



CAIRO - EGYPT

Cairo Int'l Conventions Center

Hall (4 -5)

**9 - 11
MAY
2013**



**9 - 11
MAY
2013**



**13th International Medical
Exhibition & Conference**

13



- **All medical Equipment and supplies for**
Clinics, Hospitals, Laboratories, Radiology Centers, Dental Centers, Optical Centers
- **Compensatory Devices**
- **Hospitals Services Marketing**
- **Pharmaceutical Industry**

Conjunction with



For Hospitals' Construction, Finishing,
Decorations & all Running Equipment
(All Hospitals & Centers' needs)

Organizer



Green Land for Organizing International Exhibitions & Conferences

Address: 35 Oboor Building - Salah Salem - Heliopolis - Floor (13) - Cairo - Egypt

Tel: (+2) (02) 24027493 - 22637034 - 22637054

Fax: (+2) (02) 22637034

Mobile: (+2) 012 2310 4305 - 010 0364 8329

www.egymedica.com

CAIRO - EGYPT

Cairo Int'l Conventions Center

Hall (4 -5)

www.egymedica.com

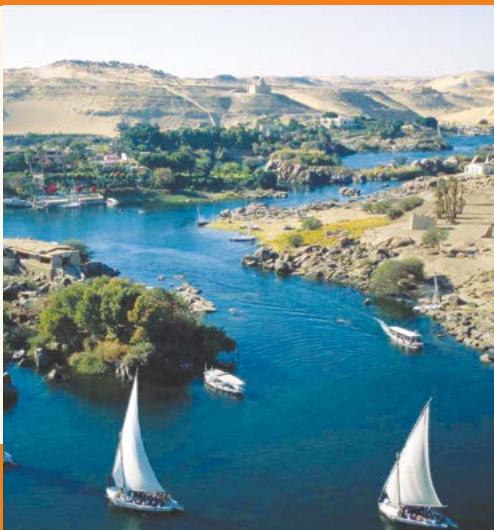
INTRODUCTION

Government spending in the health field up to **21 billion Egyptian pounds** from the general budget for 2013 , in addition to health insurance subsidy is up to one billion Egyptian pounds.

As well as more than **five thousand hospital** (governmental, private and investment) which needs to develop in Medical devices and accessories .

Import rates of equipment and medical needs was more than **80%** ,and the domestic product is not enough for Egypt requirements .

So We Organize Egy Medica annually since year 2000 to meet all the needs of investors in the medical field as well as interested in the development of medical centers.



Why EgyMedica ?



- **EgyMedica is the official exhibition in Egypt and all Africa** for all medical needs in the governmental and private sector.
- EgyMedica **Placed on the agenda of all companies** operating in the medical supplies inside and outside Egypt from the Arab countries and African neighboring .
- The **biggest event in Egypt and Africa** which held annually.
- Attracts the **largest number of visitors**, professionals and those interested in the medical sector.
- **Largest advertisements and media campaign** in all departments working in the medical field.
- **Save time and effort** in the promotion of medical products as well as access to agents .
- **Meet directly with decision-makers.**
- Meet directly with the **largest number of companies** operating in all medical fields.
- Meet directly with **physicians in various Fields who keen to visit EgyMedica each year** to see all that is new .

1 - All Medical Equipment and Supplies for :

Hospitals & Clinics

Medical Devices:

- 1. Orthopedics:**
Power drills, implants, plates, C-arm, arthroscopic equipment: etc.)
- 2. OB/GYN:**
(Uterine dilators, handheld sonars, uterine sonars, contraception devices: etc.)
- 3. Endoscopy:**
(Cameras, light sources, insufflators, gastroscopes, colonoscopes: etc.)
- 4. ENT:**
(Microscopes, Pharyngoscopes: flexible/rigid, drills, burrs, headlamps: etc.)
- 5. Ophthalmology:**
(Slit lamps, lasers -YAG/Green/Combo, confocal microscopes, optical biometer, fundus camera: etc.)
- 6. Plastic surgery:**
(Surgical microscope, liposuction, skin expander, CO₂ laser...etc.)
- 7. Cardiology:**
(Full featured Cath. labs in addition to all consumable parts.)
- 8. Dermatology:**
(Lasers, dermatoscope, acne heat treatment parts, facial steamer: etc.)
- 9.General Surgery:**
(Surgery kits: scalpels, retractors, scissors, forceps, sutures), (Debridement trays, cautery: etc.)

