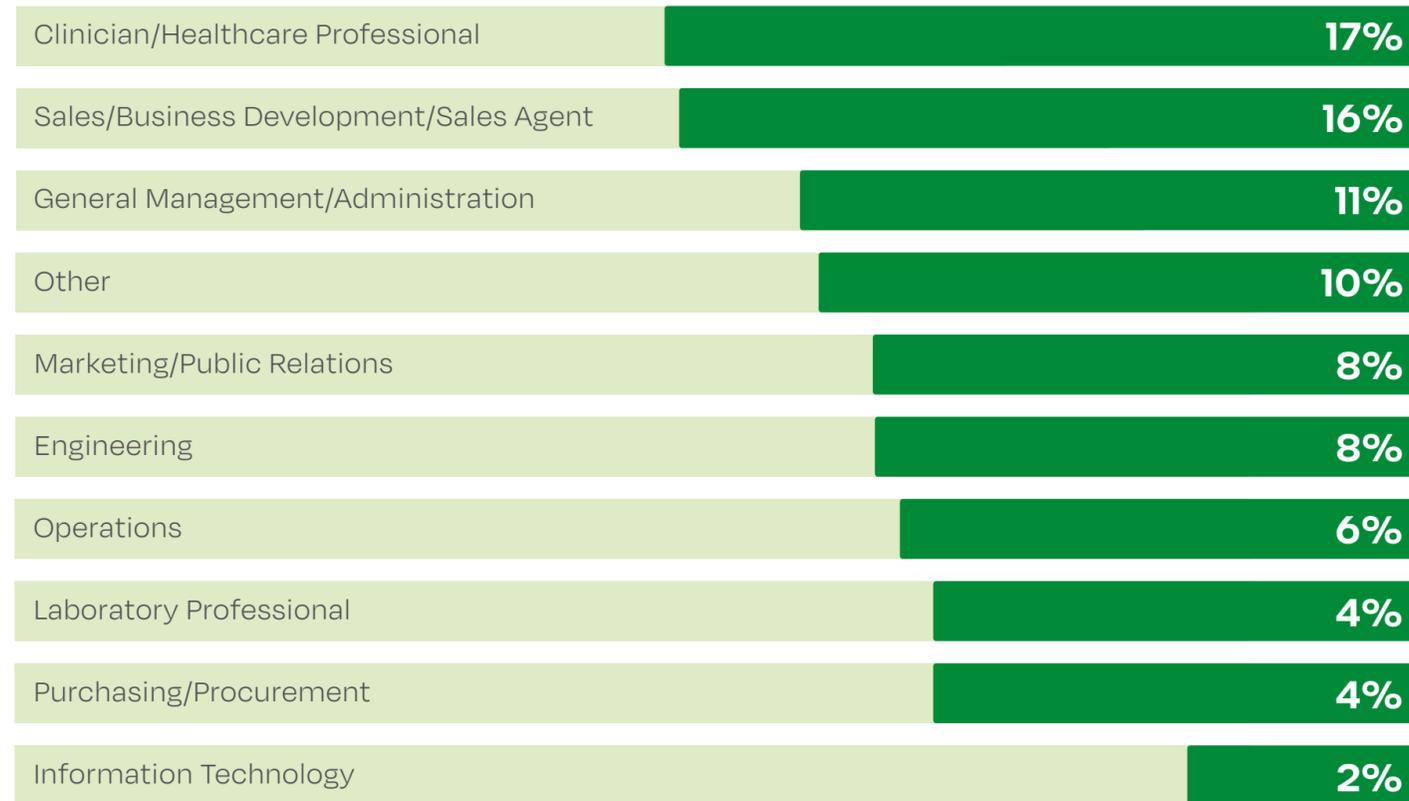
"I strongly recommend that all industry professionals consider attending the upcoming expo. It offers the ideal platform for networking and engaging with manufacturers, making it a valuable opportunity to enhance your professional relationships."

