



















# MEDICAL EXPO WITH NUMBERS



Brand

Hosted Buyer Program & B2B





Visitor

5200+



Participant Country

150+

15



Conferences



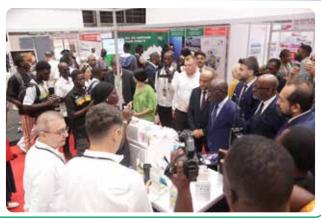
Product Type

1000+



The International Medical, Healthcare & Pharmacy Exhibition took place at the Parc des Expositions in Abidjan from June 24-26, 2025.

# STRONG ROOTS FOR SUSTAINABLE GROWTH!



The event brought together 150+ brands from over 15 countries, showcasing the latest innovations and solutions in medical technology, pharmaceuticals, hospital equipment, diagnostics, and digital health. Over three days, the fair welcomed more than 5,200 industry professionals, including healthcare providers, pharmacists, hospital administrators, distributors, medical device manufacturers, and government representatives from across West Africa.

Organized under the patronage of the Ministry of Health, Public Hygiene, and Universal Health Coverage, and supported by key institutions such as the CCI-CI, CEPICI, the Dominique Ouattara Mother and Child Hospital, the New Public Health Pharmacy (NPSP), and professional medical associations, the opening ceremony featured distinguished speakers from ministerial bodies, diplomatic missions, and national healthcare organizations—each emphasizing the strategic importance of the Expo for strengthening healthcare systems and promoting innovation across the region.

The fair featured a dedicated **Hosted Buyer Program**, enabling targeted **B2B meetings** and over **600 business negotiations**. In addition, **25 conferences** and expert panels were held, where leading professionals addressed current challenges and opportunities in **public health**, **pharmaceutical regulation**, **hospital management**, **medical innovation**, and **healthcare accessibility—designed specifically to meet the needs of West Africa's health sector**.

# THANK YOU TO OUR EXHIBITORS







































































**EMSEY HOSPITAL** 















































































# WITH SPECIAL THANKS TO

## **OUR SUPPORTERS & PARTNERS**

Organized with the support of the Ministry of Health, Public Hygiene, and Universal Health Coverage, in collaboration with CCI-CI, CEPICI, the Ivorian Pharmaceutical Regulatory Authority (AIRP), and the National Order of Pharmacists of Côte d'Ivoire (ONP-CI), Medical Expo Côte d'Ivoire marked a significant milestone for the region. We extend our sincere thanks to Dr. Coulibaly Assane, Director General of AIRP, for his continued support and valuable leadership.

#### **UNDER THE PATRONAGE**

















#### **MEDIA PARTNERS**









LISTEN TO OUR EXHIBITORS!























Medical Expo is a valuable platform that connects Ivorian and international companies, fostering important commercial and technical partnerships. It offers a great opportunity to showcase products and expertise, supporting the rapid growth of the medical sector in Côte d'Ivoire.

We are satisfied with our participation and look forward to joining the next edition.





Medical Expo plays a vital role in showcasing Côte d'Ivoire as a healthcare hub for West Africa. It creates essential opportunities to connect with international partners, promote advanced medical technologies, and support the continuous development of healthcare solutions across the region.

Events like this are key to growing the market and strengthening regional collaboration.

# 20+ OFFICIALS, POWERFUL OPENING:

#### A POWIERFUL OPENING WITH UNWAVIERING SUPPORT

The official opening ceremony of Medical Expo Côte d'Ivoire 2025 took place on the morning of June 24 with the presence of esteemed dignitaries, marking the official start of this landmark event. The ribbon-cutting ceremony was led with enthusiasm, symbolizing the collaborative spirit and strong institutional support behind the Expo.

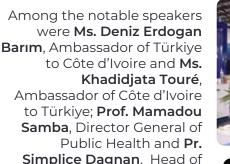




\* Dr Diarra Arouna, President of the National Council of the Order of Pharmacists of Côte d'Ivoire



\* Mr. Charles Koffi AKA, Chief of Staff to the Minister of Health



Simplice Dagnan, Head of the Public Health Laboratory, UFR Medical Science at FHB University. Their presence, along with institutional backing from CEPICI, ONP-CI, and AIRP, highlighted the strategic importance of the Expo in strengthening

healthcare cooperation.

investment, and regulation.







