

UNDER THE AEGIS OF THE MINISTRY OF HEALTH



6<sup>TH</sup> EDITION

**03-06**  
**MARCH**  
**2020**

**PARC DES  
EXPOSITIONS  
DU KRAM - TUNIS**

# THE MEETING OF HEALTH PROFESSIONALS

- EXHIBITION
- B TO B MEETINGS
- SCIENTIFIC PROGRAM

ORGANIZER



WITH THE COLLABORATION OF



OUR PARTNERS



[www.tunisiahealthexpo.com.tn](http://www.tunisiahealthexpo.com.tn)



[www.tunisiahealthexpo.com.tn](http://www.tunisiahealthexpo.com.tn)



# THE EXHIBITION

Organized every two years by Société des Foires Internationales de Tunis under the aegis of the Ministry of Health and in collaboration with the National Health Federation, Tunisia Health Expo has positioned itself as a major international event of the health sector

This position has been reached thanks to the diversity of its offer, which affects all branches of the health sector, the quality of its scientific program based on topics of interest to professionals in the sector and also thanks to the quality of its Tunisian and foreign visitors.

It is also supported by the privileged place that the health sector has always occupied in the economic and social policy of Tunisia and which has allowed Tunisia to access to the circle of countries exporting health services and medicines

## EXHIBITORS :

Tunisia Health Expo covers the following activities :

Health services



Pharmaceutical industries (medicines, raw materials and generic molecules)



Medical Equipment and devices



Veterinary Medicine



Hospital hygiene and medical waste management



Medical informatics



Thalassotherapy and thermalism



Comfort and well-being



Training in the health professions



Information and health prevention



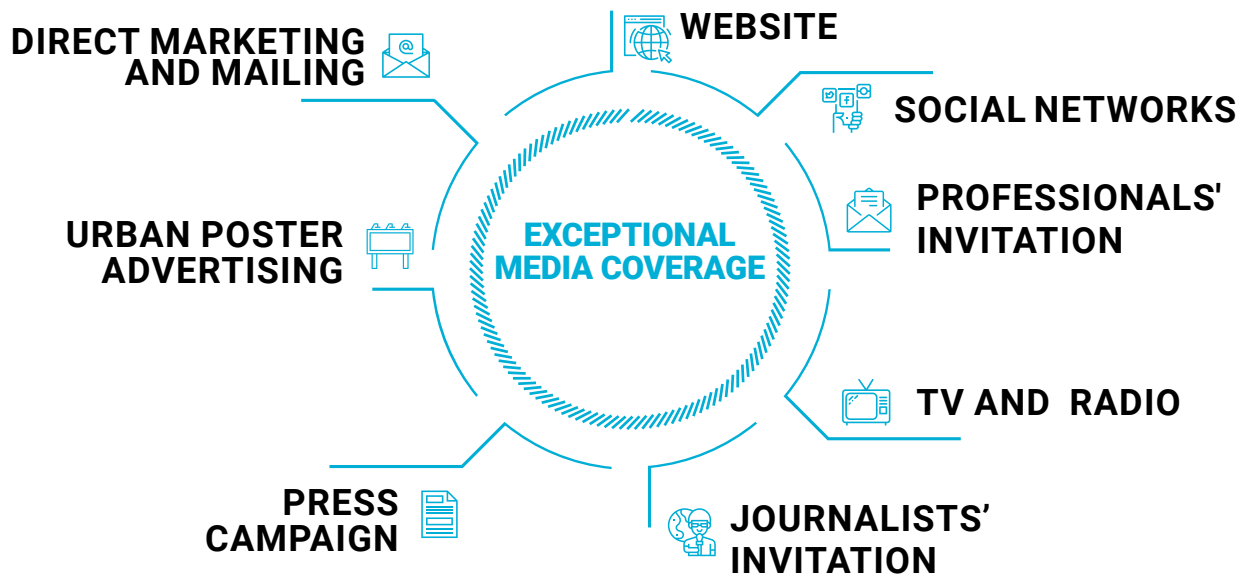
## VISITORS :

- Practitioners of all medical and paramedical professions,
- Public and private hospitals decision makers,
- Technical Managers : operation, maintenance, logistics,
- Managers of pharmaceutical and parapharmaceutical laboratories, Pharmacists, wholesalers and importers of pharmaceutical products
- Importers and distributors of medical equipment and devices,
- Heads of specialized structures involved in medical tourism and wellness tourism,
- Managers of health insurance companies and social security funds,
- Companies' Managers from all activities of the health sector,

- Leaders of federations and professional structures
- State organizations' officers
- Administrators, teachers and students from academic and training institutions acting in the health sector



