

WHX
Cape Town
Formerly Africa Health

Co-located with:
WHX Labs
Cape Town
Formerly Medlab Africa

Uniting global experts in healthcare
and laboratory innovation to drive
progress across the African continent

2 – 4 September 2025

Cape Town International Convention Centre,
Cape Town, South Africa

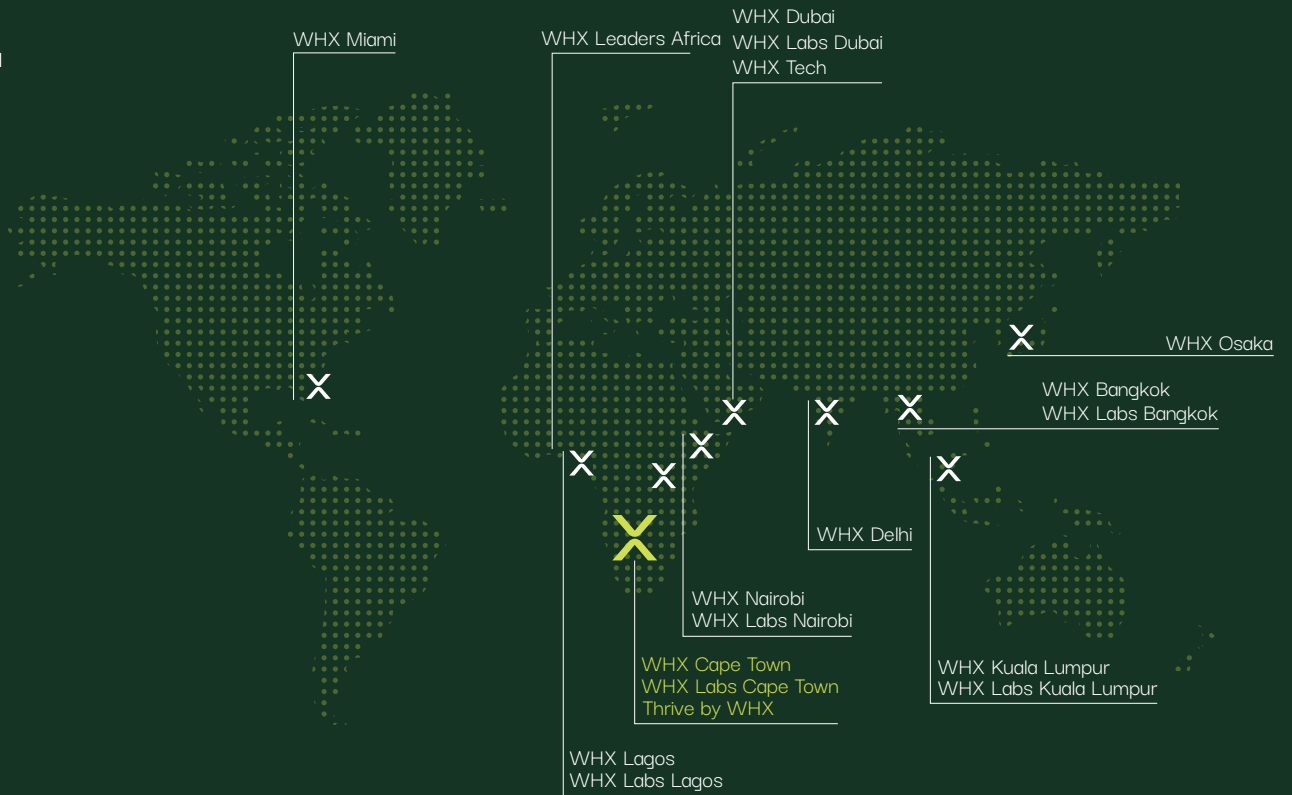
Under the patronage of:



Why Cape Town?

Building on the resounding success of last year's 14th edition, WHX Cape Town and WHX Labs Cape Town, formerly Africa Health and Medlab Africa, return to the Mother City.

Cape Town's status as a thriving hub for global healthcare leaders to connect and drive progress throughout the African continent makes it a valuable addition to the WHX global network of events. WHX is a unified platform for global healthcare events, driven by a singular vision to connect people, businesses, governments, policymakers, and innovators, enabling seamless collaboration across borders. World Health Expo is the catalyst for discovery, transformation, and opportunity, where the world of healthcare meets.