**Sydney Ramulwela | Director | Phophi medical supplies**

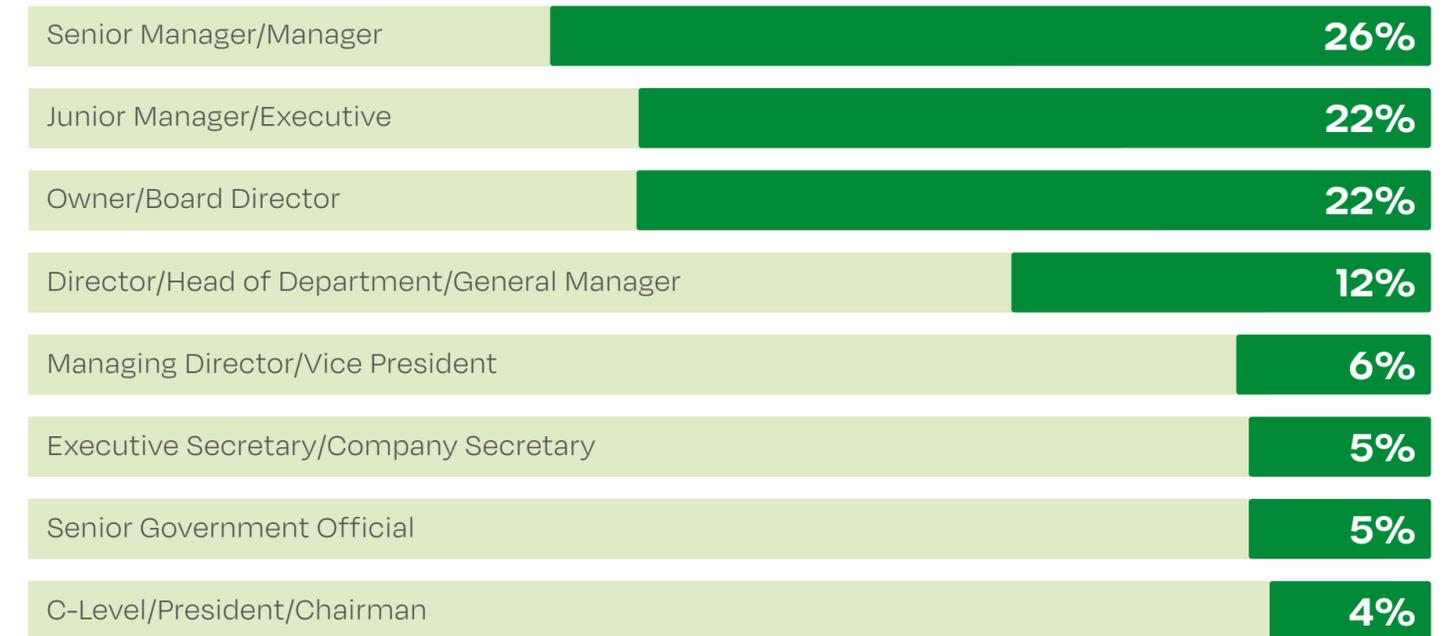


# Visitor overview

## Job Function



## Seniority



# Medlab West Africa 2024 Overview



**1,852** Total Unique Visitors  
**830** delegates  
**60+** exhibitors



**30+** countries represented



**\$20 Million**  
estimated value of business generated

## Digital audience



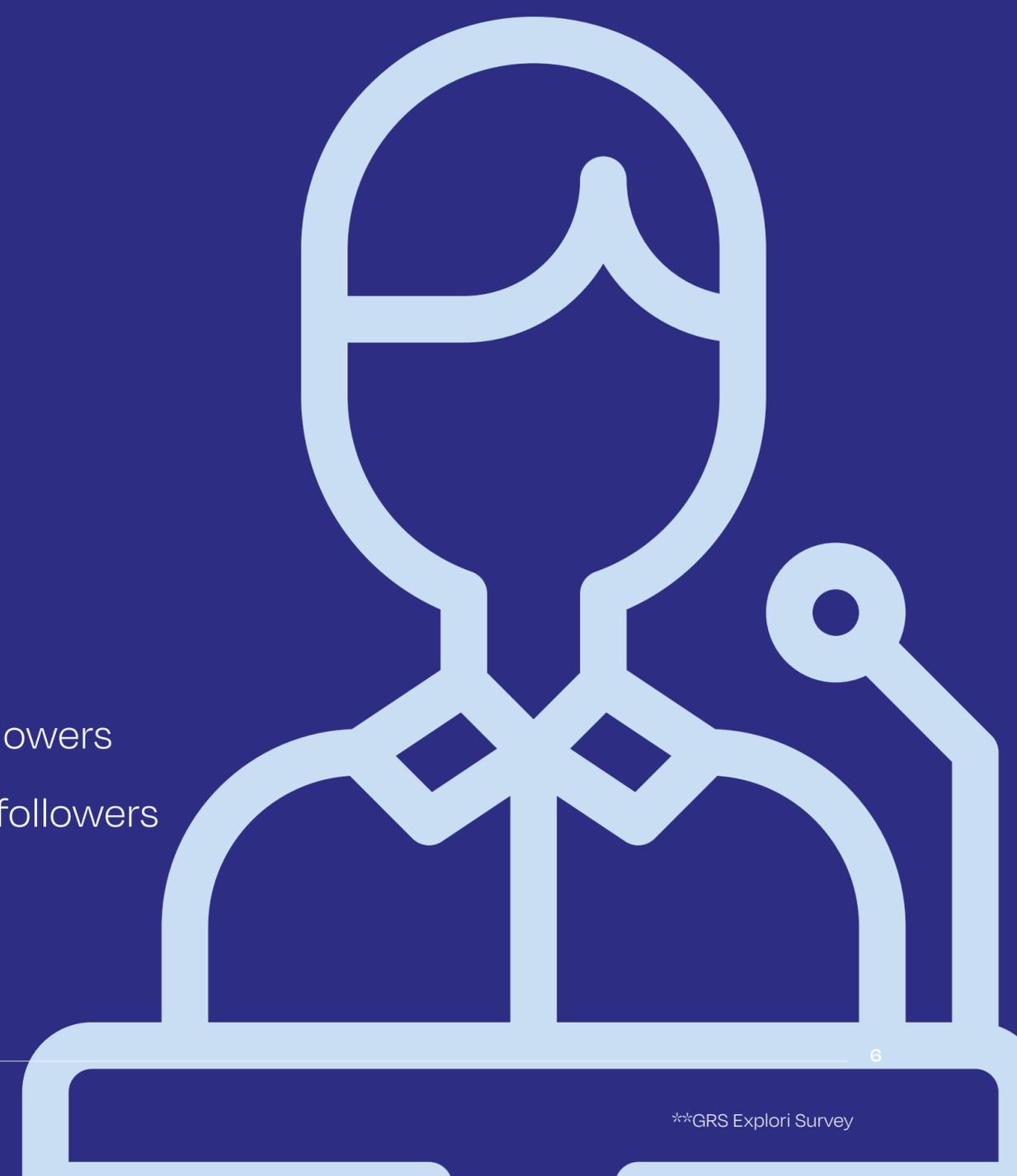
**1,06,511** page views

 **32,520** views

 **4,000** followers

 **697** followers

 **4,280** followers





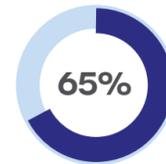
