

**Medic East Africa**  
By Informa Markets



Co-located with

**Medlab East Africa**  
By Informa Markets



**4-6 September 2024**

Kenyatta International Convention  
Centre, Nairobi, Kenya

# 2024 Post Show report

In partnership with:



**Ministry of Health Kenya**

Supported by:



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# Connect, trade and learn at the leading healthcare event in East Africa

Medic East Africa and Medlab East Africa 2024 were a resounding success, bringing together thousands of healthcare and medical laboratory professionals from across East Africa. Held at the Kenyatta International Convention Centre in Nairobi, Kenya, the event provided a unique platform for collaboration, knowledge sharing, and networking.

## A collaborative space for Healthcare Innovation

The show floor was a buzz with activity, as government leaders, healthcare providers, manufacturers, and distributors came together to discuss the latest trends and innovations in the healthcare industry. Attendees had the opportunity to explore a wide range of products and services, from diagnostic equipment to medical consumables.

## CPD-accredited conferences

The **Healthcare 2.0 East Africa Summit** focused on the challenges and opportunities facing healthcare systems in the region, while the **Medical Laboratory Conferences** provided updates on the latest developments in laboratory medicine. All conferences were free to attend for healthcare and lab professionals from East Africa, ensuring that everyone had the opportunity to benefit from the valuable insights shared by the speakers.

The event served as a platform for raising awareness of important health issues and promoting collaboration among stakeholders.



# Overview



**5,771** professional visits

**1,226** delegates

**125** speakers

**206** exhibitors



**50** countries represented

**32** exhibiting countries

## Digital audience



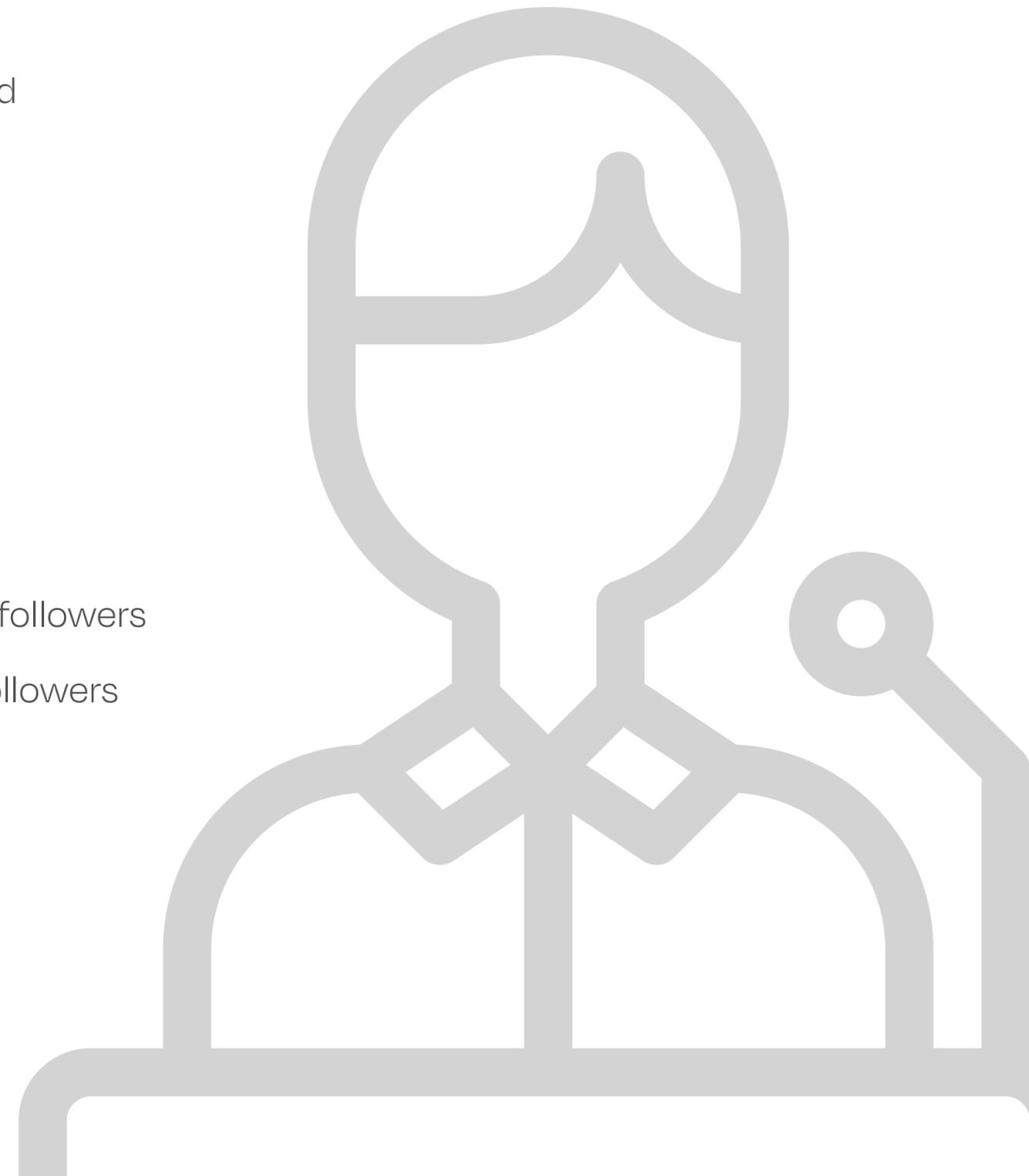
**221,885** website views

**f** **13,500** followers

**in** **1,333** followers

**X** **460** followers

**ig** **982** followers



# Exhibitor overview



exhibitors consider MEA an important platform for their business



will be exhibiting again next year

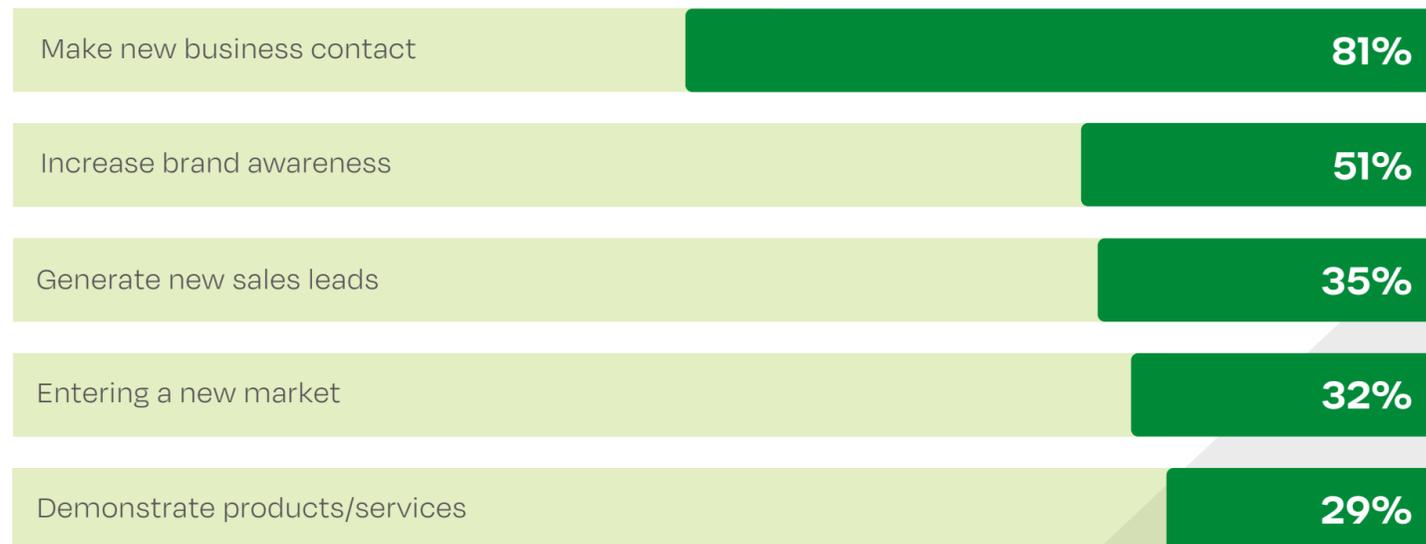


new and first time exhibitors



**\$223,000**

business generated on the show floor



"Medic East 2024 was an excellent show this year, it helped us to connect to many people and opened new horizons."

**Asser El-Zorba, CEO, Medikalz**



"I met great clients whom I believe will play a pivotal role in transformation of the healthcare system."

**Harun Aseka, Sales Manager, Crown Healthcare**



"It was an amazing experience to be a part of the Medic East Africa. The country is gateway to the rest of Africa and hence the show had a very good footfall. Highly recommended."

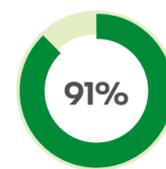
**Muhammad Mustafa, Export Manager, Nutrix Healthcare**



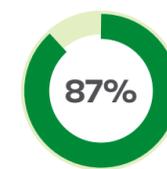
# Visitor overview



92% will be visiting next year



91% consider MEA as an important platform for their business and knowledge

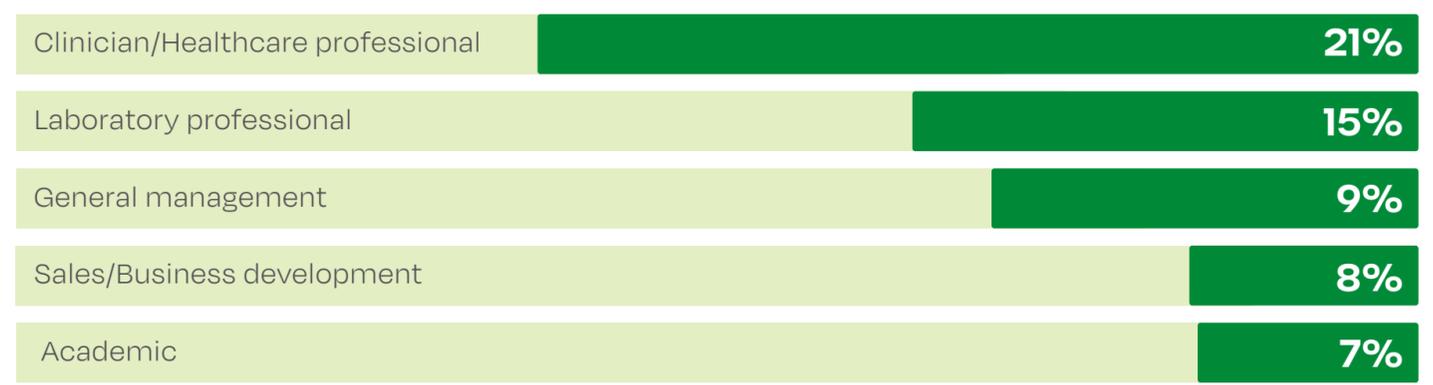


87% of the dealers and distributors were able to source a new supplier

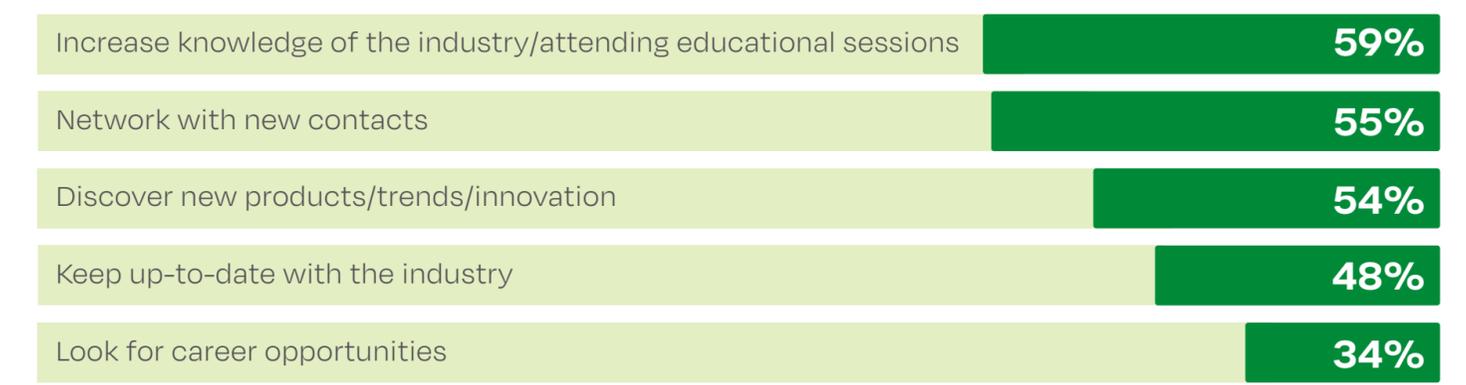


62% rated the quality of exhibitor to good to excellent

## Top Nature of business



## Top 5 reasons for attending



"My experience at this year's conference was truly exceptional. I gained invaluable insights from the expert-led sessions, which covered the latest advancements in medical technology and laboratory practices."

**Valerie Rading, Business Strategist and Project Consultant, VR Consulting**

# Healthcare 2.0 East Africa Summit

The Healthcare 2.0 East Africa Summit served as the premier platform for exploring transformative strategies in Healthcare within the context of recent health reforms in the region.

## Content Schedule

4 September	Healthcare Leadership Conference
5 September	Primary Healthcare Conference
6 September	Healthcare Financing Conference



**726**  
delegates



**67**  
speakers



**3 CPD**  
accredited conferences

In partnership with:



# Medical Laboratory Conferences

The Medical Laboratory conferences brought together experts to share ideas. They talked about new developments in the field. The goal was to improve patient care in the region.

## Content Schedule

4 September	Laboratory Management Conference
5 September	Clinical Microbiology, Parasitology, and Mycology Conference
6 September	Molecular Diagnostics and Genomics Conference



**705**  
delegates



**58**  
speakers



**3 CPD**  
accredited conferences

In partnership with:



# Thank you to our partners

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## Organised by



# Save the date for 2025

**1-3 October 2025**

Kenyatta International Convention Centre, Nairobi, Kenya

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**Contact us to book your stand**

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[mediceastafrica.com](http://mediceastafrica.com)



# Medic East Africa and Medlab East Africa 2024 in pictures