OR equipment:

Tables, anaesthesia vaporizers, ventilators, monitors, gas systems, cell saver, suction pumps: etc.

ICU equipment

Ventilators, monitors, defibrillators: etc.

Sterilization equipment:

Autoclave, plasma sterilizer, infrared sterilizer Incinerators

Medical clothing:

coats, scrubs: etc.



All Medical Equipment and Supplies for :

Laboratories & Radiology Centers



Laboratory equipment

1. **Blood Analysis:** Hemoglobin analyzer, hematology analyzer, electrolyte analyzer, coagulation analyzer, centrifuge : etc)
2. **Biochemical Analysis** biochemical analyzer, aromatic chemistry analyzer, blood glucose : etc)
3. **Urogenital:** Sperm quality, urine analysis : etc)
4. **Immunoassay:** chemiluminescence analyzer, automated CLIA system, ELISA reader : etc)
5. **Blood Gas Analysis:** ABG device, SpO₂ fingertip oximeter: etc)
6. **Genetics:** Gene amplification fluorescence detector, nucleic acid extraction system, DNA and RNA centrifuge : etc)
7. **Bacteriology and pathology:** microscopes, spectrometer, paraffin section equipment ...etc)
8. **Reagents and consumables** Blood glucose strips, urine analysis strips, bayer urine analysis strips, pregnancy test, alcohol test strip, hematology reagents, electrolyte reagents : etc)

Imaging devices:

X-ray: (plain, fluoroscopy)

CT: Computed Tomography)

MRI

Special scans: PET/positron emission tomography, bone scan, DEXA scan)

Ultrasound: portable ultrasound, ultrasound transducer, 3D ultrasound)

Doppler ultrasound

Electric activity tests EEG, ECG EMG ...etc



All Medical Equipment and Supplies for :

Dental Centers

Dentistry instruments:

1. **Examination instruments** ■ Mirror ■ Probes
2. **Retractors**
 - Mouth prop ■ Dental mirror ■ Cheek retractor ■ Tongue retractor ■ Lip retractor
3. **Local anesthesia**
4. **Dental drills**
5. **Burs:** Operative burs (Flat fissure, pear-shaped, football, round, tapered, flame, chamfer, bevel, end cut, bud bur, steel, inverted cone, diamond, brown stone, and greenstone).
6. **Restorative instruments**
 - Excavators :**
 - Spoon excavator which is used to remove soft carious decay
 - Half hollenbach
 - Chisels Straight, Wedelstaedt and Bin Angle.
7. **Burnishers**
 - Flat plastic ■ Ball burnisher ■ Beavertail burnisher ■ Cone burnisher ■ Pear shaped burnisher
8. **Pluggers** (amalgam condensers)
9. **Periodontal scalers** Curettes
10. **Prosthodontic instruments**
 - Removable prosthodontics
(Spatula, Fox plane, Willis gauge, Bunsen burner, Wax knife, Le cron and Calipers)
11. **Extraction/surgical instruments**
 - Dental forceps (Cow horns# 16, Upper universals, Upper universal fine, Lower universals, Upper canine, Upper straight long, Upper straight short, Upper right molar, Upper left molar, Upper wisdom tooth, Greyhound, Root and Bayonet)
 - Elevators (Narrow and wide, straight and curved luxators, Couplands elevator, Warwick James elevator, Cryer elevator, Periosteal elevator, Root-tip pick elevator, Potts elevator and Cogswell-A elevator)
 - Chisels: (Osteotome)
12. **Orthodontic instruments**
 - Ligature ■ Distal end cutters
13. **Endodontic instruments**
 - K-file, Hedstrom file, Gates glidden, Finger spreader, Lentulo spiral, Endodontic explorer, Apex locator and Microscope

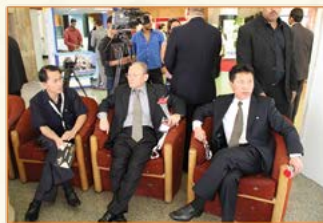


All Medical Equipment and Supplies for :

Optical Centers



- Correction devices and laser (LASIK) .
- Consumables of ophthalmic surgery.
- Medicines and drops for the eyes.
- Binoculars the bottom of the eye.
- Intra Ocular Implantation.
- Medical lenses.
- Sunglasses myopia.
- Sunglasses Lenses.
- Lenses solutions.
- Devices of eye pressure.
- Corneal laser surgery.
- Modern Devices of Measurement consideration.



