

Kingdom of Morocco



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AFRICA - ARAB FAIR HEALTH AND DEVELOPMENT

7th
EDITION

from 19^{to} 23
March 2014

Enhancing Africa Arab Cooperation in health
and development.

Commercial File



International Fair
of Casablanca Morocco

Drugs

Medical
Tools

Health

Dental
Materials

Health
Food

Co-Organizer:



Organizer :



Co-Organizer:



Partner Fair:



MEDICAL EXPO

Sponsor:



Institutional Partners:



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www.africaarabhealth.com

AFRICA - ARAB FAIR HEALTH AND DEVELOPMENT

Introduction

The Kingdom of the Morocco will be honored to host the seventh edition of Africa – Arab Fair Health and Development from 19th to 23th March 2014 at the exhibition area in the Office of Fairs and Expositions of Casablanca - Kingdom of Morocco

This show is organized by the OFEC on the initiative of the Arab League and Commission of the African Union to the Arab League under the theme : Enhancing Africa Arab Cooperation in health and development

In conjunction with this event, conferences, round tables will address the state of the health sector in the African Arab area

The fair will be an opportunity for the presentation of new technologies in equipment hardware, furniture, consumable in the sector of medical, dental, biology and drugs

Objectifs

- Developing the cooperation and partnership in the health sector between the African and Arab states
- Facilitate the diffusion of information, exchange of experience related to the health sector and the pharmaceutical industry between the African and Arab countries
- Create a platform for meetings between professionals
- Developing the investment between the African and Arab countries
- Enhance the knowledge, innovations in the medical domain

Key Figures

5 days of exposure

10,000 square meters of exhibition

9 sectors

More than 150 participants from the medical industry and pharmaceutical

17 partners supporting the event

Website dedicated to the event with several links: Arab League and the Commission of the African Union to the Arab League

Mailings will be sent promotions

30,000 targeted contacts

50,000 invitations distributed

30,000 visitors expected

3 conference rooms

30 conferences - debates

350 B to B meetings organized

Co-Organizer:



Organizer :



Co-Organizer:



Technical Specification

Name : Africa - Arab Fair Health and Development
Dates : March 19th - 23th 2014
Edition : 7th
Character : International
Theme : Enhancing Africa Arab Cooperation health and developpement
Home : International Fair of Casablanca
Supervision : Ministry of health, Ministry of Industry, Trade and New Technologies
Foreign Trade Department

Produits for Fair

- Drugs And Pharmaceutical Products
- Equipments For Hospital And Clinics
- Medical Consumable
- Medical Gas
- Dental Products
- Medical Equipment
- Drugstore
- Service Related To Health
- Protection And Health Prevention
- The Coverage In The Domain Of Health
- Health Insurance
- Transport In The Medical Domain
- Dietary Nutrition
- Professional Clothing
- Innovative Projects
- Training in the Medical Field

Co-Organizer:



Organizer :



Co-Organizer:



Technical Specification (Continued)

Visitors

Physicians
Dental Surgeons
Pharmacists
Orthodontists
Bio-medical Engineers
Prothesists
Hospital Officials
Biologists
Chemists
Radiation Therapists and Physical Therapists
Medical Professionals
Researchers & Academics

Exhibitors

Pharmaceutical
Professional medical and Paramedical
Parapharmacies
Professional equipment fitness and SPA
Professional dental equipment and consumables
Optical eyewear
Institutions and organizations
Suppliers of materials and products and laboratory analysis
Professional layout and decoration of pharmacies
Suppliers of medical furniture
Transport and hospital equipment

Co-Organizer:



Organizer :



Co-Organizer:



AFRICA - ARAB FAIR HEALTH AND DEVELOPMENT

PARTICIPANTS

Participants in the Fair are member states of the Arab League and African Union countries, as well as the agencies and institutions affiliated thereto. They participate in the economic activities of the participating states, economic and trade companies and institutions working in the field of health and development

CO-ORGANIZER

ARAB LEAGUE

COMMISSION OF THE AFRICAN UNION WITH THE ARAB LEAGUE

PARTNERS

MINISTRY OF HEALTH

MINISTRY OF INDUSTRY, TRADE AND NEW TECHNOLOGIES

MINISTRY OF FOREIGN AFFAIRS AND COOPERATION

ARAB BANK FOR ECONOMIC DEVELOPMENT IN AFRICA

MOROCCO EXPORT

MOROCCAN ASSOCIATION OF PHARMACEUTICAL INDUSTRY

MOROCCAN ASSOCIATION OF GENERIC DRUGS

CAREER OF BIO-MEDICAL EQUIPMENT ASSOCIATION

The MOROCCAN DENTAL ASSOCIATION

THE NATIONAL ASSOCIATION OF PRIVATE CLINICS

ROYAL AIR MOROCCO

Co-Organizer:



Organizer :



Co-Organizer:

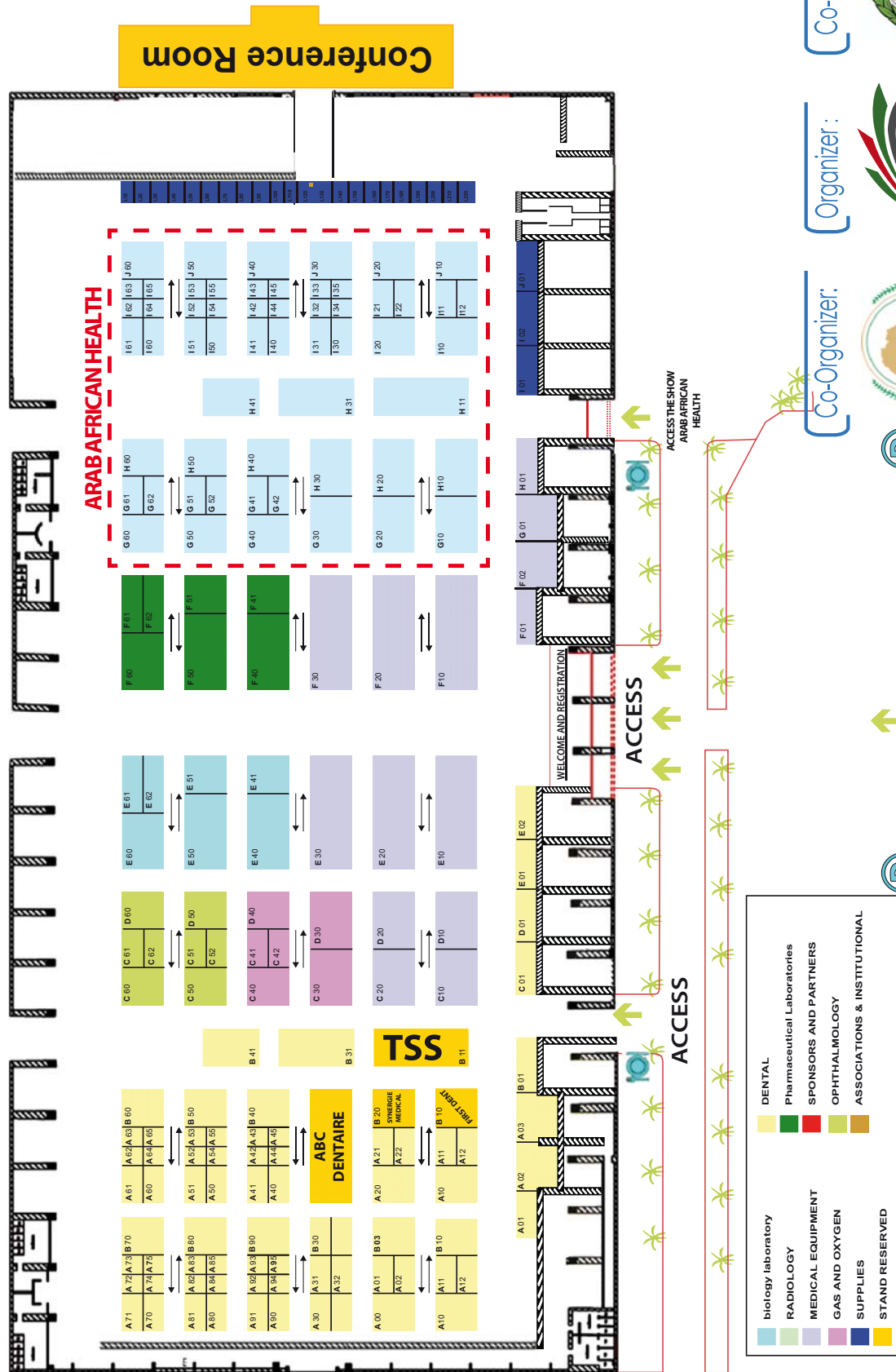


AFRICA - ARAB FAIR HEALTH AND DEVELOPMENT



ARAB - AFRICAN EXHIBITION
HEALTH AND DEVELOPMENT

ARAB - AFRICAN EXHIBITION
HEALTH AND DEVELOPMENT



Co-Organizer:



Organizer:



Co-Organizer:



Sponsor:

Partenaire Salons:



MEDICAL EXPO

LE SALON ARABO - AFRICAIN : SANTÉ ET DÉVELOPPEMENT

Both Spaces HT :

Bare surface (price per m²) :

72 m ² and more	115€
36-54 m ²	125€

Modular Stand (price per m²) :

72 m ² and more	125€
36-54 m ²	130€
9-18 m ²	135€

Equipment Modular Stand :

- Partitions
- Carpet
- Round table
- 3 chairs
- Bright spot
- Signage exhibitors
- Trash can



Packages :

Stand m ²	36	54	72	90
Page advertisement inserted in the official catalog	1	1	1	1
Badges Exhibitors	6	9	12	15
Visitors Invitations	100	150	200	300
Flat Price	5040 €	6600 €	8500 €	11900 €