# Exhibitor overview



88% rated Medlab West Africa important for their business/ organisation

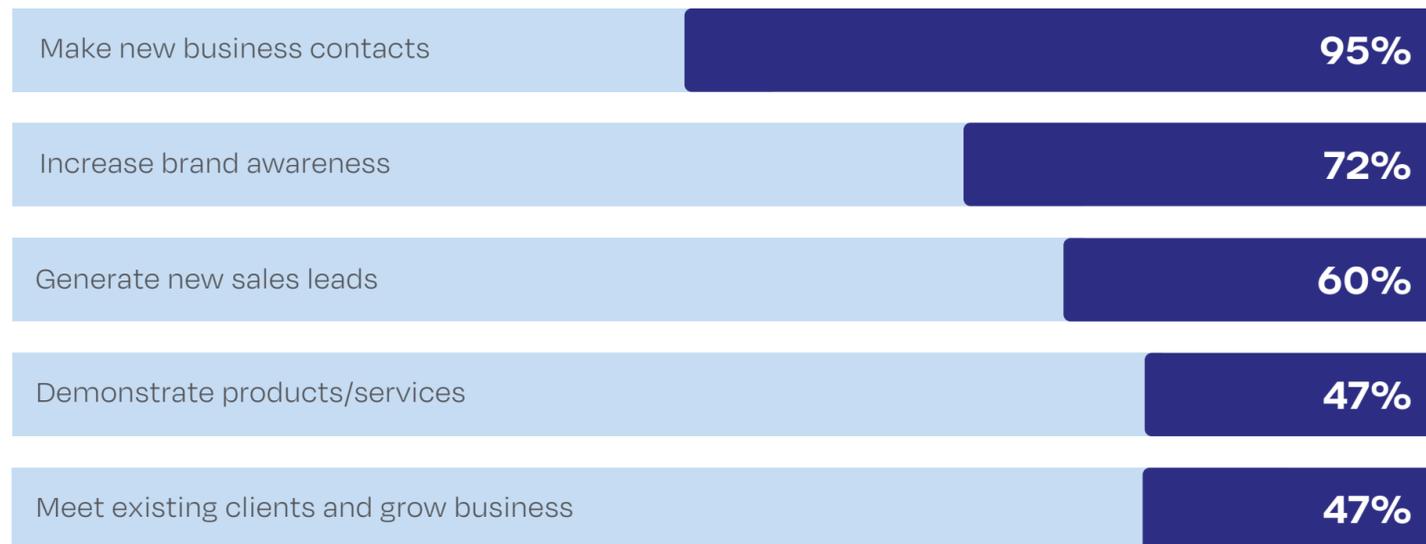


78% rated they are very satisfied with Medlab West Africa this year



65% definitely will and have already booked at Medlab West Africa 2025

## Top 5 reasons for exhibiting



"It's an avenue to network; learn about products; get products or services you need or have been looking for"

**Radox Laboratories Ltd**



"Fantastic opportunity to connect with industry leaders, prospects & strengthen relationship with existing customers"

**BioMerieux Nigeria Limited**



"It was a great place to meet new collaborators and discover new inventions"

**Finlab Nigeria Limited**



An avenue to network, collaborate with leading dealers/manufacturers in lab industry"

**Shenzhen New Industries Biomedical Engineering Co**



# Attendee overview



93% of attendees rated Medlab West Africa as very important for their business/organization



93% of attendees rated their likely or very likely to return next year, emphasizing strong attendee loyalty and the event's continued relevance.