2 - Compensatory Devices

Prosthesis:

1. Lower extremity

- Partial foot prosthesis ■ Ankle disarticulation prosthesis ■ Transtibial prosthesis
- Transfemoral prosthesis ■ Hip disarticulation prosthesis

2. Upper extremity

- Partial Hand prosthesis ■ Wrist disarticulation prosthesis ■ Transradial prosthesis
- Transhumeral prosthesis ■ Shoulder disarticulation prosthesis

3. Prosthetic eyes

4. Bionic ears

5. Cosmetic prosthesis (ear, breast: etc.)

Orthotic devices:

1. Upper limb orthoses:

- Clavicular and shoulder orthoses ■ Elbow orthoses ■ Forearm-wrist orthoses
- Forearm-wrist-thumb orthoses ■ Forearm-wrist-hand orthoses ■ Hand orthoses

2. Lower limb orthoses:

- Foot orthoses ■ Ankle-foot orthosis (AFO) ■ Knee-ankle-foot orthosis (KAFOs) ■ Knee orthosis

3. Spinal orthoses

- Thoracolumbar spinal orthosis (TLSO) ■ Lumbar support orthoses
- Cervical collar and support orthoses ■ Jewett brace ■ Clamshell TLSO

Physiotherapy devices:

1. Electrical/Mechanical therapy

- Lasers ■ Infrared/ultraviolet lamps ■ Combos (Ultrasound Stim Currents) ■ Biofeedback units
- Micro-current units ■ Therapeutic Ultrasound units ■ Ultrasound Gel ■ Electrodes
- Ultrasound Lotion ■ Treatment Tables ■ Hi-Lo Activity Tables ■ Hydro Therapy units
- Traction aids and devices ■ Interferential therapy unit
- Hot/Cold therapy (steam units, hot/cold packs, dry heat, moist heat: etc.)

2. Exercise equipment

■ Strength Equipment

Push-ups, pull-ups, Single muscle machines, complex machines, Therapy Stools, Parallel Bars, ■ ■ ■

■ Cardio Equipment

Commercial & Light Commercial Treadmills ■ Running Machines & Treadmills ■ Stationary Bikes ■ Recumbent Bikes ■ Arm & Leg Ergometers ■ Steppers

Gym and sports:

- **Special needs:** ■ Wheelchair ■ Walking sticks/canes ■ Crutches ■ Walker
- Adult diapers ■ Air mattresses



3- Pharmaceuticals

PHARMACEUTICAL RAW MATERIALS

- Actives
- Inactives
- Vitamins
- Food Colours

PHARMACEUTICAL FORMULATIONS

- Tablets and Capsules
- Liquids and Creams

CHEMICALS

- Disinfectant Chemicals
- Food Additives
- Cosmetic Chemicals
- Other Industries

ENGINEERING GOODS

- Pharmaceutical Machinery
- Packaging Machinery and Equipment
- Mineral Water Bottling Lines
- Ancillaries & Material Handling Equipments
- Laboratory Equipments