Co-Organizer:



Organizer :



Co-Organizer:



AFRICA - ARAB FAIR HEALTH AND DEVELOPMENT

Additional furniture list :

Lockable cabinet



60,00 €

Plasma screen + DVD player



250,00 €

Espresso



200,00 €

100 free capsules

showcase éclairée



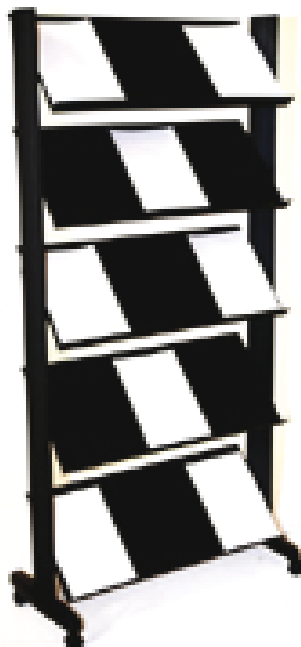
100,00 €

Briefcase



60,00 €

Briefcase Metal



60,00 €

2 seater sofa + 1 place



250,00 €

Floral decoration stand



30,00 €

40,00 €

60,00 €

60,00 €

Stool



40,00 €

40,00 €

2 bar stools + table



140,00 €

Roundtable adjustable glass H



50,00 €

* The rental rates stated is tax for the entire period of exposure

Co-Organizer:



Organizer :



Co-Organizer:



AFRICA - ARAB FAIR HEALTH AND DEVELOPMENT

PRACTICAL INFORMATION

DATE, TIME AND PLACE OF OPENING OF THE EXHIBITION

The Fair will be held from 19 to 23 March 2014 in the exhibition area of the Office of Fairs and Expositions of Casablanca OFEC and will be open from 9:30 am to **7:00PM**

CUSTOMS PROCEDURES AND TRANSIT

With respect to the exhibits of foreign origin, the exhibitor must comply with the regulations in force in the Kingdom of Morocco and must resort to an approved freight forwarder. The general list of forwarders is available in the Website of Customs:

www.douane.gov.ma

We recommend in a non-exclusive and non-exhaustive manner, the following freight forwarders:

TRANSINES

Mrs LATIFA NOUARI
132, Rue Mohamed Smiha
3ème Etg N°3
Casablanca.
Tél.: 00 212 522 448 873
00 212 522 452 034

Société TIMAR

Nicolas ROUGERIE
Immeuble N°1, Rue1 Quartier
Oukacha - Casablanca
Tél.: + 212 (0)5 22 67 60 00
Mobile : + 212 (0)6 61 34 67 85
Fax : + 212 (0)5 22 67 25 81

YASSINE TRANSIT

M. Zine EL MAROIZY
12 , Rue Réaumur – 1er étage
Quartier des hôpitaux Bureau N° 2
Casablanca
Tél.: 00 212 522 20 09 30/01
Fax : 00 212 522 20 09 33

ACCOMMODATION & VISA

VISA : each participant (exhibitor / visitor) must take the necessary steps at the Embassy of Morocco in his country for the visa.

Accommodation : The following proposal is non-exclusive and non-exhaustive.

Hôtels 3*	Hôtels 4*	Hôtels 5*
IBIS CITY CENTER ODDYSEE CENTER HOTEL HOTEL RIVOLI CASABLANCA HOTEL	PESTANA SUISSE HOTEL BARCELO IDOU ANFA LE LITTORAL RIAD SALAM NOVOTEL	GOLDEN TULIP FARAH SHERATON HOTEL KENZI TOWER SOFITEL ROYAL MANSOUR

* the proposed price may change depending on length of stay and number of rooms booked

Co-Organizer:



Organizer :



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OFFERS CUSTOM STANDS

3500,00€



CUSTOM STAND 27 m²

5000,00€



CUSTOM STAND 36 m²

6500,00€



CUSTOM STAND 54 m²

Co-Organizer:



Organizer :



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AFRICA - ARAB FAIR HEALTH AND DEVELOPMENT

• Visitors Bags

Your message is the hand all visitors of the manifestation.

Your Image circulates in all hallways for a maximum Impact

Tariffs:

3000 € per 1 side

5000 € per 2 sides

• Advertising Official Catalogs

Tariffs:

Quadri bed : 1000€

2nd coverage : 2000€

3rd coverage : 1800€

4th coverage : 3000€

• Visitors Badges

Your figure logo above the badge handed to all the

Visitors and listeners to indicated dimensions on the manifestation's logo.

You have a maximum visibility. The badge reserves a surface of 10% to your logo.

Tariff: 3000€

(Maximum 2 advertisers)

• Insertion of the Documents

The Stewardess inserts your documentation in the Catalog of the Drawing Room or the Visitors bags:

Catalogs Insertion tariff : 2000€

Sacs insertion tariff : 2000€

Co-Organizer:



Organizer:



Co-Organizer:

