

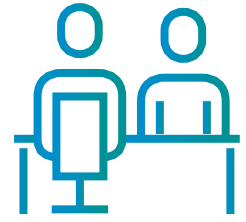
WHATS NEW IN 2024



MedicalEx

1. Increased Business Matching Meetings:

This year's edition will feature a greater number of business matching meetings, with organizers committed to providing a minimum of **30 Quality meetings** for each exhibitor during the exhibition period.



2. Introduction of New Markets:

The **2024 edition** of the exhibition will introduce new markets based on market studies and exhibitor preferences; this means exciting new opportunities compared to past years.



EGYPT



IRAQ



KUWAIT



LIBYA



BAHRAIN



UNITED ARAB EMIRATES



SAUDI ARABIA



UGANDA



RWANDA



CONGO



TANZANIA



Kenya



Somali



Ethiopia



QATAR



Nigeria

3. Provision of Market Studies and Training:

Organizers will provide statistical studies for each market. Additionally, prior to the exhibition, virtual meetings will be arranged between exhibitors and pharmaceutical and medical supplies registration companies to provide a comprehensive understanding of the market landscape.



4. Engagement with Government Procurement Bodies:

This year's edition will expand its outreach to heads of government procurement bodies in various countries. Meetings will be arranged with each exhibitor to discuss government supplies and upcoming tenders, fostering dialogue and collaboration.



5. Customized Wish List:

In the upcoming edition, exhibitors will have the opportunity to create a wish list comprising buyers from targeted countries whom they wish to meet during the exhibition. Organizers will extend invitations to these buyers based on predefined criteria and preferences.

