



PHARMA LIBYA 2023 POST SHOW REPORT

**02-05
OCTOBER
2023**



**BENHAZI,
BENINA AIRPORT**

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Tripoli - Gurgi, the street
after Alrahla Gas Station

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Organized by:



Show Overview

The 1st edition of Pharma Libya took place from 2-5 October 2023 at the Benina International Airport, Benghazi, Libya, hosting 220+ local and international brand trademarks in just 4 days. Pharma Libya has proven to be the leading event for the medical industry, attracting industry professionals, experts, buyers, distributors, and key decision makers in the public and private sectors to come together and do business. Benefit from the upsurge in the medical segment and reap the rewards of unparalleled exposure to key decision makers from the industry. Be a part of the 2nd edition of Pharma Libya, which will premier in 22-25 May 2023 at [Location To Be Announced]. With an active social media and digital presence, Pharma Libya generated over 50 million impressions in its social media platforms and digital campaigns, making it possible to reach thousands of key decision makers and industry professionals in North Africa.

Exhibitor Reasons for Exhibiting

- Generate new customer leads and business partners: 87%
- To look for a local or regional dealer & distributor: 78%
- Introduce new products / services: 74%
- Brand awareness: 65%
- To raise company profile / image: 60%
- To generate sales onsite: 51%
- To meet with existing partners and colleagues: 42%
- To discuss products & services with end-users: 27%



VISITORS



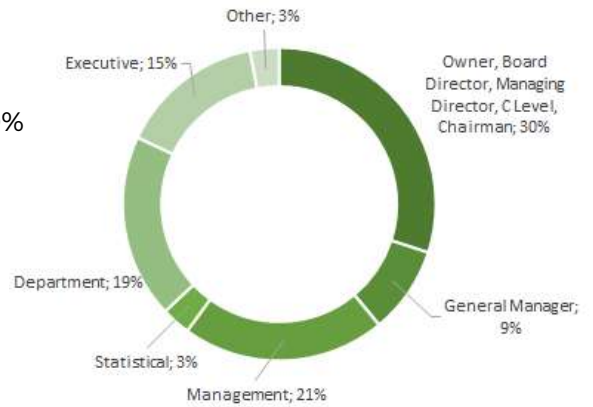
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Visitors

- Over **8,000** visitors participated in the co-located event with **Libya Build & The Restuarant and Food Show 2023**, held across a total of **12,000+ Sqm** of exhibition space.

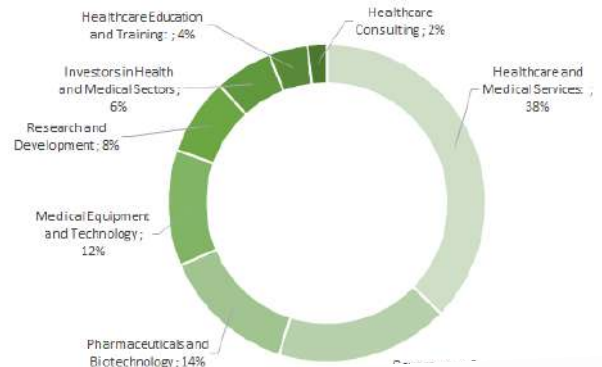
Visitor Profile

- Owner, Board Director, Managing Director, C Level, Chairman: 30%
- General Manager: 9%
- Management: 21%
- Statistical: 3%
- Department: 19%
- Executive: 15%
- Other: 3%



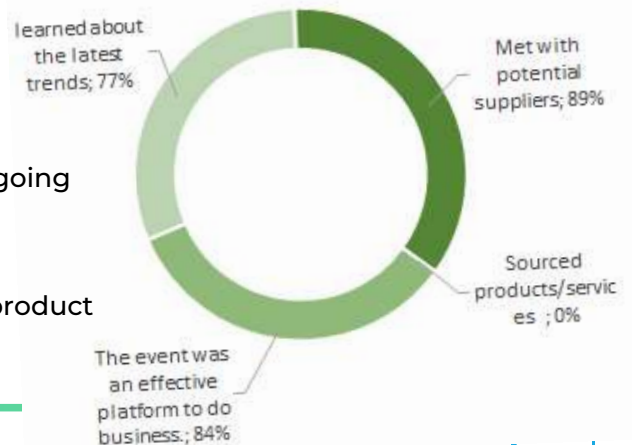
Visitors by Industry

- Healthcare and Medical Services: 38%
- Government & Associations: 18%
- Pharmaceuticals and Biotechnology: 14%
- Medical Equipment and Technology: 12%
- Research and Development: 8%
- Investors in Health and Medical Sectors: 6%
- Healthcare Education and Training: 4%
- Healthcare Consulting: 2%



Visitors Survey

- 89% of the visitors successfully met with potential suppliers manufacturers, and business partners.
- 81% of the visitors successfully sourced products/services for ongoing and future projects.
- 84% of the visitors said that the event was an effective platform to do business.
- 77% of the visitors learned about the latest trends through live product demonstrations and service presentations.



PHARMA LIBYA 2023
GALLERY





Press & Marketing

- Email Campaigns: Email campaigns to over 30,000+ visitor and exhibitor database.
- Online Advertising: Monthly advertisements on leading newspapers, radios, press, and magazines.
 - Press Releases: 100+ Press Releases on leading industry websites, newspapers, press, and magazines.
- Radio: Partnership with local and international radio and podcast stations to cover the event.
- Social Media: Over 50 million reach on Facebook, YouTube, Twitter, Instagram, and LinkedIn.
 - Media Partnership: Media coverage during the event across major English and Arabic TVs, radios, and publications.
- Personal Invitation: Personalized invitation cards sent to potential attendees by post.
 - Print Advertising: billboards, street banners, and posters.
- SMS / Whatsapp: SMS and WhatsApp notifications and invitations to potential attendees in the region.
- TV & Online Channels: Partnership with relevant TV and online channels to cover the event.

For more information about Pharma Libya contact us at
info@alwaslevents.com
Organized by Alwasl Events, Powered By ATEX International.