# MARKETING AND COMMUNICATION



- The website is referenced; it provides exhibitors and visitors with information on all the components of their participation.
- A direct marketing and mailing campaign is conducted in Tunisia and abroad
- A dynamic presence on social networks through facebook and Linkedin accounts
- Several targeted e-mailing campaigns to various professionals of the sector
- Invitation campaign targeting more than 12 000 Tunisian and foreign professionals
- A press campaign in Tunisia and abroad before the show
- TV and Radio support actions
- National and international media invited to cover the event

## Media talk about us



**La Presse.tn**



**FRATERNITE**

**Fraternité Matin**

**le soleil.sn**

**Sidwaya**  
Le Quotidien Burkinabè d'information

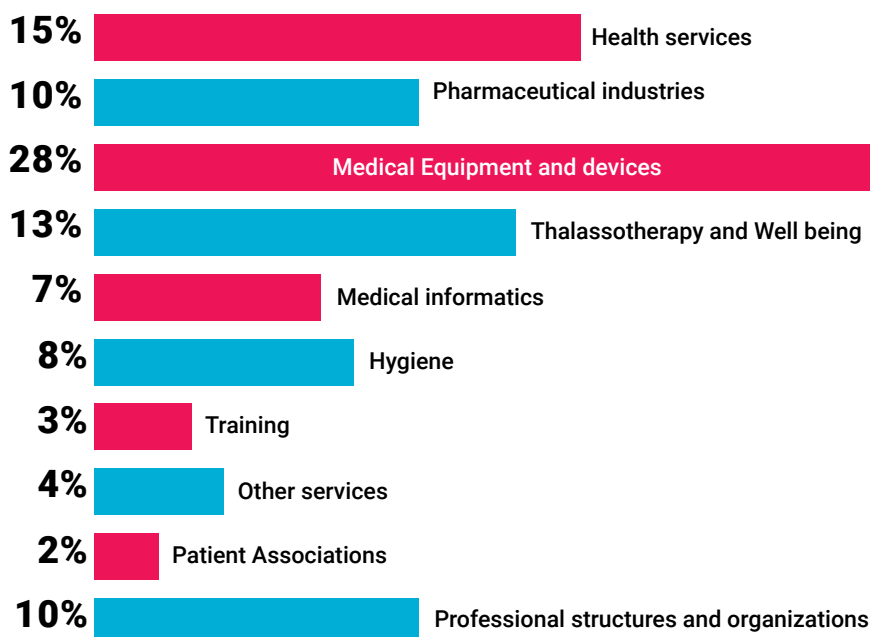
**Mfrican**  
ANAGER

**MAGHREB**  
EMERGENT

# TUNISIA HEALTH EXPO 2018 - POST SHOW REPORT

The 5th edition held from 7 to 10 March 2018 at the Exhibition ground of Le Kram-Tunis recorded a great success. It hosted more than 150 exhibitors on 4000 m2 of exhibition space and more than 7000 Tunisian visitors including a large number of foreigners.

## ACTIVITIES AND ORIGIN OF EXHIBITORS 2018



Exhibitors came from several countries, especially from: Tunisia, Algeria, France, Italy, Belgium, China, Sudan

## ACTIVITIES AND ORIGIN OF VISITORS 2018

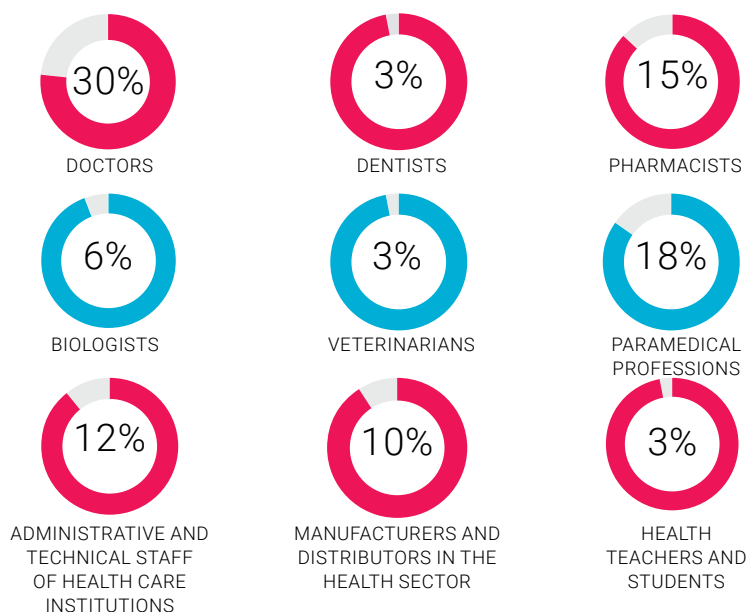
Visitors came from several countries of which :

**MAGHREB :** Tunisia, Algeria, Libya

**AFRICA :** Benin, Burkina Faso, Ivory Coast, Cameroon, Congo, Gabon, Guinea, Mauritania, Mali, Democratic Republic of Congo, Senegal, Chad

**EUROPE :** France, Italy, Germany

**MIDDLE EAST :** Jordan, UAE, Egypt



## GUEST OF HONOR COUNTRY

After Algeria in 2016, Sudan was the « Guest of Honor country " of the 5th edition.

