



Under the Aegis of the Health Ministry



MEDICAL EXPO

Le Salon International de la Santé
The International Health Exhibition

2019



04 - 07
2019 **APRIL**

**The International
Fair of
Casablanca**

FORUM
AFRIQUE
GLOBAL
SANTÉ
04-07 APRIL 2019



www.medicalexpo.ma

organizer :

organizer delegate :

AMDIE
Foire Internationale
de Casablanca

ATELIER VITA
CASABLANCA SARL AU



The Investment and Export Development Agency - AMDIE Organizes jointly with the agency ATELIER VITA from 04 to 07 April 2019 at the International Fair of Casablanca, the 20th edition of the International Health Fair "MEDICAL EXPO 2019". This event is the largest African event that brings together all health professionals at the national, continental and international levels.

The large number of professional visitors received during the 19th edition and previous editions. In addition, the quality of the speakers, the professional visitors and the richness of the scientific program show that the Salon maintains its leading position as the largest internationally recognized health platform in Africa.

TECHNICAL SHEET 2019

- **Name of the exhibition:** Medical Expo 2019
- **Name:** The International Medical Expo "Medical Expo 2019"
- **Date:** From the 04th to the 07th of April 2019
- **Location:** Casablanca International Fair
- **Type:** Trade Show
- **Edition:** 20th édition
- **Character:** International
- **Concurrent events :**
 - The 5th edition of the Africa Global Health Forum-FAGS
 - The 4th edition of the National Days of Biomedical Engineering.

COMMUNICATION

- Promotion on social networks: Site dedicated to the event:
- www.medicalexpo-maroc.com and the presence of the event in the site of the OFEC: www.ofec.ma
- Urban signage: billboards in the arteries of large cities
- Radio spot
- Promotional Videos
- Media partnerships
- Press conferences
- Advertisements in trade journals.
- Banners in major global health websites
- Mailing operations to all stakeholders in the healthcare sector
- Invitations and letters sent to professionals in the sector

EXHIBITORS PROFILE

- Pharmaceutical laboratories
- Professionals of the medical and paramedical equipments
- Para-pharmacies
- Professionals of the materials of fitness and SPA
- Professionals of the dental materials and consumables
- Optical and the spectacle trade
- Institutions and Organizations
- Suppliers of materials & products of analysis and laboratory
- Professionals of the layout and the decoration
- Suppliers of the medical furniture/cabinets
- Transport and hospital equipment

VISITORS PROFILE

- National and International Contractors
- Directors of hospitals
- General practitioners
- Specialists Doctors
- Dentists
- Pharmacists
- Pharmaceutical assistants/pharmacy technicians
- Opticians
- Technicians in medical equipment
- Biomedical Engineers
- Qualified Dental prosthetists
- Professionals of medical care
- Biologists
- Chemists
- Engineers and technicians of production
- Physiotherapists and physiotherapists



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2018

The **Medical Expo** will now have to play a fundamental role in the gathering, development and growth of the health sectors, becoming a platform for reflection on the future strategies of the sector.

It is thanks to the presence and the implication of several personalities of the public and private sector that the 2018 edition was a great success, in particular:

- **Professor Hichem NEJMI** : President of the 19th edition of the **MEDICAL EXPO** Show 2018 and the 4th edition of the Africa Global Health Forum -FAGS-, General Director of the Mohammed VI University Hospital of Marrakech
- **Professor Mohammed LAGHZAOU** : Scientific Chairman - FAGS 2018.
Several great personalities also contributed to this success by their presence and support, to quote:
- **Professor Houcine MAAOUNI** : President of the Council of the Order of Physicians
- **Professor Salaheddine EL OTHMANI** : President of the Southern Regional Council of Dentists
- **His Excellency Mr. LI Li** : Ambassador of China to Morocco
- **Docteur Nabila RMILI** : Regional Director of the Ministry of Health; Casablanca- Settat Region.
- Distinguished Deans of Faculties of Medicine
- **Professeur Mohamed BENAGUIDA** : The President of the National Association of Clinics Private Morocco (A.N.C.P)
- **Docteur Naoufel EL MALHOUF** : The Director General of the National Agency for Health Insurance (ANAM)
To this end, we had all the honor to pay homage to:
- **Professor SAID MOUTAOUAKIL** : President of the Moroccan Society of Medical Sciences (SMSM) and Anesthetist-Resuscitator.



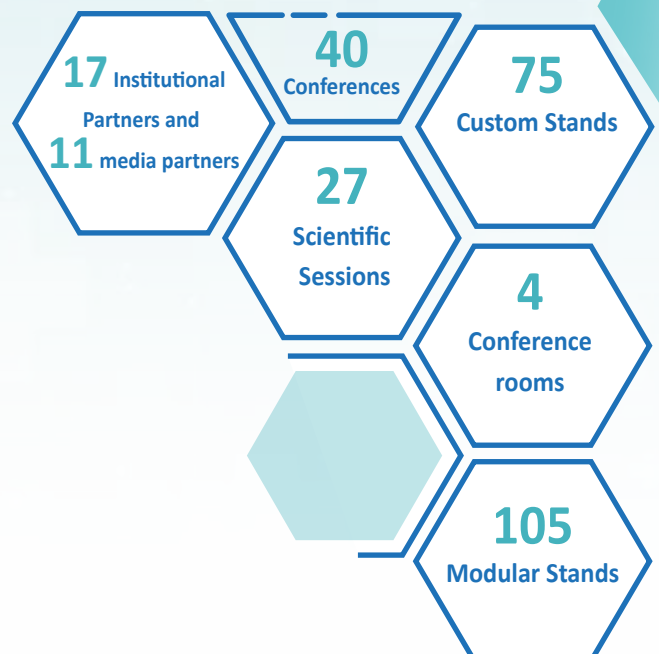
BALANCE SHEET EDITION 2018

- **Name of the exhibition:** Medical Expo 2018
- **Name:** The International Medical Expo "Medical Expo 2018"
- **Date:** From 01 to 04 March 2018.
- **Location:** Casablanca International Fair.
- **Type:** Professional Salon
- **Edition:** 19th édition
- **Character:** International.
- **Espace net de l'exposition :** 4891sqm
- **Number of Exhibitors :** 180 exhibitors including 60 foreign exhibitors and 120 local exhibitors
- **participating countries :** 10 countries ; Korea, Palestine, Spain, Italy, united states, Tunisia, Portugal and Morocco, chinese and pakistani area.
- **Number of visits :** 8963 business visitors moroccan and foreign

Concurrent events:

- The 4th edition of the Africa Global Health Forum-FAGS.
- The 3rd edition of the National Days of Biomedical Engineering
- The Dental Tribune

THE 2018 EDITION IN FIGURES





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PHOTOGRAPH OF THE 2018 EDITION OF THE MEDICAL EXPO



Organizer

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