# MEDEXPO



East Africa's Largest International Trade Exhibition On Medical & Pharmaceuticals Products Eqpt. & Machinery

**POST SHOW REPORT** 21 - 23 June 2023 Sarit Expo Centre, Nairobi, Kenya



# Chief Executive Officer, Kenya Medical Association (KMA), inaugurated the MEDEXPO KENYA 2023

As the leading International Exhibition in the East Africa, the 23rd MEDEXPO Africa 2023, set new records this June with an overwhelming response of trade visitors and exhibitors from across the globe making it East Africa's most successful event.

The 23rd MEDEXPO Africa 2023 was held at Sarit Expo Centre, Nairobi, from June 21 - 23, 2023. Hon'ble Dr. Brenda Obondo, Chief Executive Officer, Kenya Medical Association (KMA), Nairobi inaugurated the event. The show was an exceptional success for the 23rd consecutive year. The expo proved to be a useful stage for visitors to meet exhibitors of their interest.

Organized by EXPOGROUP, the show had exceptional visitor footfall ensuring beneficial interactions for exhibitors with a wide variety of potential business prospects. The expo saw a strong international presence with participants from as many as 30 countries exhibiting their products.

As a proven platform for business to business, the exposition showcased latest developments in the Medical & Healthcare Industries from various organizations, decision makers from the end user industries as well as industry observers and experts interacted with each other making the event an excellent platform for networking and relationship building. Exhibitors identified the immense potential of the East African markets while the visitors were exposed to explore various new business options.





# Exhibitors from 30 countries participated

- Belarus
- Canada
- China
- Cyprus
- Egypt
- Ethiopia
- France
- Germany
- India
- Iran
- Israel
- Indonesia
- Kenya
- Korea
- Nigeria
- Pakistan
- Romania
- Russia
- Serbia

- Singapore
- South Africa
- Spain
- Sweden
- Taiwan
- Tanzania
- Turkey
- United Arab Emirates
- United Kingdom
- United States
- Yemen







### **Exhibits**:

- Medical Equipment
- Hospital Supplies
- Pharmaceuticals
- Healthcare
- Dental
- Optical
- Veterinary Instruments
- Medicine & Drugs
- Laser Equipments
- Personal Hygiene Products
- Medical Imaging Devices
- Laboratory Equipments
- Dietary Supplements
- Emergency Medical Services
- Medical Disposable Supplier
- Life Science Consumables
- Vaccine
- Refrigeration
- Infant and Adult Ventilators
- Lab Microscopy Automation and more

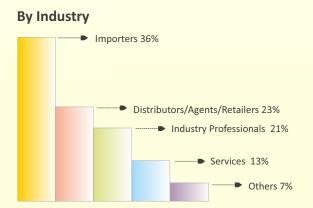


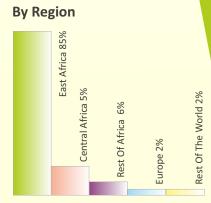


## **Visitor Profile**

- Importers, Distributors & Retailers
- Manufacturers & Exporters
- Government agencies
- Bulk Consumers like Hotels, Hospitals,
- Manufacturers
- Importers
- Exporters
- Traders & Distributors of related Products
- Supermarkets & Mall outlets
- Consumer users

# Visitor Statistics (Total 5,400)





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East Africa's Largest International Trade Exhibition On Medical & Pharmaceutical Products, Eqpt & Machinery

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## **Exhibitors Report:**

90% of exhibitors stated that their overall objectives had been met.

85% stated that they had met or surpassed the number of inquiries received during the 3 day event.

92% of exhibitors stated that the quality of visitors met or surpassed their expectations

83% of exhibitors stated that they would like to repeat their participation.

91% of the exhibitors stated that they were satisfied with the support / services extended by the organizer.

#### **Exhibitor Comments:**

#### PHARMA WORLD ECZA DEPOSU, Türkiye:

"It has been outstanding. We didn't expect footfall to be so high and the level of interest in our products from credible importers has been brilliant. See you next year!"

#### LA-MED HEALTHCARE PVT LTD, India:

"This exhibition has been great. We've met quality prospects that we wouldn't have reached through our other marketing channels. Well worth the investment!"

#### HOLDING BELPHARMPROM, Belarus:

"Excellent support from the organizers and the event delivered high caliber leads. We were impressed by the quality of products that were on display as well. We'll definitely exhibit again "





# Glimpse of Prime Exhibitors and Supporters

#### **PRIME EXHIBITORS:**



















and many more..

#### **SUPPORTED BY:**

















and many more..













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