This participation was part of the implementation of the health cooperation program signed at the Tunisian-Sudanese Mixed Commission held in Khartoum in March 2017 and was concretized through :

- The visit of a delegation of 17 senior health officials and private sector operators led by Sudan's Minister of Health
- A pavilion that showcased the most important achievements of the health sector in Sudan as well as some Sudanese companies in the health sector , especially those in the pharmaceutical industry

## OFFICIAL DELEGATIONS

Following official invitations, Mauritania was represented by a delegation of 3 officials from the Ministry of Health and the Health Insurance Fund and Benin was represented by two senior officials of the Ministry of Health.

## THE TUNISIAN-ALGERIAN PARTNERSHIP MEETINGS

The invitation of Algeria as the "Guest of Honor Country" of the 2016 edition of the show has generated promising results. To capitalize these results, the Export Promotion Center, through its representation in Algiers and the Société des Foires Internationales de Tunis combined their efforts for the organization, on 7 March 2018, of B to B meetings between Tunisian and Algerian companies previously identified and selected. 23 Algerian companies and 45 Tunisian companies participated at these meetings.



Tunisian-Algerian B to B meetings

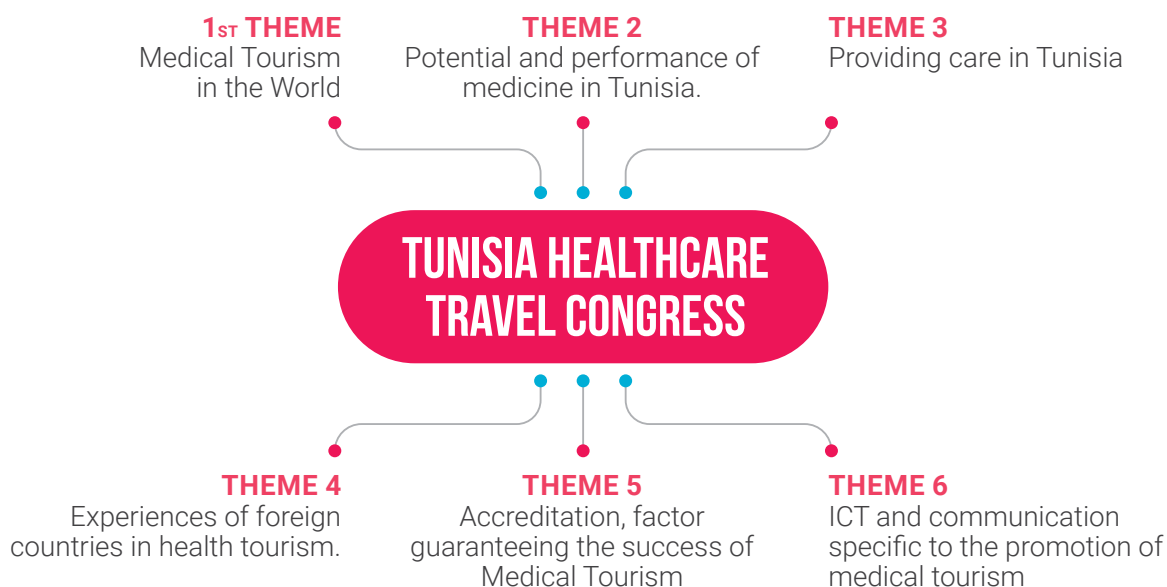




# THE 1ST TUNISIA HEALTHCARE TRAVEL CONGRESS

Tunisia Health Expo has positioned itself, since its first edition in 2010, as a main vector of export development of all branches of the health sector in Tunisia, in particular the health care, drugs and medical devices. To consolidate this orientation and to further support the activities of professionals of the sector, an international congress that deals exclusively with issues related to Health Tourism has been organized as side event of Tunisia Health Expo 2018

**Tunisia Healthcare Travel Congress** was held on March 8th and 9th 2018 at the conference room of the Exhibition grounds of Le Kram-Tunis and its program focused on the following topics



The 1st Congress on Medical Tourism in Tunisia whose organization has received valuable support of the Ministry of Health and the Ministry of Tourism and Handicrafts was a global promotional initiative that concerned both the exhibitors of Tunisia Health Expo and all the professional of the medical tourism sector in Tunisia.

It was the most important issue of this 5th edition that achieved the main objective assigned to strengthen the image of health tourism in Tunisia and allowed foreign professionals invited to know more about the destination Tunisia as well as the know-how and the quality of its medicine and its current and future potential in health tourism.

More than 400 Tunisian and foreign participants attended and participated in the various sessions scheduled during the two days of the Congress.





**The opening of the congress was presided by Mr. Imed Hammami, Tunisian Minister of Health in the presence of the Minister of Health of Sudan and the closing ceremony was presided by Mrs. Selma Elloumi, Tunisian Minister of Tourism and Handicrafts**

Prominent Tunisian and foreign professionals and experts from different categories and specialties in the field of health in general and health tourism in particular have ensured the development of these themes of the program:

- 6 Tunisian lecturers belonging to the Ministry of Health and its organizations and to National Health Federation.
- 10 foreign lecturers specially invited, belonging to International organizations, national organization responsible for the promotion of health tourism including: The World Tourism Organization, the Health Tourism Cluster "Spaincares", Malaysia Healthcare Travel Council, the Haute Autorité de Santé -France, Canada Accreditation, World Federation of Thermalism and Climatotherapy -FEMTEC, and the European Association of Patients and Users of Thermal Centers as well as recognized experts in different techniques and management tools related to health tourism

In addition to representatives of official organizations and Tunisian professionals from different branches of the health sector, members of official delegations and a large number of foreign professionals, who were invited, took an active part in the congress. In addition to the Tunisian press, several foreign media specially invited from Ivory Coast, Senegal, Burkina Faso, Benin, Mauritania and Sudan have covered the event .







**Mr. Michel Julian - World Tourism Organization**



**Ms. Sherene AZLI - Malaysia HTC and Mr. Carlos ABELLA - « Spaincares »**



**Ms. Patricia MONTHE- Expert in e-Health**



**Mr. Bruno LUCET - French National Authority for Health**



**Mr. Khaled Nabli – FNS (UTICA)**



**Mr. Rezig OUESLATI – Thermalisme and Hydrotherapy Office**



**Ms. Catherine MINGUELLA - Expert in health communication**

# EXHIBITION OPTIONS

Exhibitors in Tunisia Health Expo can choose among the various exhibition options that we supply :

- **Bare area**  
**Minimum 27 sqm**  
Bare area includes only the surface without any power connection or any other services
- **Standard stand without furniture**  
**Minimum 12 sqm**  
Aluminium Structure, Separating panels , Fascia, Unluminous Sign-board , Lighting , 1 projector , Electrical plug of 400w , Carpet
- **"Package" stand**  
**Minimum 15 sqm**  
The "Package" stand includes the same elements as a standard stand equipped with a set of furniture:  
1 Showcase 4 glass sides , 1 Table , 3 Chairs , 1 Counter desk, 1 Stool for hostess , 1 Small refrigerator
- **Customized stand**  
**Minimum 24 sqm**  
Our technical service will not fail to provide you with an offer tailored to your specific needs



**To get information on the different stand offers and to receive the participation file , you can register online on the website**  
**[www.tunisiahealthexpo.com.tn](http://www.tunisiahealthexpo.com.tn)**  
(Exhibit section - Reserve your stand)





## PRACTICAL INFORMATION

**Venue :** Parc des Expositions et Centre de Commerce International de Tunis

**Opening hours :** every day from 10 am to 7 pm

**Contact :** Mr Slah TABOUBI - Exhibition Manager

**E -mail :** [slah.taboubi@fkram.com.tn](mailto:slah.taboubi@fkram.com.tn)

**Facebook :** /TunisiaHealthExpoOfficial

**Linkedin :** /company/tunisia-health-expo

[www.tunisiahealthexpo.com.tn](http://www.tunisiahealthexpo.com.tn)





ane

ORGANIZER



**SOCIÉTÉ DES FOIRES  
INTERNATIONALES  
DE TUNIS**

[www.fkram.com.tn](http://www.fkram.com.tn)

B.P N°1 2015 Le Kram - Tunis - TUNISIE

Tél. : (216) 71 973 111 - 71 976 111

Fax : (216) 71 971 666

Mail : [itf.com@fkram.com.tn](mailto:itf.com@fkram.com.tn)

[www.fkram.com.tn](http://www.fkram.com.tn)

[www.tunisiahealthexpo.com.tn](http://www.tunisiahealthexpo.com.tn)