WHX Cape Town and WHX Labs Cape Town are essential events for legislators, officials, and health and medical laboratory solution providers, focusing on critical health issues facing South Africa and the broader region in 2025 and beyond.

This co-located healthcare and medical laboratory event nurtures excellence by facilitating new professional networks, accelerating connections, and ultimately driving improved patient outcomes in South Africa.

At the 2024 edition, 96% of attendees rated the event as critical for business and career growth. With specialised conferences and workshops, WHX Cape Town and WHX Labs Cape Town equip health professionals and laboratory specialists with the skills necessary to excel in a rapidly evolving industry.

Supported by the Department of Health

What to look forward to at WHX Cape Town and WHX Labs Cape Town

WHX Cape Town and WHX Labs Cape Town are your gateway to international networking and cutting-edge healthcare and lab advancements.

These co-located events bring together government leaders, healthcare providers, professionals, manufacturers, and distributors, offering a platform where innovation meets insight. Thousands of health and lab professionals from across the world will connect with top decision-makers, share knowledge, and unlock new opportunities at the Cape Town International Convention Centre (CTICC). Expand your network by engaging with suppliers, industry leaders, experts, and speakers, and establish vital supply and distribution chains. Explore a showcase of new products and advanced solutions, with live demonstrations of innovative technologies. Participate in diverse sessions, conferences, and workshops to discover developments that will advance your career and improve health outcomes across the region.

 **10,000+** attendees

 **1,700+** conference delegates

 **400+** exhibitors


 **250+** speakers

 **40+** sessions


50+ countries represented


 **35+** exhibiting countries


13+ country pavilions


 **\$115m+**
in business generated
on the show floor in 2024

An engaged digital audience

 **501,000+** YouTube views

 **17,000+** Facebook followers

 **4,500+** LinkedIn followers

 **3,500+** X followers


 **3,000+** Instagram followers



Exhibit at WHX Cape Town and WHX Labs Cape Town

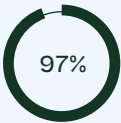
WHX Cape Town and WHX Labs Cape Town is the gateway to international markets, exposure to buyers, distributors and networking opportunities.

Accelerate your business growth in healthcare and medical labs by showcasing your solutions to engaged professionals and leaders from across Africa and beyond, expanding your reach.

Build key relationships with decision-makers from growing markets and generate new leads over three impactful days at the CTICC. Enhance your brand and close deals at Cape Town's premier co-hosted healthcare and lab exhibition.