\* Mr. Siriki Sangare, President of CNPC-CI



\* Ms. Deniz Erdogan Barım, Ambassador of Türkiye to Côte d'Ivoire







\* Dr Coulibaly **Assane**, Director General of AIRP

international expertise.

helping bridge local needs with

The ceremony concluded with colorful cultural performances celebrating Ivorian heritage. Civil society actors such as the HIV/AIDS Advocacy Association also took part, underscoring the Expo's inclusive vision. The event reflected a strong alliance between government, professional institutions, and the community, setting the tone for a successful exhibition.

# 20 CONFERENCES, 10+ EXPERTS,

ONE SHARED VISION

Over the course of three vibrant days, Medical Expo Côte d'Ivoire 2025 hosted a prestigious conference program featuring influential leaders, policy-makers, and pioneers from across the healthcare ecosystem. The panels and presentations addressed critical topics such as public health systems, medical innovation, universal health coverage, and healthcare investment—offering invaluable insights and helping shape the future of medical development in West Africa.



More than 10 distinguished speakers delivered 10 conferences and 12 keynotes—shedding light on the shifting priorities, emerging trends, and opportunities within the food and agribusiness landscape.









Among the distinguished panelists were CEOs and presidents of leading organizations—highlighting the Expo's rising role as a regional platform for dialogue innovation, and strategic collaboration in the healthcare sector.









#### **OUR PROFESSIONAL SPEAKERS**



KOFFI AKA
CHIEF OF STAFF TO THE
MINISTER OF HEALTH



M. FRANCK SIMON BLEHIRI DIRECTOR, DIRECTORATE OF IT AND DIGITAL SOLUTIONS



DR ACHI HARRISON THIZIERS DIRECTOR GENERAL, ESATIC AND THE VIRTUAL UNIVERSITY OF CÔTE D'IVOIRE



ERDOGAN BARIM AMBASSADOR OF THE REPUBLIC OF TÜRKIYE TO CÔTE D'IVOIRE



HAKAN GÖKÇE CEO OF EMSEY HOSPITAL



KANGUI
PRESIDENT, NATIONAL UNION
OF PRIVATE PHARMACISTS
OF CÔTE D'IVOIRE



MONSIEUR COULIBALY SEYDOU ELECTED MEMBER



DR COULIBALY ASSANE DIRECTOR GENERAL OF AIRP



DJIBO

DIRECTOR,
PISAM HOSPITAL



DR MARIE CHANTAL ASSOUAN TECHNICAL ADVISOR TO THE MINISTER OF HEALTH



AROUNA
PRESIDENT, NATIONAL
ORDER OF PHARMACISTS
OF CÔTE D'IVOIRE



PROF.
AMARI
DEPUTY DIRECTOR
OF TRAINING, DAP



PROF. PETRONILLE ACRAY ZENGBE VICE-PRESIDENT OF THE BOARD OF DIRECTORS. AIMAS



HELGA AMICHIA

DIRECTOR OF
PROGRAMS AND
SPECIAL SUPPORT, NPSP-CI

**DR ANICK** 



GOÏTA

PHARMACIST, NEW PUBLIC
HEALTH PHARMACY (NPSP)

# **GALLERY**







Medical Expo has been an excellent platform for us to connect with distributors and expand our business in Côte d'Ivoire and the wider African region. We were impressed by the organizers' strategic marketing efforts and the quality of visitors, including potential clients from neighboring countries like Togo and Burkina Faso. This event confirmed that Africa is a promising market, and we look forward to growing our presence here.





































Medical Expo gave us the perfect opportunity to show that Airgaz is more than just an oxygen producer—we're actively shaping healthcare infrastructure across Côte d'Ivoire.

This platform allowed us to connect with key players, highlight our full range of services, and strengthen partnerships that support the country's growing medical sector.

### **HOSTED BUYER PROGRAM**

# & B2B MEETINGS





Delegations brought together key players from the healthcare and pharmaceutical sectors, giving exhibitors a strong platform to network and explore new opportunities.

Targeted B2B sessions throughout the exhibition enabled direct engagement with potential partners—facilitating product showcases, collaboration talks, and business deals.



At the same time, dedicated B2B meetings were held throughout the exhibition, giving participants the chance to engage directly with potential partners. These sessions provided a focused environment to showcase products and services, explore collaboration opportunities, and even lay the groundwork for future business agreements.



