

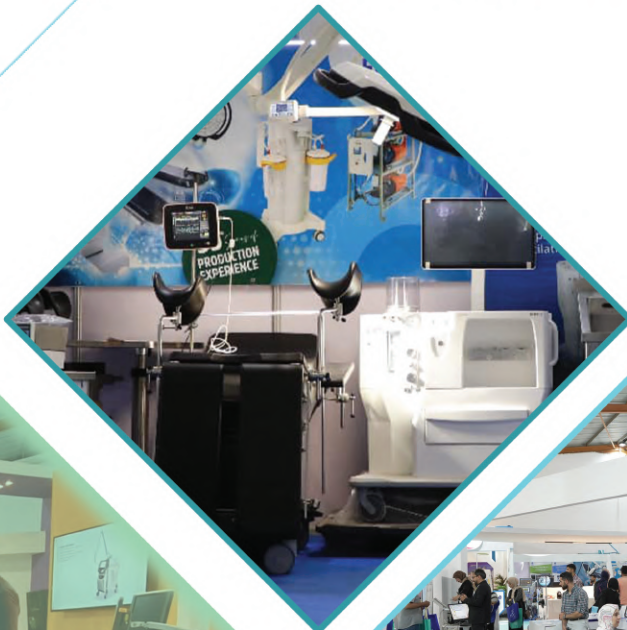


# MENA MEDICAL EXPO

SECOND EDITION

 EXPO LIBYA  
FAIRGROUND  
BENHAZI-LIBYA

 05 - 08  
MAY  
2025



# WHY MENA MEDICAL EXPO IN SECOND EDITION ?

Following the success of the first edition of the MENA Medical Exhibition, it has become a prominent event that should not be missed. The exhibition offers an exceptional platform for building new professional relationships and exploring various medical and technological solutions, brought to life through collaboration among specialists in the healthcare sector.

The MENA Medical Exhibition fosters connections between decision-makers, managers of public and private healthcare institutions, specialists, doctors, healthcare workers, researchers, and pharmacists. This is achieved through participation in workshops and seminars that discuss the latest developments in the healthcare sector and highlight public health issues. The exhibition also provides companies with the opportunity to showcase their latest products, innovations, and technologies in the medical field.

The first edition of the MENA Medical Exhibition was launched in May 2024, with official support from the Ministry of Health of the Libyan Government. It was strategically and primarily sponsored by Aseel Holding, with gold sponsorship from Vinicia Hospital, silver sponsorship from Al-Akyd Laboratory, and scientific sponsorship from the Medical Waste Consulting Company.

The exhibition attracted more than 68 exhibitors showcasing over 700 brands from 5 countries, spanning an exhibition area of 2,400 square meters. Visitor numbers exceeded 11,000 attendees.

On the scientific front, the exhibition hosted over 18 scientific sessions covering various medical specialties, supervised by a distinguished group of local and international doctors and specialists. These sessions included 74 speakers and attracted more than 2,600 attendees from the healthcare sector, including representatives from medical associations, research centers, and academic institutions. Additionally, 13 specialized training courses were conducted during the exhibition to provide hands-on training on the latest medical technologies.



## What's New in This Edition?

Indoor exhibition space reaching approximately 10,000 square meters.

Dedicated visitor parking covering 23,000 square meters.

Central air conditioning throughout the venue.

Fully equipped conference and workshop halls.

Well-prepared B2B meeting rooms.

Increased international participation.

Diverse specialized workshops.

Advanced and cutting-edge scientific topics.

Various forms of government participation.

Cafés, restaurants, health facilities, lounges, and diverse seating areas.



## MENA Medical Goals

### ◆ **Commercial Objectives:**

Enhance business opportunities and provide a platform for interaction between manufacturers, distributors, and hospitals.

Showcase innovations, new products, marketing, and brand awareness.

Communicate with professionals and specialists in the medical field.

### ◆ **Scientific Objectives:**

Present the latest innovations in the medical field.

Support continuous education, encourage scientific research, and promote international collaboration.

Keep up with future trends in the medical field.

Create opportunities for cooperation between the public and private sectors, as well as international organizations.

### ◆ **Community Objectives:**

Educate about healthcare services and inform the public about available medical services.

Strengthen communication between the community and healthcare providers.

Raise awareness about the risks of epidemics and prevention methods, as well as early detection programs.

Promote health awareness and emphasize the importance of lifestyle medicine in improving quality of life.



## MENA Medical Visitors

- ◆ Doctors and pharmacists.
- ◆ Students and trainees in the healthcare field.
- ◆ Researchers and academics in healthcare.
- ◆ Professionals in healthcare.
- ◆ Manufacturers and importers of medical equipment and supplies.
- ◆ Hospitals, healthcare centers, and clinics.
- ◆ CEOs of institutions and companies.
- ◆ Regulatory pharmaceutical authorities.
- ◆ Medical directors and healthcare administrators.
- ◆ Government health institutions.
- ◆ Investors and businessmen.
- ◆ Oil companies.
- ◆ Health insurance companies.
- ◆ Government officials.
- ◆ Patients benefiting from medical technology.
- ◆ Press and media.
- ◆ Civil society organizations and medical unions.
- ◆ The general public.

## Target Sectors

- ◆ Pharmaceutical companies and medical services companies.
- ◆ Hospitals and clinics.
- ◆ Medical colleges, medical education, and training centers.
- ◆ Suppliers of medicines and medical supplies.
- ◆ Mother and child products.
- ◆ Cosmetics and personal care products.
- ◆ Medical protection and prevention products.
- ◆ Orthopedic surgery and physical therapy equipment.
- ◆ Medical laboratories and laboratory equipment.
- ◆ Epidemiology materials and techniques.
- ◆ Clean room systems and sterilization.
- ◆ Construction companies specializing in hospital building.
- ◆ Construction materials and flooring for medical sectors.
- ◆ Medical clothing manufacturing companies.
- ◆ Medical equipment and supplies import companies.
- ◆ Medical technology, healthcare systems, and digital health systems.
- ◆ Medical insurance services and risk management companies.
- ◆ Laboratories, imaging, and diagnostic centers.
- ◆ Health facility investment and management companies.
- ◆ Pharmaceutical products.
- ◆ Companies manufacturing prosthetics, braces, and bandages.
- ◆ Medical expertise recruitment companies.
- ◆ Health food and nutrition sector.
- ◆ Medical logistics services.
- ◆ Sustainability and medical energy sector.
- ◆ Mental health and behavioral modification centers.
- ◆ Medical media and marketing.
- ◆ Medical tourism sector.



# MENA MEDICAL Expo 2<sup>nd</sup> Edition 2025

Contact us :

info@menaexpo.ly  
info@marketing.ly  
+218 93 473 8754  
www.menaexpo.ly



**ORGANIZER**



**SUPPORT**

