

**WHX** WORLD  
HEALTH  
EXPO

Lagos · 2-4 June

# Leadership Forums Brochure

Unlock healthcare market access  
& leadership insights



# High quality business talks and leadership Forums

World Health Expo in Lagos is transitioning from full-day conferences to curated business talks and market-access leadership forums delivered across three days. The 2026 programme is designed to deliver actionable insights and high-value connections, focusing on market entry, regulatory processes, investment opportunities, and distribution partnerships. Positioned as the gateway to West Africa, WHX enables direct engagement with regulators, policymakers, buyers, and industry leaders to drive commercial outcomes and long-term healthcare trade growth.

 **8000+**  
Professional visits

 **30+**  
Speakers

 **500+**  
Exhibitors

 **3** Leadership Forums



# Leadership Forums overview

2  
June

3  
June

4  
June

## DAY 01.

🕒 10:00am - 13:00pm

Healthcare market access & Policy leadership Forum



## DAY 02.

🕒 10:00am - 13:00pm

Hospital investment & Buyer leadership Forum



## DAY 03.

🕒 10:00am - 13:00pm

Heads of Lab Forum



# DAY 01.

# Healthcare market access & Policy leadership Forum



### Theme:

Driving growth in Nigeria's healthcare system: policy, procurement, and private-sector synergies.



### Overview:

A platform focused on understanding and accessing Nigeria's healthcare market, offering insights on market entry, public-private partnerships, local manufacturing and distribution, financing, insurance, and reimbursement systems.



### Key Topics:

Public-private collaboration models; digital transformation; access to finance; funding and reimbursement pathways.

In partnership with:



## WHO should attend

- Medical CEOs, COOs & senior executive leadership
- Public sector medical leaders, policymakers & regulators
- Medical, clinical & health system directors
- Heads of procurement, infrastructure & supply chain
- Market access, reimbursement & medical policy leaders
- Medical investors & public-private partnership partners



DAY 02.

# Hospital investment & Buyer leadership Forum



**Theme:**

Advancing hospital growth and innovation: investment, partnerships, and technology adoption in West Africa.



**Overview:**

Brings together hospital leaders, investors, and suppliers to explore hospital expansion, infrastructure development, procurement priorities, and technology adoption across Nigeria and the wider region.



**Key Topics:**

Hospital investment strategies; workforce and infrastructure strengthening; partnership models; financing and reimbursement.

In partnership with:



## WHO should attend

- Hospital owners, CEOs, COOs & executive leadership teams
- Heads of hospital operations & service line expansion
- Directors of nursing & senior clinical leadership
- Heads of procurement, sourcing & supply chain
- Medical technology & infrastructure decision makers
- Medical investors & strategic growth partners



# DAY 03.

## Heads of Lab Forum



### Theme:

Transforming diagnostics: investment, innovation, and strategic partnerships.



### Overview:

A dedicated forum for laboratory decision-makers focusing on diagnostics investment, laboratory network expansion, technology adoption, regulatory readiness, quality frameworks, and public-private collaboration.



### Key Topics:

Diagnostics funding priorities; compliance and accreditation; laboratory network integration; strategic partnerships.

In partnership with:



## WHO should attend

- Laboratory owners, CEOs & senior management
- Heads of laboratory networks & diagnostics groups
- Directors of diagnostics, pathology & laboratory operations
- Heads of procurement & supply chain (labs & hospital groups)
- Quality assurance, accreditation & regulatory leaders
- Diagnostics manufacturers, distributors & investors



# Why attend

WHX Lagos is where the entire healthcare trade ecosystem of West Africa comes together. Beyond high level leadership forums, the event enables visitors to discover products, meet suppliers, explore new markets, and build partnerships that drive real business growth across the region.

## What Visitors Gain:

- Access to senior decision makers, buyers, and distributors from across West Africa
- Clear understanding of market access, regulation, and procurement pathways
- Opportunity to discover new products and innovations across key healthcare sectors
- Direct engagement with exhibitors, manufacturers, and solution providers
- Dedicated focus areas such as Labs & Diagnostics, Medical Equipment, and Healthcare Solutions
- One destination to build partnerships and expand across multiple markets efficiently



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 Landmark Centre, Lagos, Nigeria



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