Medical Expo Côte d'Ivoire 2025 featured a dynamic Hosted Buyer Program and exclusive B2B meetings, connecting exhibitors with key decision-makers. Backed by a targeted outreach strategy, these interactions fostered strong networking, business leads, and partnerships across West Africa's healthcare sector.









The Expo welcomed top distributors, importers, retailers, and industry leaders — providing exhibitors with a valuable platform to forge strong business connections and explore high-potential markets across the region.







This face-to-face format encouraged trust and sparked impactful conversations—turning introductions into real business outcomes. For many, these meetings marked the beginning of promising partnerships within West Africa's fast-growing medical industry.

# MARKETING COMMUNICATIONS



#### OFFICIAL LAUNCH

The official launch of the Côte d'Ivoire Medical Expo 2025 was held on April 29 at the Noom Hotel in Abidjan. The event brought together key stakeholders in the healthcare sector, including Prof. Mamadou Samba, Director General of Public Health, and Mr. Soro Gountené Gona, Deputy Director of the Ministry's Cabinet. Participants highlighted the importance of the expo and discussed opportunities for increased collaboration within the industry.









#### **PRESS COVERAGE**









#### 200+ BILLBOARDS

Abidjan, Bouake, San Pedro, Korhogo, Assinie, Yamousoukra





#### **MAINSTREAM BROADCAST**



**65 TV COMMERCIALS, +90 RADIO SPOTS** 

# DIC 🗐

#### **DIGITAL ADVERTISING**





#### **PARTNERS OUTREACH**

Marketing and communications efforts weren't limited to our team — through close collaboration, our partners also activated their networks and carried out PR efforts to promote the exhibition and your valuable brand



# EMAIL MARKETING CAMPAIGNS, VIP & GENERAL INVITATIONS



20.000+ E-MAIL CAMPAIGNS



15.000+

Invitations Delivered to Sector Professionals



# SMS / WHATSAPP / CALL CENTER







# HOSTED BUYER PROGRAM & B2B MEETING

We welcomed delegations from Burkina Faso, Mali, Senegal, Gabon, Ghana, Benin, Togo, and Guinea, highlighting the expo's role in regional cooperation. With over 400 visits and a hosted buyer program, valuable B2B meetings took place.





## GALLERY









Medical Expo was a major opportunity for us. We were pleasantly surprised by the strong engagement on the first day—gaining new customers and connecting with credible companies. What stood out most was the quality of visitors, especially professional buyers and distributors. This isn't just a browsing fair; it's a platform for real business relationships.

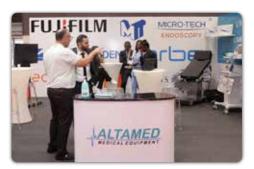


**OCO**GROUP

This was our first expo, and it exceeded all expectations. At Medical Expo, people come not just to look around, but with a real desire to do business. We even found ourselves forming partnerships with people outside our core sector—something that's rarely possible elsewhere.

The energy, the eagerness, and the quality of visitors make this fair an essential platform for any company looking to enter the West African market.



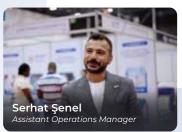






Medical Expo exceeded our expectations. On just the second day, we connected with over 30 serious potential clients and have already signed three new business deals. What impressed us most was the energy and genuine interest from the visitors—they were eager to learn about our products and to build real partnerships. This fair opened the door to a market we hadn't reached before, and we're truly glad to be here







Medical Expo has been very productive for us. We were able to connect directly with our target audience and held valuable meetings with doctors and clinics.

The attendee profile was strong, and the fair created exactly the kind of environment we were looking for to deepen our network in Côte d'Ivoire. We're grateful for the opportunity.







Medical Expo has been a highly productive event for us. We had meaningful engagement, including multiple visits from the Ministry of Health delegation, and connected with our exact target audience—clinic owners, doctors, and healthcare professionals.

The expo brought not only local interest but also visitors from across Africa. It's clear that Côte d'Ivoire is full of potential, and Medical Expo provided the perfect platform to explore it.



# INTERNATIONAL **MEDICAL, HEALTHCARE & PHARMACY**

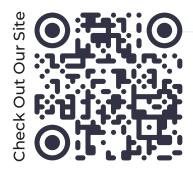
**EXHIBITION** 



# **SEE YOU AT**

**EXHIBITION!** 

**BOOK YOUR STAND** 



Co Located With:



