



# MAGHREB PHARMA EXPO 2021

9 - 11 February 2021

Centre International des Conférences d'Alger - CIC

**9<sup>TH</sup>** | **International exhibition**  
for the pharmaceutical  
industry in North Africa



**BOOK YOUR STAND**

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by **EASYFAIRS** NORTHERAL

# MAGHREB PHARMA EXPO 2019

Maghreb Pharma Expo 2019 took place for its 8th consecutive edition during 3 days, the event brought together 2687 professional visitors from across North Africa and 216 Exhibitors from 24 countries.

It 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. Exhibitors came from:



**2687**  
unique  
professionals  
visited in 2019

**216**  
exhibitors  
in 2019

**24**  
countries  
reperented  
at the show in  
2019



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## WHERE 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!

## EXHIBITORS ACTIVITIES



PHARMA API'S & EXCIPIENTS



HVAC & WATER TREATMENT



PACKAGING & PRINTING



CONSULTING & REGULATORY SERVICES



PRODUCTION & FILLING LINES



LABORATORY EQUIPMENT



CLEAN ROOMS & TURNKEY PROJECTS



FINISHED PRODUCT B2B



ENGINEERING SERVICES



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# 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.

**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.

## VISITOR PROFILE

25%

CEO / VP /  
Managing Director  
/ Owner

11%

Middle Manager  
(non-supervising)

37%

Senior Manager  
(supervising a  
team)

24%

Other  
(pharmacists, lab  
staff, technicians)

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## 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.

**85%**  
of the floor plan  
already booked for  
2021!

## 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

## CONTACT US FOR MORE DETAILS ABOUT EXHIBITING

### Feriel Bachiri

feriel.bachiri@easyfairs.com

Europe Office:

Rue Saint-Lambert, 135 1200 Brussels - Belgium

North Africa Office: 66 Boulevard du 11

Décembre 1960 , Val D'Hydra, Alger, Algeria

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