



Where North Africa Talks Pharma

**MAGHREB<sup>®</sup>  
PHARMA  
EXPO 2019**

For more details  
[www.maghrebpharma.com](http://www.maghrebpharma.com)

# 8<sup>th</sup> International Exhibition for the **PHARMACEUTICAL INDUSTRY IN NORTH AFRICA**



01 - 03 Oct. 2019

**Algiers International Conference Center - CIC**

Organized by :  **EASYFAIRS** NORTHERAL  
Visit the future



# MAGHREB PHARMA EXPO 2018

Took place for its 7th consecutive edition. During the 3 days, the event brought together 2476 professional visitors from across North Africa and 208 exhibitors from 28 countries.

# MAGHREB PHARMA EXPO

Is an annual event created initially to follow the amazing development of Algerian local pharmaceutical manufacturing investments which has now become a regional event and the largest pharma-tech Expo & Conference in Africa.

## THE EXHIBITORS CAME FROM



2476

UNIQUE PROFESSIONAL VISITORS in 2018

208

EXHIBITORS in 2018

28

COUNTRIES in 2018

# EXHIBITORS ACTIVITIES



PHARMA API'S & EXCIPIENTS



PACKAGING & PRINTING



PRODUCTION & FILLING LINES



CLEAN ROOMS & TURNKEY PROJECTS



ENGINEERING SERVICES



HVAC & WATER TREATMENT



CONSULTING & REGULATORY SERVICES



LABORATORY EQUIPMENT



FINISHED PRODUCT B2B

## OUR EXHIBITORS DO BUSINESS !

We have a systematic (and growing) rate of minimum 70 % of the exhibitors that RE-BOOK for the next year's Edition during the event !





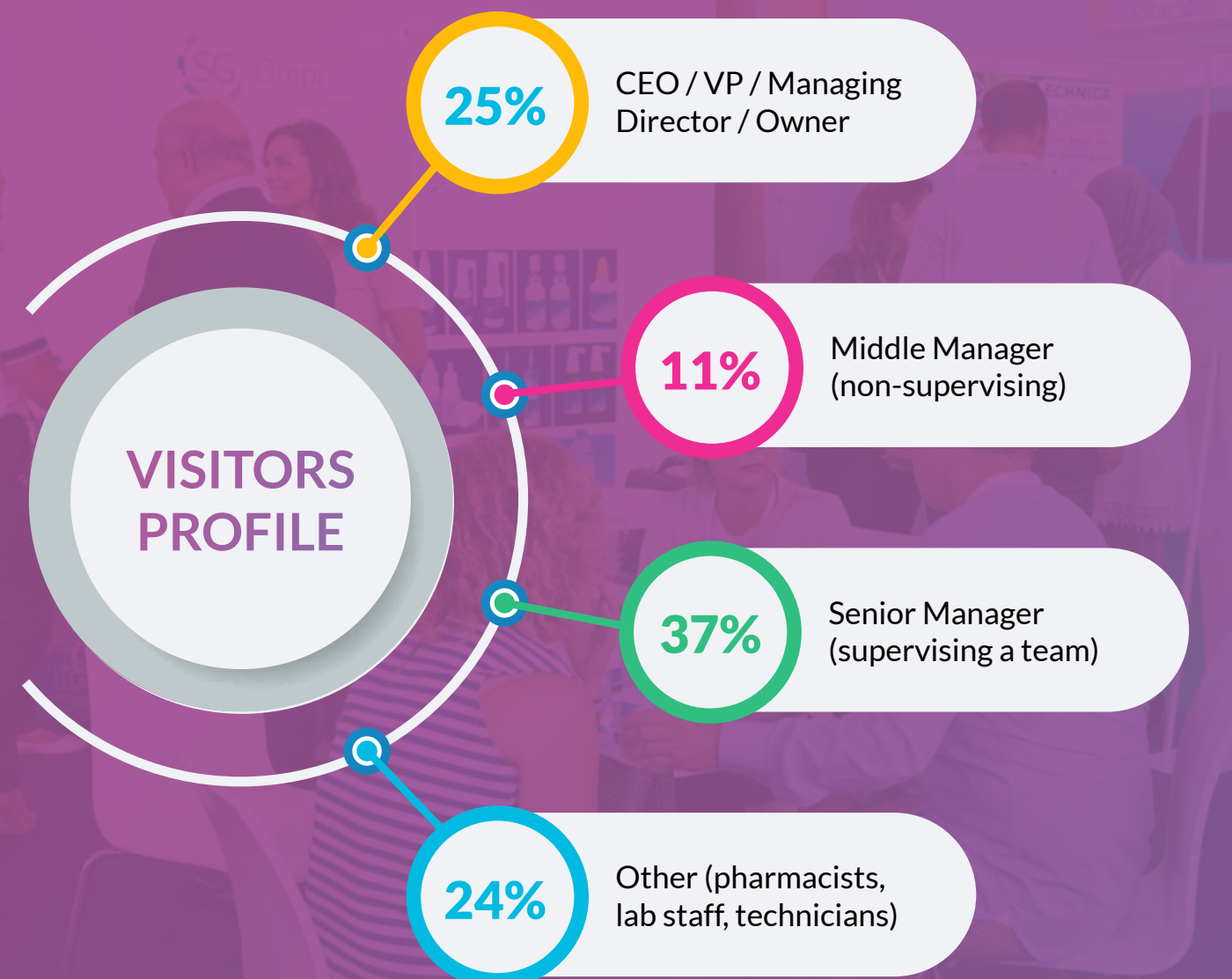
**TUNISIA:** The coverage of market needs in medicines through local production has increased from 14% in 1990 to 45% in 2010 in Tunisia, and the value of domestic consumption of drugs increased from 318 million US\$ in 2005 to 584 million US\$ in 2010, with an average annual increase of 16.75%. There are 35 production sites of human medicines, 29 for medical devices and 6 production sites of veterinary drugs. Tunisia has implemented legal and financial measures to promote research and development; it now has 35 research centers, 147 laboratories and 610 units specializing in scientific research of which 50% are active in biotechnology.



## HERE'S WHY THE NORTH AFRICAN PHARMA INDUSTRY MATTERS

**ALGERIA:** Largest pharmaceutical market in Africa worth 3.7 billion US\$ and a full coverage from health insurance, the Algerian pharmaceutical market is probably the most dynamic in the whole Mediterranean region because of the strong government incentives to push for local manufacturing. Today in 2018, 47 % of pharma products are locally manufactured for a value of 1.7 billion US\$. The government wants to reach 70 % by 2021. The result is a boom of investments in new manufacturing plants and equipment. Official figures show +110 projects of new pharma plants and extensions that have been validated by the MOH and/or under construction.

**MOROCCO:** 4th largest pharmaceutical market in Africa (after Algeria, Egypt and South Africa) with a market worth approximately 1,17 billion US\$ and 36 operational factories, the Moroccan market is a mature market where 65% of pharmaceutical products are already locally manufactured. In early 2013, the government launched a new plan to boost the technology transfer of imported generics to manufacture them in Morocco and the exportations to Sub-Saharan Africa. The target is to reach a local market worth 2 billion US\$ and an export worth 1,1 billion US\$ by 2023. Currently, Moroccan laboratories invest around 30 million US\$ per year in equipment, machineries and technology transfer.



# FULL EXHIBITION SERVICE

- Online booking system
- Targeted communication campaign with individual invitations sent to ALL pharma professionals in North Africa.
- Technical connections and top quality booth construction
- (FREE) Show Directory entry – so that new customers can find your name and address once the trade fair is over
- Invitations – to enable your customers to visit your booth
- Transport of your exhibition goods including customs clearance from door to door with experienced event logistic partner
- Booth staff / specialists – so you can do business with peace of mind
- General security service and general cleaning of the exhibition area

# STRAIGHT CHOICES, SIMPLE PRICING

- Type of booth : 9 m<sup>2</sup> / 15 m<sup>2</sup> / 18 m<sup>2</sup> / 27 m<sup>2</sup> / 30 m<sup>2</sup> / 36 m<sup>2</sup> and more on request
- Equipment : naked booth or standard equipped available
- First come, first served policy
- No registration fees
- Accessible costs: get a fully equipped 9 sqm shell scheme stand starting from 3195 EUR



**AVAILABLE SPACE FOR 2019:  
10.000 m<sup>2</sup>, already 80 % booked**

Visit our website - [www.maghrebpharma.com](http://www.maghrebpharma.com)

## Organiser:

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