



PHARMA LIBYA EXPO PROFILE

BENGHAZI - LIBYA

2024

A Concrete Vision for the
Future of Healthcare

04-07
NOVEMBER
2024

📍 BENINA INTERNATIONAL AIRPORT

+218 91 446 25 25
info@alwaslevents.com

Tripoli - Gurgi, the street
after Alrahla Gas Station

www.alwaslevents.com



ORGANIZED BY:

الوئل للمعارض
AlwaslEvents



Second Edition of Pharma Libya Exhibition 2024

The second edition of Pharma Libya Exhibition 2024 represents a unique model among other medical forums, where local and international pharmaceutical companies meet with leaders in the medical and healthcare sectors to provide numerous opportunities for interaction with experts, investors, and decision-makers in the healthcare sector. Pharma Libya serves as a vital platform in the healthcare sector, providing a fertile environment for discussing the latest developments in medical sciences and healthcare, as well as exploring cooperation and investment opportunities with local and global sector leaders.



PHARMA LIBYA EXPO PROFILE 2024

Our Vision

Our vision is based on the success of the first edition of Pharma Libya Exhibition 2023, the appreciation received from participants, visitors, and sector leaders, and the overwhelming response parallel to the accompanying exhibitions. Building on this achievement, we aim to present the second edition of Pharma Libya Exhibition 2024 in a unique and stronger manner than before, surpassing traditional models of exhibitions and events on all levels.

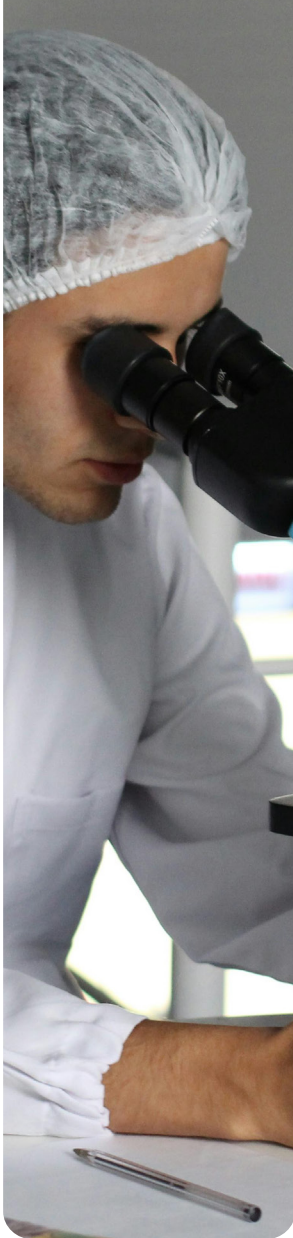
Our Mission

Our mission is to achieve direct access to the elite of healthcare leaders and pioneers, to establish and enhance new international and local relationships, and to expand the network of relationships with competent investors to realize innovative and successful projects. We seek to make Libya a global hub connecting medical and pharmaceutical sectors regionally and internationally, with a focus on enhancing developmental cooperation and establishing sustainable business relationships.

Targeted Sectors

- Pharmaceutical management and related services.
- Healthy nutrition / dietary supplements.
- Mother and child products.
- Pharmaceutical factories and products.
- Hospitals, clinics and Pharmacies equipment and furniture.
- Cosmetics and skincare products.
- Medical equipment and pharmaceutical suppliers, traders, and manufacturers.
- Laboratory technology and quality control.
- Clean room and maternal systems.
- Research and development centers.
- Information technology systems and solutions.
- Medical and healthcare professionals and practitioners.
- Medical institutions and associations.
- Academic institutions, students, researchers, and faculty members.
- Pharmaceutical companies and medical technology companies.
- Humanitarian organizations.
- Governmental entities and non-governmental health and humanitarian organizations.





Our Visitors

 **+8000 VISITOR**
IN THE CO-LOCATED EVENT 2023

1. Government officials.
2. Healthcare sector leaders and decision-makers.
3. Ambassadors and commercial attachés.
4. CEOs and executives of companies and holding institutions.
5. Pharmacists, doctors, and academics.
6. Biotechnology specialists.
7. Hospital managers and medical representatives.
8. Medical and healthcare institutions (R&D, M-LABS, etc.).
9. Medical and pharmaceutical associations.
10. Procurement and tender departments.
11. Suppliers and distributors.
12. Academic and specialized educational institutions.

Visitor Breakdown by Industry

- 38% Healthcare and medical services:
- 18% Government and associations:
- 14% Pharmaceutical and biotechnology industries:
- 12% Medical equipment and technology:
- 8% Research and development:
- 6% Healthcare and medical investment:
- 4% Medical education and training:
- 2% Healthcare consultancy:

Visitor Survey

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

Importance of Participation in the Exhibition

The importance lies in positioning your brand at the forefront of healthcare sector development to make a resounding impact and establish meaningful business connections with prominent industry leaders. The second edition of Pharma Libya Exhibition 2024 is designed to elevate your success by providing valuable networking opportunities with numerous local and international medical and pharmaceutical entities, making it a strategic marketing platform to promote your products or services with utmost clarity among healthcare specialists. It also creates a primary platform for the latest developments, enabling direct communication with your target audience and participation in objective discussions with healthcare decision-makers.

Why Visit the Exhibition?

At Pharma Libya Exhibition 2024, we will embark on an exceptional journey into the world of the medical sector, gaining unique insights into competitors' strategies. The exhibition serves as a leading platform for companies seeking to expand through diverse franchise and distribution channels. Here's how this exceptional event will contribute to enriching this unique and exceptional journey:

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The second edition of Pharma Libya Conference 2024.

At Pharma Libya Exhibition 2024, we will embark on an exceptional journey into the world of the medical sector, gaining unique insights into competitors' strategies. The exhibition serves as a leading platform for companies seeking to expand through diverse franchise and distribution channels. Here's how this exceptional event will contribute to enriching this unique and exceptional journey:

The second edition of Pharma Libya Exhibition 2024 is not just an event; it's a commitment to redefine Libya's healthcare scene. Be an integral part of this journey that transcends traditional exhibitions and join us to discover unlimited opportunities for fruitful investments and unprecedented business opportunities unveiled by this unique platform. Join us in the journey of innovation and excellence in the second edition of Pharma Libya Exhibition 2024 to be part of this unique experience where the present meets the future of healthcare!



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Event highlights:

Restaurants & food Expo is scheduled from November 4th, until 7th 2024 at Benina International Airport.

Contact US:

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