

**10**  
Years

A decade of excellence

# Medic West Africa

## A decade of excellence

Medic West Africa   
By Informa Markets

Co-located with:

Medlab West Africa   
By Informa Markets



## Medic West Africa – A Decade of Excellence

Informa Markets will once again host West Africa's largest healthcare exhibition, and the 2023 edition will be greater than ever before. The event marks ten years of honor and excellence in the healthcare business by showcasing global medical advances and concepts that promote healthcare solutions in Nigeria and West Africa.

### Medic West Africa (MWA) – Where the whole world of medicine meets

The most awaited healthcare exhibition of the year is back, promising a bigger, grander, and more memorable event than ever. Join us from **September 26th - 28th, 2023**, and be a part of Africa's largest and most exciting Healthcare event, taking place at the Landmark Centre in Lagos, Nigeria.

The Medic West Africa Exhibition and Conference welcomed 3,260 healthcare professionals from 84 countries and enabled USD \$30 million in commercial transactions in its 2022 edition. The event is now making a successful comeback in 2023 to provide leaders with an unrivaled forum to discuss and shape the future of the healthcare industry within the region.

The forthcoming event will give a venue for medical professionals, dealers, manufacturers, suppliers, service providers,

and stakeholders to network and meet new individuals in the healthcare and medical sectors. In addition, the show will promote cutting-edge equipment, services, and facilities, as well as maximising trade and investment prospects.

According to Dr. Alex Kodwo Kom Abban, Deputy Minister of Health in Accra, Ghana, "Medic West Africa is an excellent location for viewing the most modern medical innovations from around the world under a single dome. The expo provides an opportunity for manufacturers to showcase the cutting-edge equipment, allowing Nigerian health institutions to benefit from and provide the highest quality treatment possible".

### View the medical innovations of the future now! Participate in the community of Medical Technology!

Over the past years, the Medic West Africa Event has established itself as the number one healthcare event in Africa, and it is now firmly set on the calendar of every expert. The three-day event will be a collaborative forum for healthcare professionals and stakeholders to learn about the most recent technological medical developments. The event will feature the latest imaging technology, lab and IVD technologies, consumables and implants, diagnostic imaging, tools & appliances, and patient assistance.

Medic West Africa welcomes 150+ exhibiting businesses from 32+ countries, providing the healthcare industry with a vital worldwide platform for face-to-face commerce. The 10th edition will have a comprehensive program that will allow producers to meet a varied audience of customers in the region. The 800+ participants and 20+ international speakers will debate the sector's most pressing concerns and recent advances.

"With its rapidly growing population, West and Central Africa has an ever-increasing demand for quality healthcare services," stated **Tom Coleman**, Exhibition Director of Medic West Africa.

He further stated that "While governments have made sizable investments to enhance the quality of healthcare and broaden access to medical facilities, Medic West Africa is instrumental in driving the advancement of healthcare as a whole by creating an ideal setting for organisations and stakeholders to connect, discuss, and explore the latest advancements in healthcare technology and solutions,"

### MedLab West Africa

The formal launch of MedLab West Africa will be hosted by the prestigious global event organiser Informa Markets in cooperation with the Medical Laboratory Science Council of Nigeria (MLSCN). To better serve the requirements of our African community in this contemporary era, MedLab Africa

provides a broad variety of the most recent and innovative lab medicine solutions, including devices and equipment, diagnostic tests, instruments, reagents, and disposables.

The event brings together medical laboratory manufacturers from over 20 countries worldwide and important opinion leaders to decide the industry's future. MedLab West Africa provides global innovation to improve patient care. Its primary focus is on core lab and specialised lab units directed by a strong scientific committee, ensuring that contemporary challenges and innovation are at the forefront.

### Helping Local Communities - Building Trust and Improving Care

Throughout the expo, the event has some really impressive actions and ideas to assist the people of Africa in obtaining access to some highquality items in the local marketplaces, as well as to provide them with the opportunity to locate decent solutions for the health problems.

Medic West Africa and MedLab collaborated with regional authorities and non-governmental groups to strengthen the healthcare system and address pressing public health concerns. Collectively, the event supports causes such as maternity and child health, sickness prevention, and health awareness. Despite the glitz and splendor of the exhibition halls, both platforms stayed steadfast in the commitment to really better communities.

## Enhance Healthcare Education

Medic West Africa's primary goal is to provide recognised medical education to healthcare professionals who want to update and expand clinical knowledge and abilities. MWA is devoted to offering the highest possible medical education accessible in Nigeria and West Africa by ensuring that the presenters are leading experts in the professions.

The event therefore has a comprehensive healthcare education agenda as well as CPD approved master workshops offered by some of the industry's leading healthcare organisations.

## Trade Associations, Government Agencies and Industry Partners

The Healthcare Federation of Nigeria, the Healthcare Leadership Academy, the Society for Quality in Healthcare in Nigeria, the National Agency for Food and Drug Administration and Control (NAFDAC), and the Standards Organisation of Nigeria (SON) are among the trade organisations and government agencies that support Medic West Africa. Among the partners are Abbott, Randox, and Qiagen. BayHealth, a management consulting firm, provides better healthcare solutions in Nigeria and Africa and collaborates with Medic West Africa to promote the change of the healthcare business.

## Economic Contribution

The event has significant economic contributions to the towns and nations, leaving an indelible mark on a range of financial factors

- Foreign firms and investments stimulate the local economy, foster trade connections, and allow local businesses to showcase the products and services on a worldwide scale.
- The expo attracts a large number of people from other countries, which raises the need for housing, eating, transportation, and other hospitality services, so strengthening the local tourism business.
- The event has resulted in a great number of job vacancies in a variety of businesses. Logistics, hospitality, marketing, event organising, and healthcare services are among them. Many individuals and families rely on the work that is established to meet the basic requirements.
- Investing in venues, exhibition halls, transport and utilities not only meets the immediate demands of the expos, but also leaves a permanent legacy of enhanced infrastructure for the city and country.
- The increased economic activity caused by the events resulted in increased tax income for the government. These

funds might be utilised to improve public services, infrastructure, and other projects that benefit the country as a whole.

- Medic West Africa and MedLab collaborate closely with regional businesses to assist them exhibit the products and services at trade shows. This exposure benefits and promotes domestic businesses, hence encouraging the country's economic development and sustainability.

## Influencing the Healthcare Industry – A Journey to Success

A group of medical experts started the journey by founding Medic West Africa, a trailblazing platform devoted to fostering quality and innovation in the local healthcare sector. The team banded together with the goal of revolutionising healthcare access and quality in West Africa.

In the early years, Medic West Africa had several challenges. However, the group persisted with unflinching determination, believing that teamwork and a common goal can influence change.

The first Medic West Africa expo was a small event, but it laid the groundwork for an important decade ahead. As the years followed, Medic West Africa grew in breadth and impact. With each successive edition, more individuals from all over the world came to participate and demonstrate the most

recent breakthroughs in medicines, medical technology, and innovative solutions tailored directly to the region's requirements.

Despite the challenges, Medic West Africa remained committed to quality. The team worked hard to address important healthcare concerns such as infectious disease epidemics, maternal and child health, and non communicable illnesses. Numerous lives were impacted through partnerships with NGOs, governmental agencies, and foreign groups that facilitated community outreach programs and medical missions. Medic West Africa's impact increased over time to incorporate activities other than the exhibition. It became a melting pot of ideas, encouraging a culture of continual learning and progress. The platform developed itself as a credible voice for healthcare reform, advising policymakers and working on projects to enhance healthcare.

The event has now established itself as a crucial player in facilitating discussion pertaining to collaboration among healthcare professionals, the government, and Nigerians in general. The founders of Medic West Africa are thrilled and appreciative as it reflects the decade-long road to success. The dedication and vision have resulted in healthier communities, greater patient outcomes, and a growing network of West African healthcare heroes.

## From then to now, it's been a journey of success!

The event envisages a future in which healthcare in West Africa is more than a pipe dream; a reality in which excellence is the norm and every person is respected and cared for.

As the successful decennium comes to an end, Medic West Africa is committed to the mission and ready to write the next chapter of an extraordinary narrative—a story of excellence, impact, and hope for a healthier and better future for West Africa.

This story of excellence serves as an inspiration to all, reminding us that when visionary minds come together, anything is possible - even transforming the healthcare landscape and changing lives for the better.



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# See you soon!

Join us in celebrating 10 years of connection, innovation and healthcare transformation.

Register now for free

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**26-28 September 2023**

Landmark Centre, Lagos, Nigeria

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