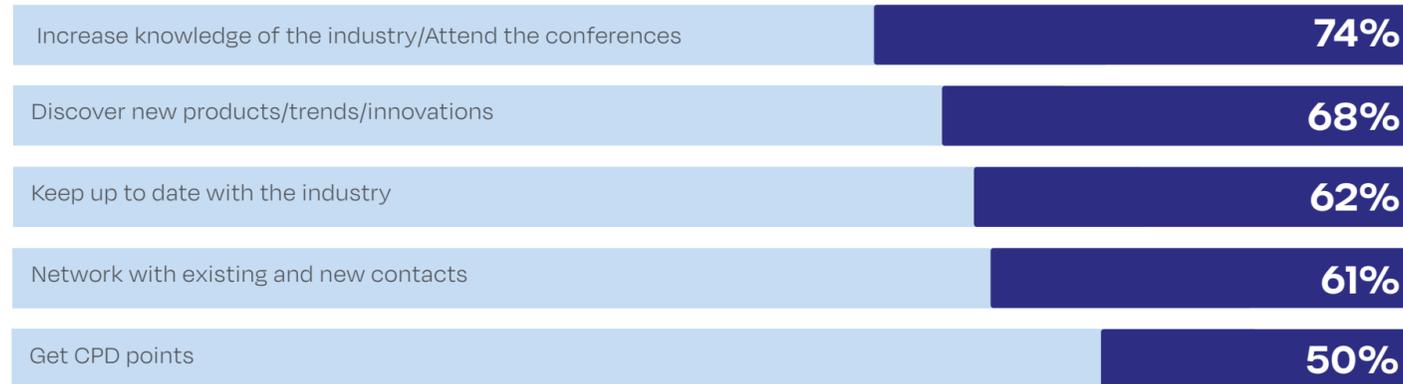


90% of attendees were satisfied indicating a strong overall positive experience

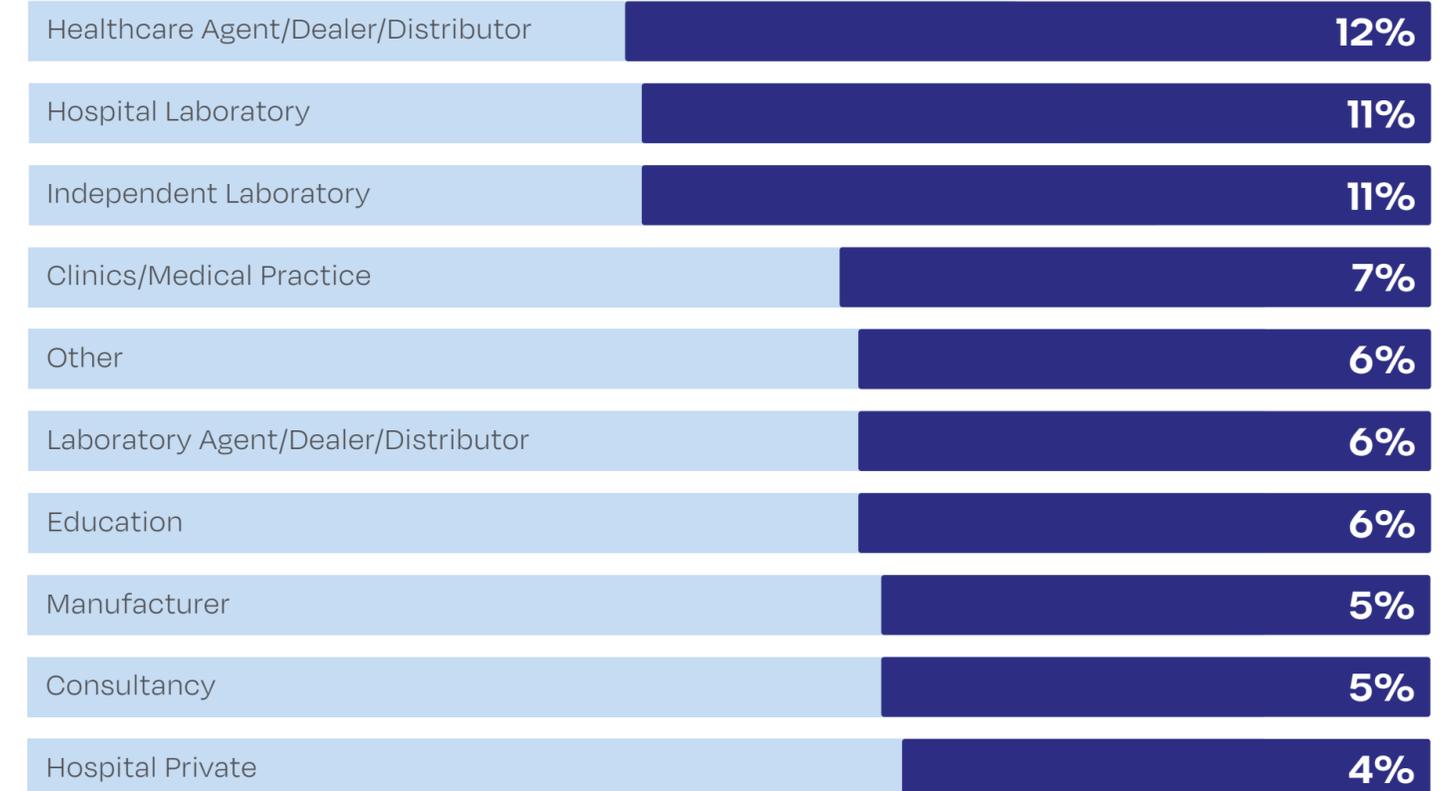


79% of attendees rated most likely to recommend to industry peers and colleagues.