PACKAGING MATERIALS

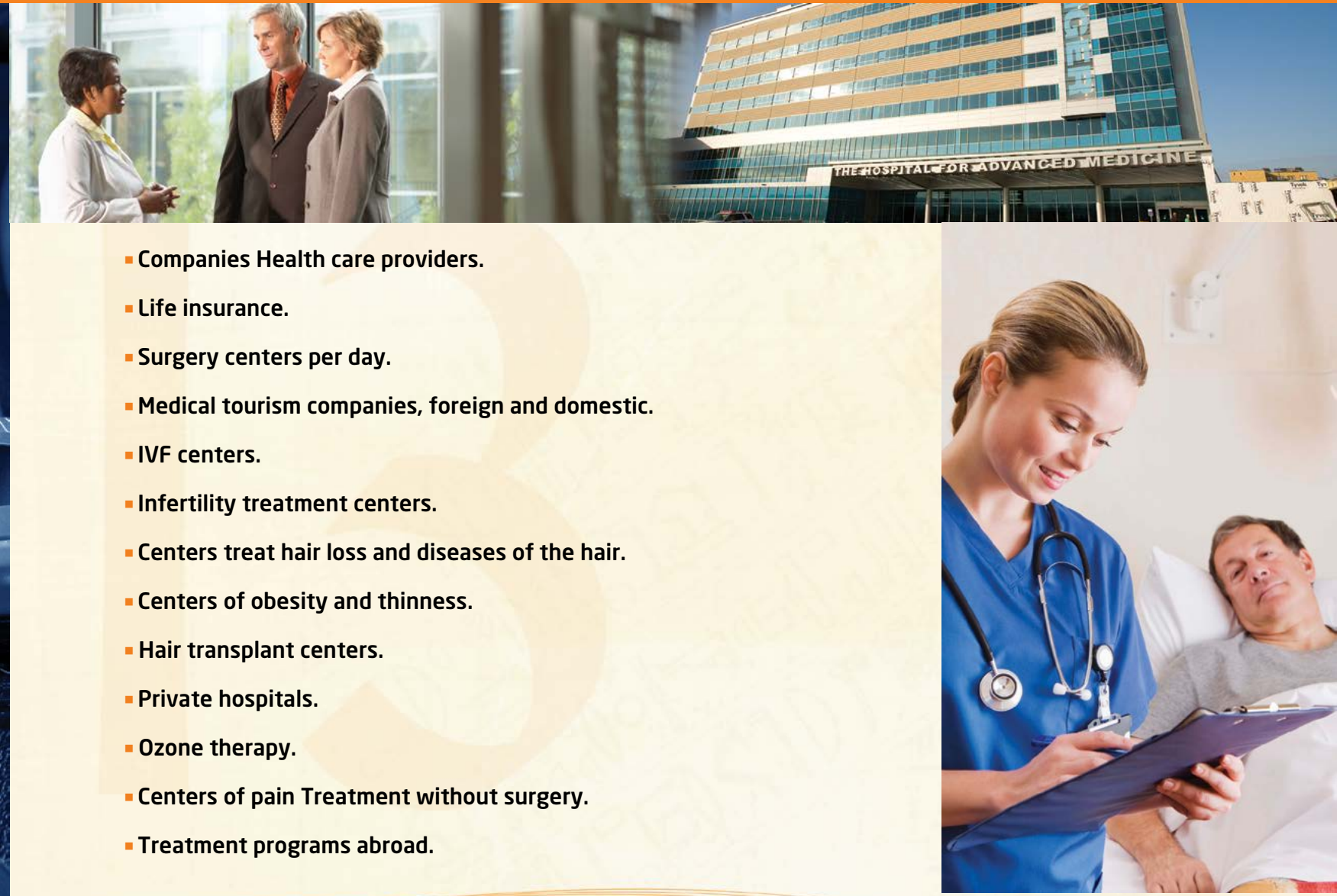
- Aluminium Foils for Blisters
- Aluminium Foils for strips
- PVC Film for Blisters
- Glass Bottles, Amber
- Cartons-Grey/White Duplex Board
- Labels
- PET Preforms
- Plastic Caps-Printed
- Aluminium ROPP Caps
- Plastic Droppers
- Other Packaging Materials

POLYETHYLENE FILMS AND LAMINATES



4- Hospital Services Marketing

- Companies Health care providers.
- Life insurance.
- Surgery centers per day.
- Medical tourism companies, foreign and domestic.
- IVF centers.
- Infertility treatment centers.
- Centers treat hair loss and diseases of the hair.
- Centers of obesity and thinness.
- Hair transplant centers.
- Private hospitals.
- Ozone therapy.
- Centers of pain Treatment without surgery.
- Treatment programs abroad.



Post Show Report 2012

The International Medical Exhibition & Conference
From 3 To 5 May

General Information Show

EgyMedica: 12th international medical exhibition & conference

Place: Cairo International Convention Center (CICC)-Cairo-EGYPT

Exhibitors: 160 from 11 countries

Visitors: 13827 Specialist

Supporting:

Ministry of Health & Population

National Council for Childhood and Motherhood

Egypt Dentists Syndicate

Value of contract:

600 million Dollars is The Volume of transactions in
"EgyMedica" between exhibitors & visitors

Opening Cermony:

Prof. Abdel Hamid Abaza

Assistant to Minister of
Health and Population for Family Affairs.
Commissioner Trade

Minister: Ihab Hosny Tahoun

Director of Africa (COMESA)

Dr. Nuri Domi

Ambassador of the Republic of Albania in Cairo.

Mrs. Noluthando mayende

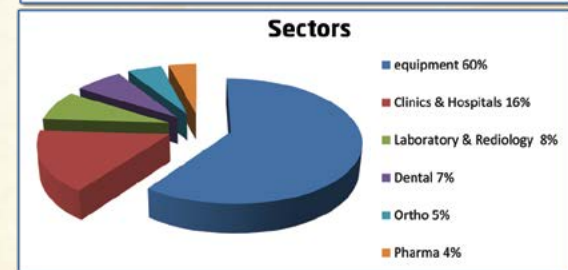
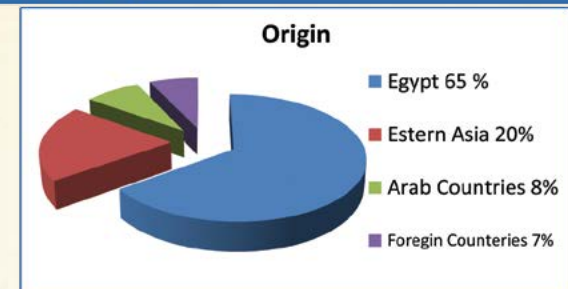
sibiya – Ambassador of South African in Cairo.

Prof. Abdel Aziz Alshopry

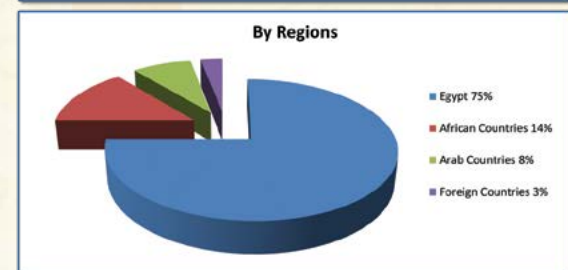
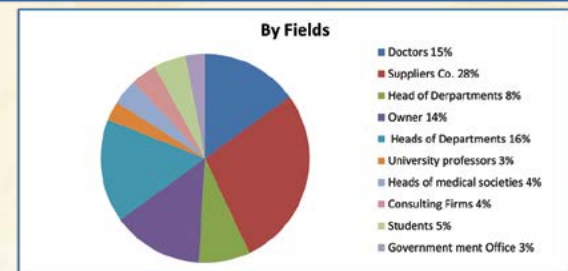
Assistant to General Secretary of the Authority for hospitals and
educational institutions.

Ambassador of **Nigeria, Korea** in addition to a group of
delegates from Arab and African countries, as: **Libya - Sudan -
Chad - South Africa - Nigeria - Ghana - Saudi Arabia - Jordan
and Yemen** , And a group of media, press and all the companies
and consulting firms working in the field of medical equipment
and supplies.

Exhibitors Analysis



Visitors Analysis



Advertizing Campaign

The show was covered by the major media including

1. Newspaper :

- **Al Ahram** (National, international and Arab Press) 4 Issues
- **Al Masry - Al Youm** (National Press)
- **Al Akhbar** (National Press)
- **Al Gomhuria** (National Press)

2. Magazines:

- **Doctor & Doctor** (Arabian Medical Magazine) .
- **Medicine Today** (Arabian Medical Magazine) .
- **Hayel Directory** (Medical Magazine - Egypt)
- **All Hospital Needs Magazine** (Medical Magazine - China) 2 Issues
- **Consultac Magazine** (Medical Magazine - China) 6 Issues
- **Trade Proven** (Medical Magazine - India) 9 Issues
- **AlEyada Magazine** (Medical Magazine - Egypt) 7 Issues

3. Media:

- **Al Mehwar** (Satellite TV)
- **Sehty Channel** (Satellite TV)
- **El Seha & Gamal Channel** (Satellite TV)
- **FM stars Radio & Radio Masr** (40 Issues)

4. Outdoor :

- **6 October bridge - Nasr City - Main gates for Cairo ... etc.**

5. Invitation To:

- **Direct invitations** through updated database to **120,000** doctors in all disciplines and all employees whom interested in sectors of the exhibition in & out Egypt.
- **Procurement managers** and decision makers in all hospitals and medical centers, labs and Radiology centers and dental clinics whom interested in the medical field.
- **All companies operating** in the medical supplies in the **Arab world and African** countries through Updated Database For example: **Sudan, Libya, Yemen, Syria, Jordan, UAE, Saudi Arabia, and South Africa**
- **Purchasing managers** in the private and public hospitals
- Consulting offices.

6. VIP Invitations to :

- **Agents of the Ministry of Health** and directors of departments of health affairs in all provinces.
- **The deans and department heads** and faculty members in colleges of (**medicine - Pharmacy - Dental - Physiotherapy**) in all universities.
- **Representatives of the trade representation** offices, **ambassadors and ministers** plenipotentiary to all Arab and foreign countries located in Egypt.
- The **human resources managers** in oil companies, trade unions, banks and Biggest Associations.
- The **production managers** in pharmaceutical factories.
- The directors of **scientific offices**, and corporate of **medicine distribution**.
- **Owners and managers** of factories and all investors in the sector of pharmaceutical

7. Organizing a press conference to all journalists and officials at the health care sector in all Egyptian newspapers.

8. Adv in the evidence that have commercial distribution in the **Arab and Gulf and African** countries.

9. Distribution Posters about the exhibition and the conference in all **government** and **private** hospitals and medical centers and clinics in all the governorates of Egypt.

10. Souvenirs to all event visitors.

Sponsors Benefits

Platinum Sponsor

1. Booth 90 square meters in Hall entrance.
2. Give a talk in opening session, which all the dignitaries who opened the event.
3. Organize a television meeting through satellite channels that will covering the event
4. Achievement of press with exhibition main advertisement in the official newspapers
5. Billboard with Company Name and logo attached from the ceiling of the hall.

Golden Sponsor

1. Booth 36 square meters in Hall entrance.
2. Booth 9 square meters in Hall Lobby.
3. Give a talk in opening session, which all the dignitaries who opened the event.
4. Organize a television meeting through satellite channels that will covering the event

Silver Sponsor

1. Booth 27 square meters in hall entrance.
2. Booth 6 square meters in Hall Lobby
3. Display a billboard inside the conference hall during the seminars.
4. A promotional seminar to view the products.

All Sponsor Benefits

Put Sponsors Name and logo in:

- . All advertisements of newspapers and magazines.
- . Direct invitation cards and posters of the exhibition.
- . Main Banner on Cairo International conventions Center Wall.
- . The Official Catalogue of the exhibition.
- . Make a hyperlink for sponsor website on Egymedica website



Exhibitors Benefits

- All exhibitors will get two pages in the Official catalogue of the exhibition to show their data and products profile in both Arabic and English.
- Customize of invitations to each exhibitors (VIP - normal)
- Provide security and cleaning services throughout the event.
- Granting of Cars entry to permits for representatives of exhibiting companies
- Provide business services and the cafeteria at special prices.
- Giving participate shield to each company participate in the event.
- wireless internet free (wi - fi)
- Provision of tourism services (accommodation and transport), freight and customs clearance for foreign companies.
- All exhibitors companies have the right to import goods for exhibition with a temporary customs exemption.



Show space & Preparation

- Available Space for Participation: 12m², 15m².... & Double
- Space: 12m², 15m² (2 seats, 1 desk, 2 electric switches, and 3 spotlights).
- Fascia with the company name and the stand number.
- All the walls and separator are from the aluminum supported (Germany Design)

Cost for participation is

DOMESTIC

1300 L.E. Per Sqm² / SHELL SCHEME

1200 L.E. Per Sqm² / RAW SPACE

INTERNATIONAL

350 \$ Per Sqm² / SHELL SCHEME

300 \$ Per Sqm² / RAW SPACE

Photo Gallery 2012



EGYMEDICA

12th International Medical Exhibition & Conference

3 - 5 MAY 2012

Cairo Int'l Convention Center

من ٣ إلى ٥ مايو ٢٠١٢
مركز القاهرة الدولي للمؤتمرات
www.egymedica.com

المعرض الرسمي لكافة تجهيزات المستشفيات والعيادات وكافة احتياجات الأطباء
الشركات المدعوة للمشاركة التي تعمل في المجالات الآتية:

الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل

وفود عربية وأفريقية زائرة من كلاً من (كينيا - جنوب أفريقيا - السنغال - نيجيريا - زامبيا - أثيوبيا - السودان - ليبيا)

غدا الافتتاح المعرض والمؤتمر الطبي الدولي الثاني عشر من ٣ إلى ٥ مايو ٢٠١٢ مركز القاهرة الدولي للمؤتمرات - صالة ٤

المعرض الرسمي لكافة تجهيزات المستشفيات والعيادات وكافة احتياجات الأطباء
الشركات المدعوة للمشاركة التي تعمل في المجالات الآتية:

الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل

medical & non medical Equipments and supplies, Hospitals, Laboratories, Radiology Centers, Dental Centers, Optics, Spinal Services Marketing, Pharmaceutical Industry

Organizer GREEN LAND
 Address: Ramses Tower part A - Ramses Square - Flo
 Tel: +2, 02 25774537 25784581 25776579
 Fax: +2, 02 25784581
 Mobile: +2, 012 3104305
 Email: egymedica@egymedica.com

CAIRO EGYPT 3 - 5 MAY 2012 12th International Medical Exhibition & Conference
www.egymedica.com

غدا الافتتاح المعرض والمؤتمر الطبي الدولي الثاني عشر من ٣ إلى ٥ مايو ٢٠١٢ مركز القاهرة الدولي للمؤتمرات - صالة ٤

المعرض الرسمي لكافة تجهيزات المستشفيات والعيادات وكافة احتياجات الأطباء
الشركات المدعوة للمشاركة التي تعمل في المجالات الآتية:

الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل

حدث طبي
الأخير في مصر وأفريقيا

المعرض الرسمي لكافة تجهيزات المستشفيات والعيادات وكافة احتياجات الأطباء
الشركات المدعوة للمشاركة التي تعمل في المجالات الآتية:

الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل

EGYMEDICA 12th International Medical Exhibition & Conference 3 - 5 MAY 2012
www.egymedica.com

غدا الافتتاح المعرض والمؤتمر الطبي الدولي الثاني عشر من ٣ إلى ٥ مايو ٢٠١٢ مركز القاهرة الدولي للمؤتمرات - صالة ٤

المعرض الرسمي لكافة تجهيزات المستشفيات والعيادات وكافة احتياجات الأطباء
الشركات المدعوة للمشاركة التي تعمل في المجالات الآتية:

الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل

حدث طبي
الأخير في مصر وأفريقيا

المعرض الرسمي لكافة تجهيزات المستشفيات والعيادات وكافة احتياجات الأطباء
الشركات المدعوة للمشاركة التي تعمل في المجالات الآتية:

الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل
الأجهزة والمستلزمات الطبية	المستلزمات الطبية	مراكز الأشعة	مراكز التحليل	مراكز الأشعة	مراكز التحليل

EGYMEDICA 12th International Medical Exhibition & Conference 3 - 5 MAY 2012
www.egymedica.com



المصري اليوم

الجمهورية

الأخبار

Proven Trade Contacts
 www.webptc.com

MENA Health World
 عالم الصحة للشرق الأوسط وشمال أفريقيا



الدليل الطبي الحديث
 EGYPTIAN MEDICAL DIRECTORY
 مجلس لخدمات التأسيس

NOURAN MEDIA
 Creativity is our concern

100.6 FM
 نجوع

الدليل الطبي الحديث
 ARAB MEDICAL DIRECTORY

عالم الصحة والجمال