

MedExpo

Jaffna 2017 International Healthcare
and Medical exhibition

The Largest Healthcare
Exhibition in the North
of Sri Lanka



- Healthcare Trade Exhibition with local & international exhibitors
- Over 100 local & international trade stalls
- Over 30,000 expected visitors in 3 days
- Free consultations, Medical camps & Health demonstrations
- Public Health awareness programs
- Exclusive Bio, Science & techno Exhibition by Senior School Students

19th 20th 21st May 2017,
at Vembadi Girls High School, Jaffna, Sri Lanka

ABOUT THE EVENT

MedExpo Jaffna 2017 is a Medical Trade Fair & Exhibition organized by Evolution Events & corporate services in Jaffna, Sri Lanka and will be held on 19th 20th & 21st May 2017 at the Vembadi Girs High School, Jaffna .

This Medical trade fair will be a one of its kind with the participation of many Sri Lankan & foreign Medical Institutions who will be interested in promoting their products and services in the Northern Province of Sri Lanka. As a direct benefit of this event the People of the Northern Province will get an opportunity to experience the latest & advanced medical services, technology & products while gaining important health awareness & knowledge in health related issues.

ABOUT JAFFNA – SRI LANKA

Jaffna (known as Yarlpaanam in Tamil) is the capital city of the Northern Province of Sri Lanka. It is the administrative headquarters of the Jaffna district located on a peninsula of the same name. Jaffna District is located in the far north of Sri Lanka and occupies most of the Jaffna Peninsula. It has an area of 1,025 square kilometers (396 sq mi) & has a total population of around 600,000.

With the healthcare system in the North still finding its feet after a gruesome war, The demand for healthcare related services & products was a primary need of the region and It continues to be so, despite the end of the war. In the recent past access to basic medical and healthcare facilities have increased due to free flow of transportation facilities and the improved security situation, however the demand for quality healthcare & medical related services still remain in high demand in the northern region

POPULATION DISTRIBUTION IN NORTHERN PROVINCE

DISTRICT	TAMILS – Sri Lanka	TAMILS – Indian	SINHALESE	MUSLIMS	OTHER	TOTAL
JAFFNA	560,905 (60%)	3550 (42.1%)	746 (3.4%)	1874 (5.7%)	154 (37.5%)	567,430 (56.9%)
MANNAR	77,653 (8.3%)	1136 (13.5%)	455 (2.1%)	16,130 (49.4%)	56 (136%)	94,430 (9.6%)
VAVUNIYA	134,709 (14.4%)	1956 (23.2%)	16,555 (75.7%)	11,491 (35.2%)	141 (34.3%)	164,852 (16.5%)
MULLAITIVU	59,540 (6.4%)	596 (7.0%)	3966 (18.1%)	2390 (7.3%)	34 (8.3%)	66,526 (6.7%)
KILINOCHCHI	101,585 (10.9%)	1194 (14.2%)	138 (0.6%)	774 (2.4%)	26 (6.3%)	103,717 (10.4%)
ALL	934,392 (100%)	8432 (100%)	21,860 (100%)	32,659 (100%)	411 (100%)	997,754 (100%)

Source – Department of Census & Statistics 2014

WHY WE SELECTED JAFFNA AS A POTENTIAL

- Jaffna District has a high population of 600,000
- Jaffna District has the second highest prevalence rate of chronic illness in Sri Lanka
- High spending capacity & inflow of foreign remittance leads to affordability
- Big opportunity to introduce new medical technologies & health related services to the North Due to lack of Health services many people seek medical treatment elsewhere in the country or overseas
- Jaffna provides the best platform for organizations to reach Northern Province
- A Medical Exhibition of this level has not been conducted before in the Jaffna District
- History of Public enthusiasm and high crowd turnout for such events



EXHIBITOR PROFILE

HOSPITALS

Multi Specialty hospitals
Nursing Homes
Fertility & IVF hospitals
International hospitals
Dental hospitals
Specialty treatment centers
Laboratory services
Eye Hospitals

MEDICAL EQUIPMENT

Surgical equipment
Lab equipment
Diagnostic equipment
Hospital equipment
Prosthetics
Personal equipment
All medical equipment

AYURVEDIC

Ayurvedic Hospitals
Ayurvedic centers
Ayurvedic medical suppliers
Ayurvedic product distributors
Ayurvedic personal care
Ayurvedic food suppliers

SPORTS & FITNESS

Sports Medicine
Physiotherapy
Energy & supplements
Gym equipment

HOSPITAL EQUIPMENT

Hospital furniture
Storage equipment
Kitchen equipment
Bedding supplies
Air-conditioning supplies
Automation & IT
Chemical supplies

HEALTHCARE UNITS

Awareness units
First aid units
Preventive care units
NGO's

INSURANCE

Life Insurance companies
Health & general insurance

MEDICAL TRANSPORTATION

Ambulance services
Medical logistics

GOVERNMENT

Health Awareness units
Medical camps
Blood donation units

OTHER HEALTH RELATED

Healthcare publications
Family planning
Counseling services



PHARMACEUTICALS

Pharmaceutical companies
Pharmaceutical distributors
Pharmacies
Personal medical equipment
Pharma Dealers & suppliers

SPECIALITY TREATMENT

Eyecare & Opticals
Dental care units
Skin care units
Home nursing & treatment
Infertility treatment
Mental & psychiatric treatment

PERSONAL CARE

Beauty care services
Personal care products
Skin & Hair clinics

FOOD & NUTRITION

Health FMCG
Nutritional products
Health food & drinks
Dietary food supplies
Organic food supplies
Infant nutrition

MEDICAL EDUCATION

Medical Universities
Bio medical study institutes
Medical Study abroad centers
Medical training centers
Nurse training institutes



KEY OBJECTIVES OF MEDEXPO

- To provide an opportunity for modern & world class health services to reach the Jaffna District
- To create a platform for Medical & healthcare related organizations to reach out to the Jaffna District & Northern province
- To provide the people of Jaffna district to experience the latest technology & trends in the healthcare industry
- To educate the people on preventive healthcare, awareness & healthy lifestyles
- To provide new job opportunities in the Health sector
- To help people seeking medical services to experience available opportunities
- To provide medical education opportunities to students in the north
- To support the Governments initiative of improving health related services in the north

EXPECTED VISITOR PROFILE

- Over 700 doctors from the Jaffna District – on special invitation
- Distributors & Dealers of Medical, Health products & services in the Jaffna District
- All staff who are engaged in the medical & health industry
- People seeking medical services & products
- General public in Jaffna District & northern province
- Sports personalities seeking sports medicine & related services
- Medical representatives working in the Northern Region
- Over 10,000 school students – on special invitation
- University students, Parents, School leavers
- prominent Business Personalities & Entrepreneurs in Jaffna District
- Members of all chambers & trade associations
- Lecturers, teachers, public sector employees, senior government officials
- Employees from Private sector & NGO's
- Professionals in the Northern province such as Doctors, Engineers & Lawyers

PROMOTIONAL STRATEGY & PRE-PUBLICITY FOR THE EVENT

- Publicity via Electronic Media Sponsor to promote the event
- Publicity via Print Media Partners to promote the event (Veerakesari – Tamil)
- Radio, TV trailers & Newspaper advertisements
- Live TV/Radio updates & discussion in talk shows
- Distribution of 100,000 leaflets in the entire Jaffna District
- 35,000 Posters campaign & 200 Banners highlighting the event in key towns
- Street propaganda with DJ promo in 25 main towns in Jaffna
- Distribute leaflets at Hospitals, Government institutions, Private, NGOs & Schools in the areas
- Special invitation to all Doctors of the District
- Invite all pharmacists, owners & distributors of FMCG products
- Send invitations to key government officials & institutions
- Extensive E-flyer and SMS campaigns
- Digital Marketing, Social Media such as Facebook, Twitter, Google ads

BENEFITS OF PARTICIPATING IN MEDEXPO JAFFNA 2017

- Organizations could meet potential customers directly with over 30,000 visitors
- Meet renowned & specialists Doctors & Influencers in the health industry
- Meet over 700 Doctors from the Northern Province
- Meet Procurement heads & decision makers in the healthcare industry
- Face to face interactions, presentations to people seeking medical services & products
- Introduce new healthcare products, services and technology to the Northern market
- Create strong brand awareness in the Northern Region
- Create competitive advantage through direct experiential Marketing & activations
- Meet pharmacy owners & renowned druggists in the Northern region
- Meet with potential distributors, dealers, agents in the healthcare industry
- Provide information & create awareness of latest technology & treatment methods



OUR PREVIOUS EVENTS

Gateway to East 2016 was one of the biggest trade Exhibitions held in Batticaloa from 27th to 29th May 2016 and was organized by Evolution Events & Corporate Services



Electronic Media Partner



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International Print Media Partner



Print Media Partner



Event organized by



Supported by



Provincial Department of Education
Northern Province

Jaffna Municipal Council

Sri Lanka

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