## Top 5 reasons of attending



## Nature of business



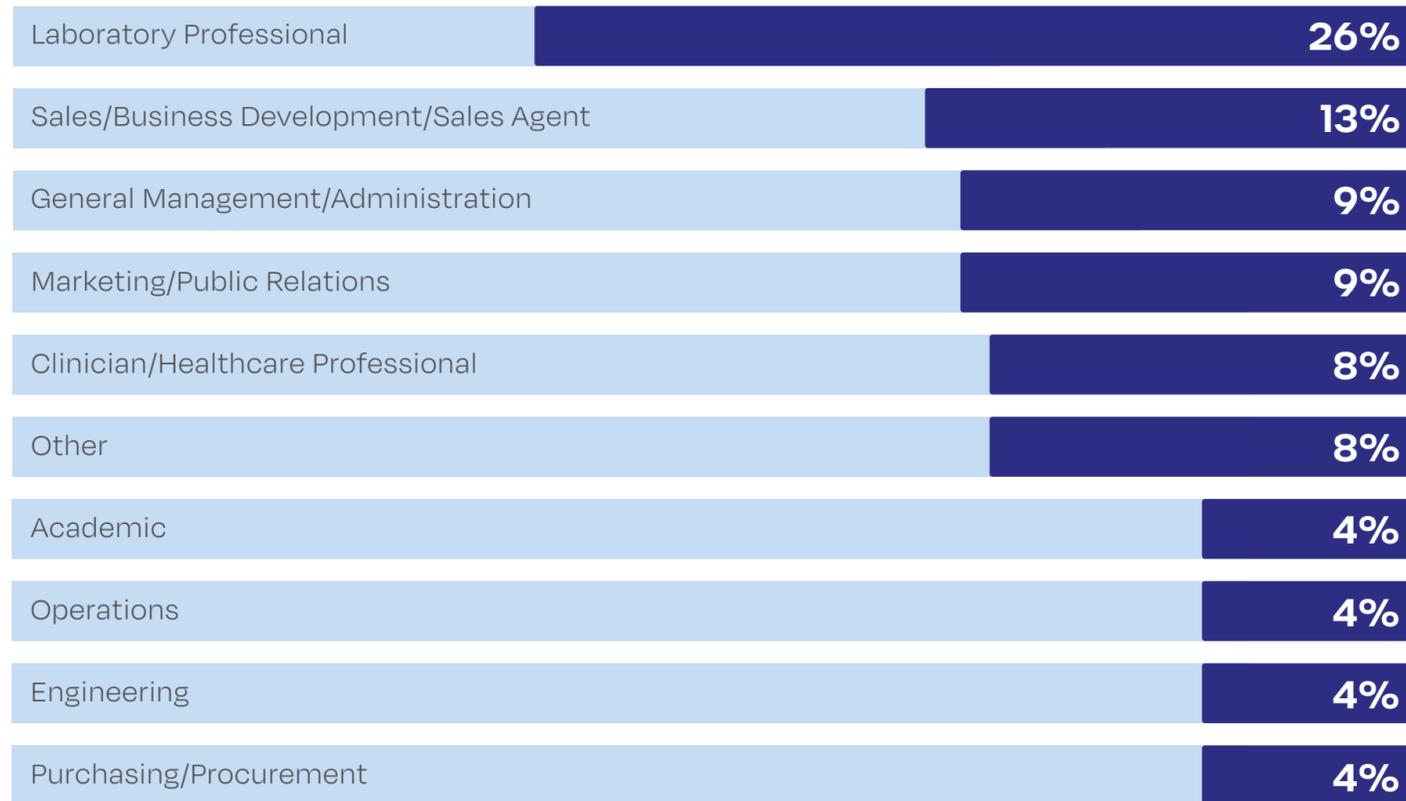
"Educative, latest update on medlab professional, platform for reunion, meeting for business mogul, partnership with manufacturer of different companies and lot more."

**Oyelami Olawale, University of Medical Sciences Teaching Hospital Akure**

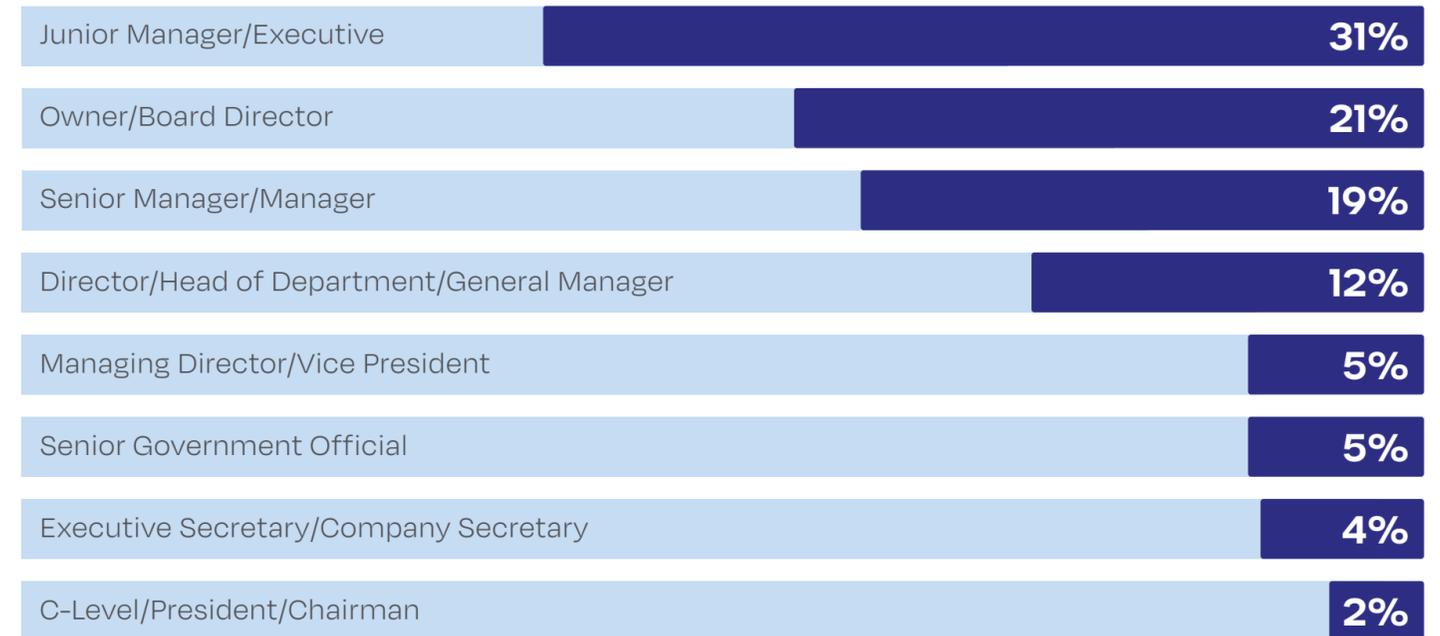


# Attendee overview

## Job Function



## Level of seniority



"Medlab west Africa is avenue to connect and network with highly professional people in medical laboratory profession."

**Kassim Musa, Family health international (FHI360)**



"It's an outstanding event that focuses on the latest advancements in the field of medical laboratory science and technology. The conference attracts top-notch experts, companies, and professionals from across Africa and beyond."

**Seraphine Moses, Aruba Specialist Hospital**

# What can we expect at Medic West Africa & Medlab 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.



# Discover solutions at Medic West Africa & Medlab West Africa 2025

## Product categories



Medical equipment & devices



Disposables & consumer goods



Healthcare & general services



Imaging & diagnostics



IT systems & solutions



Healthcare infrastructure & assets



Preventive & post-  
diagnostic treatments



Orthopaedics &  
physiotherapy/rehabilitation

For stand booking details, please email the team on [mwa@informa.com](mailto:mwa@informa.com)



# Partners tier benefit

Branding	Exclusive partner tier \$20,000	Platinum partner \$15,000	Gold partner \$10,000	Silver partner \$7,500
<b>Online</b>				
Logo on the website's homepage	.	.	.	.
Logo on all Medic West Africa online platforms (website, mobile app, online event platform, pre-show planner)	.	.	.	.
Logo and company description on Medic West Africa's dedicated partners page	.	.	.	.
Logo inclusion in social media posts	.	.	.	.
Logo on visitor promotional campaign	.	.	.	.
Logo in Post-Event Report	.	.	.	.
Logo in "thank you to our partners" post show campaign	.	.	.	.
Featured exhibitor	.	.	.	.
Deluxe profile	.	.	.	.
Featured product	.	.	.	.
Advert in Pre-Show Planner	Full page	Full page	Half page	Half page
Banner ad in Visitor Registration Confirmation email	.	.	.	.
1 x Dedicated social media post	.	.	.	.
<b>Onsite</b>				
Logo exposure in Event Guide	.	.	.	.
Logo inclusion on sponsor's signage	.	.	.	.
Logo inclusion on thank you board	.	.	.	.
Hanging banner above your stand	.	.	.	.
Advert in Event Guide	.	.	.	.
Venue branding assets	up to \$15,000	up to \$8,000	.	.
<b>Networking</b>				
Leaders Forum Sponsor	Headline	Associate	.	.
Access to Exclusive Meetings with Hosted Buyers	.	.	.	.
<b>VIP Treatment</b>				
White glove customer service	.	.	.	.
Priority list on exclusive stand location and launch of exclusive opportunities	.	.	.	.
<b>Content</b>				
Medic West Africa TV	Premium package	Standard package	Standard package	.
Product Showcase at your stand	.	.	.	.
CEO Interview on show website with "In the spotlight" feature on the homepage	.	.	.	.
Opportunity to have a senior representative to join a panel discussion session in the workshops (subject to approval)	.	.	.	.
Opportunity to host a dedicated workshop/networking event	.	.	.	.

# Exclusive opportunities at an additional cost

Venue advertising	
Badge Assistance Desk Sponsor	\$10,000
Floor Tile	\$3,000
Badge Sponsor	\$10,000
Lanyard Sponsor	\$10,000
Visitor Bags Sponsor	\$10,000
Meeting Room Hire	\$2,000
Workshops	\$5,000
Social Events	\$5,000
Product Showcase at your exhibition stand	\$3,500
Dedicated email campaign	\$5,000
Banner ad - show website	\$3,000
Pens and Notepads Sponsor	\$5,000



# Medic West Africa 2025 Conferences Overview

The Medic West Africa Congress is the premier platform for exploring cutting-edge healthcare strategies amid regional health reforms. Bringing together healthcare professionals, policymakers, industry experts, and civil society representatives, the Congress sparks discussions and inspires actionable solutions to navigate the evolving healthcare landscape.

21 April 2025	22 April 2025	23 April 2025
Healthcare Leadership Conference	Health Investments Conference	Clinical Management Conference
Quality Management Workshop	Quality Management Workshop	
Healthcare Excellence Forum	Leaders Forum	Women in Healthcare Forum

## Who should attend:

- Healthcare professionals
- Policy makers and Government officials
- Physicians
- Nurses
- Clinical Officers
- Clinical Promoters
- NGOs
- Health educators
- Public Health Professionals
- Hospital CEOs, CFOs, CMOs, and COOs



# Medlab West Africa 2025 Conferences Overview

Established as the must-attend medical laboratory event, Medlab West Africa will connect the region's healthcare and medical laboratory communities through the most comprehensive experience that offers unmatched opportunities to discover the latest industry innovations and advancements, while driving networking and collaboration between key stakeholders. The three-day event will host a series of six CPD accredited conferences, industry workshops and technical seminars aimed at driving topical discourse and addressing issues facing regional medical laboratory and healthcare sectors.

21 April 2025	22 April 2025	23 April 2025
Laboratory Management & Quality	Clinical Microbiology & Parasitology	Clinical Chemistry
Haematology & Blood Transfusion	Molecular Diagnostics	Anatomic Pathology

## Who should attend:

- Pathologists
- Microbiologists
- Histopathologists
- Haematologists
- Clinical Chemists
- Immunologists
- Genetecists
- Cytologists
- Laboratory Technologists
- Heads of Laboratory
- Laboratory Directors
- Laboratory Technicians
- Laboratory Managers
- Laboratory Supervisors
- Quality Officers
- Laboratory Compliance Officers
- Residents/Fellow
- Students
- Researchers
- Infectious Disease Specialists



# Thank you to our partners



## Platinum partners



## Golden partners



## Silver partners



## Supported by



## Strategic partner



## Content partner



## Media partners



## Official editorial partner



## Organised by



# Let's get talking

## Book a stand in the exhibition:



**Amogh Wadwalkar**

Exhibition Manager  
amogh.wadwalkar@informa.com



**Daniel Green**

Exhibition Manager  
daniel.green.ae@informa.com

## Be a sponsor:



**Joshua Jireh**

Account Manager - Sponsorship  
joshua.jireh@informa.com



**Rubina DSouza**

Senior Conference Producer  
rubina.dsouza@informa.com