2024 Exhibitors overview



rated WHX Cape town as an important platform for their business



rated the quality of visitors from good to excellent

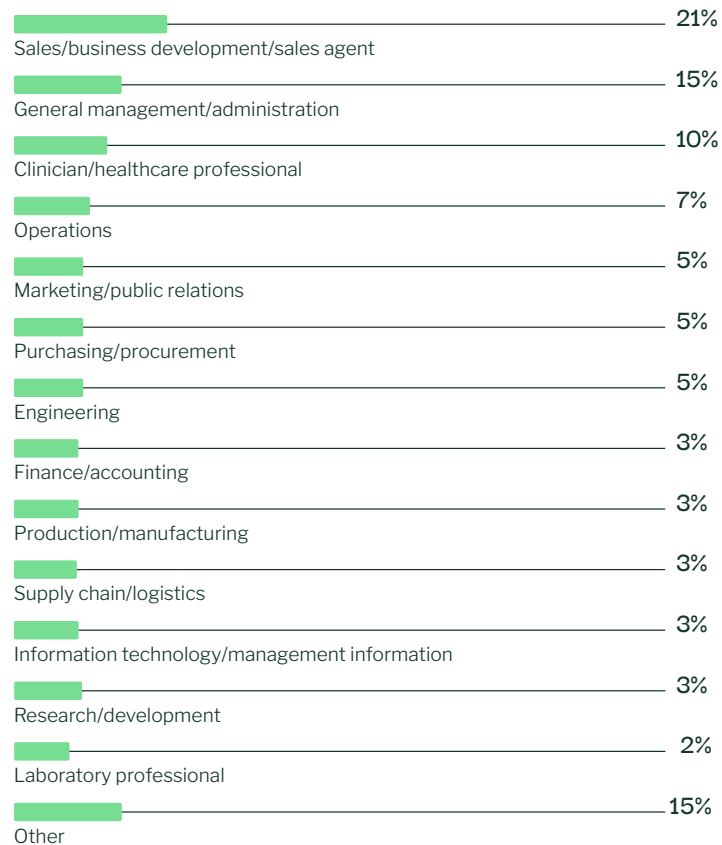


will be exhibiting again this year

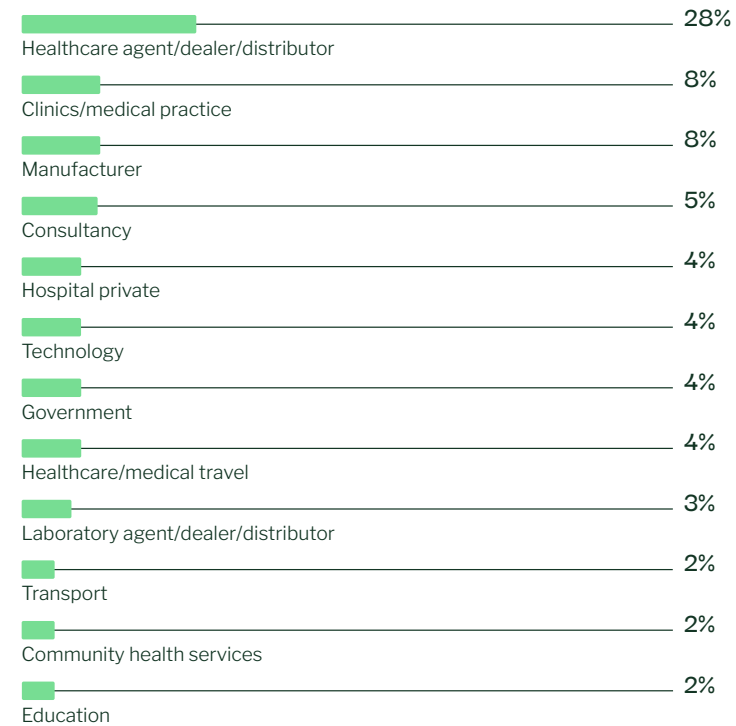
Top 5 reasons to exhibit in 2024



Key job functions of 2024 attendees



2024 Attendee industries at a glance



“Excellent opportunities for networking and amazing exposure to international innovation and healthcare excellence.”

Schalk Joubert,
Manager, **SABRI**

Why our visitors love WHX Cape Town and WHX Labs Cape Town



rated networking at the event as important



were satisfied with the event



rated the event as important for their business and career growth



are likely to return to in 2025

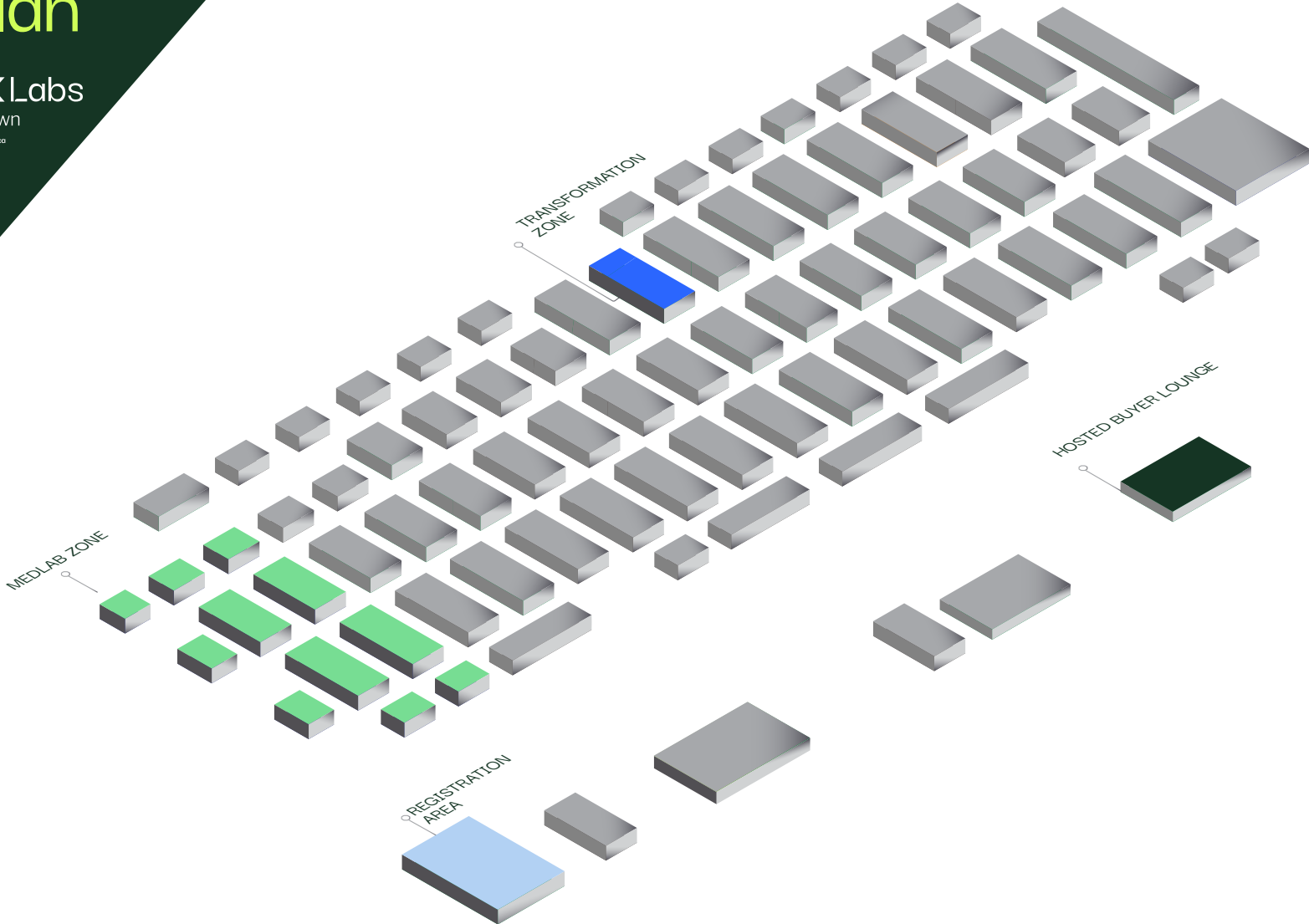


were able to source a new supplier

Floorplan

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Registration Area



Medlab Zone



Transformation Zone



Hosted Buyer Lounge

Future X Zone

The Transformation Zone is home forward-thinking features across all three days of WHX Cape Town 2025. Here's what you can expect:



Xcelerate

20 HealthTech startups will compete by showcasing their groundbreaking innovations to a panel of judges.



Future X Talks

Industry giants share how they are reshaping African healthcare through innovative technologies and bold visions for the future.

Supported by:



WHX Cape Town and WHX Labs Cape Town congress 2025

1,700+
conference
delegates

250+
locally and
internationally
acclaimed speakers

40+
sessions

4
free-to-attend &
non-accredited
conferences

16 CDP
accredited
conferences



Sharpen your healthcare skills at WHX Cape Town and WHX Labs Cape Town conferences

WHX Cape Town and WHX Labs Cape Town conferences is where Africa’s healthcare future takes shape—bringing together visionaries, policymakers, and industry pioneers to drive meaningful progress.


Under this year’s theme, **Healthcare Without Borders**: African Insights, Global Impact, the congress will spark bold conversations, challenge traditional approaches, and set the course for a future where Africa leads on the global healthcare stage.

Over three dynamic days, WHX Cape Town will be a powerhouse of ideas, innovation, and collaboration. From cutting-edge advancements in digital health to game-changing strategies in policy, patient care, and sustainability, the congress is designed to inspire action and accelerate progress.

This is more than a conference—it’s a launchpad for lasting change. A place where connections turn into partnerships, discussions lead to action, and innovation drives a new era of healthcare excellence.

Be part of the momentum. Join us at WHX Cape Town and help shape the future of healthcare!



Location		DAY 1 2 Sept	DAY 2 3 Sept	DAY 2 4 Sept
> WHX CAPE TOWN				
CTICC 1 - Auditorium 2	09:00-16:00	Healthcare Indaba - Global Health	Healthcare Indaba - AI & Digital Health	Healthcare Indaba - Women's Health
CTICC 1 - Meeting room 1.4	09:00-16:00	Infection Control & Prevention and Nursing Leadership & Management	Mental Health	Medico Legal & Ethics
CTICC 1 - Meeting room 1.6	09:00-16:00	Emergency Medicine	Quality Management & Patient Safety	Hospital Administration and Management
CTICC 1 - Meeting room 2.4	09:00-16:00	Imaging & Diagnostics	Oncology	EmpowHER_ Women in Health
CTICC 1 - Exhibition show floor - Future X	11:00-13:00 - 14:00-16:00	Future X Talks Xcelerate	Future X Talks - AMREF Xcelerate	Future X Talks - 50/50 Women on Board
> WHX LABS CONFERENCES				
CTICC 1 - Meeting room 2.6	09:00-16:00	Lab Directors Forum	Lab Medicine	Lab Medicine
> THRIVE BY WHX CONFERENCES				
CTICC 1 - Auditorium	09:00 - 16:00	Longevity Congress		Partner Programme
CTICC 2 - Meeting room	09:00 - 16:00	Youth Wellness	Performance, Innovation & Optimisation	
CTICC 2 - Meeting room	09:00 - 16:00	Sports & Wellness	Sports & Wellness	Sports & Wellness

VIP Buyers programme

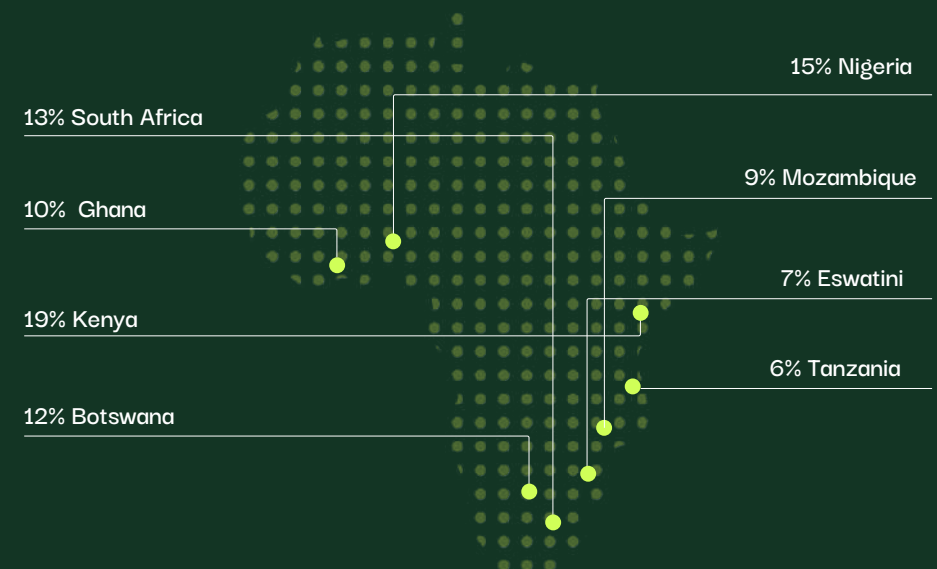
The VIP Buyer Program is an initiative designed to deliver targeted matchmaking, connecting qualified exhibitors with pre-selected African buyers for focused business trade throughout the three-day event.

2024 highlights

- **85%** of meetings were booked by top decision-makers, including senior executives (C-level, directors, and owners).
- **171 VIP Buyers** from across Africa attended the event.
- **863 matchmaking meetings** were conducted.

All participants were given online access to the **Business Matchmaking Programme** to view, search and select who they wanted to meet.

VIP Buyers by countries



“A great opportunity to network, negotiate with suppliers and manufacturers and see what’s new in the healthcare space.”

Soji Osunsedo,
Chief Operating Officer, **AfyA Care**

2024 VIP's in attendance

Mirielle
Wenger



Western Cape Provincial
Minister of Health, Cape Town,
South Africa

Wrenelle
Stander



CEO of Wesgro,
Cape Town,
South Africa

Dr. Paul
Ngwakum



Regional Health Adviser, UNICEF
East & Southern Africa Regional
Office, Nairobi, Kenya

Dr. Shaheem
De Vries



CEO of Groote Schuur
Hospital, Cape Town,
South Africa

Who you will meet

WHX Cape Town and WHX Labs Cape Town attract healthcare and laboratory professionals from all over Africa. With initiatives like the VIP Buyers Programme, you'll get in contact with C-level job titles to grow your business.

- Dealers & distributors
- Leadership
- Management of hospitals & clinics
- Biomedical & clinical engineers
- Senior & junior clinicians
- Heads of Lab & lab directors
- Pathologists, microbiologists & geneticists
- Lab scientists

Stand options

Attendees visiting WHX Cape Town and WHX Labs Cape Town, will be looking for healthcare and laboratory tech, diagnostics, and services. Make sure to network with attendees and other exhibitors at the CTICC to maximise your impact at the event.

Product categories:

- Medical equipment & devices
- Healthcare & general services
- IT systems & solutions
- Preventive & post-diagnostic treatments
- Disposables & consumer goods
- Imaging & diagnostics
- Healthcare infrastructure & assets
- Orthopaedics & physiotherapy/rehabilitation

Learn more about our stand options and our sustainability initiative, **Better Stands**, on our [website](#).

The continent's largest healthcare exhibition connects **400+ exhibitors** with **10,000+ attendees** from **50+ countries**.



> Space only stands (Minimum 21m²)

- > **Space only**
Exhibitor provides their own stand, furniture and fittings.

> Stand build packages (Minimum 9m²)

- > **Shell schme package**
Includes rear and side walls, fascia, electrics, wall security and lighting

> Corner pricing (applicable to all packages)

- > Charges applicable depending how many corners each stand has on a block. 1 full block = 4 corners.

Partner with us

WHX Cape Town and WHX Labs Cape Town offers tiered and customisable sponsorship packages to put your brand in the spotlight at Africa's premier healthcare and lab event.

Take your brand to the next level and take centre stage in front of **10,000+ potential clients**. Broaden your reach with a partnership that creates a powerful presence and drives lasting results.

Our tailored solutions are designed to align with your specific business objectives, solidifying your position as a healthcare and laboratory leader in Africa.

Partner tier benefits	Exclusive partner tier	Platinum partner	Gold partner	Silver partner
Branding	\$30,000	\$20,000	\$15,000	\$10,000
Online				
Logo on the website's homepage	*	*	*	*
Logo on all WHX Cape Town online platforms (website, mobile app, online event event platform, pre-show planner)	*	*	*	*
Logo and company description on WHX Cape Town dedicated partners page	*	*	*	*
Logo inclusion in social media posts	*	*	*	*
Logo on visitor promotional campaign	*	*	*	*
Logo in post-event report	*	*	*	*
Logo in "thank you to our partners" post show campaign	*	*	*	*
Featured exhibitor	*	*	*	*
Deluxe profile	*	*	*	*
Featured product	*	*	*	*
Advert in pre-show planner	Full page	Full page	Half page	Half page
Banner ad in visitor registration confirmation email	*			
1 x Dedicated social media post	*			
Onsite				
Logo exposure in Event Guide	*	*	*	*
Logo inclusion on sponsor's signage	*	*	*	*
Logo inclusion on thank you board	*	*	*	*
Hanging banner above your stand	*	*	*	*
Advert in Event Guide	*	*		
Venue branding assets	up to \$15,000	up to \$8,000	up to \$3,000	
Networking				
Access to Hosted Buyers Lounge	*	*		
Access to Investors Lounge	*	*		
Access to exclusive meetings with Hosted Buyers	*	*	*	
VIP Treatment				
White glove customer service	*	*		
Priority list on exclusive stand location and launch of exclusive opportunities	*	*		
Content				
WHX Cape Town TV	Premium package	Standard package	Standard package	
Product Showcase at your stand			*	
CEO Interview on show website with "In the spotlight" feature on the homepage	*	*		
Opportunity to nominate a speaker at Transformation Talks	*	*		
Indaba conference partnership	Headline	Associate		
Opportunity to sponsor a conference track - Exclusive	*	*		

Put your brand in the spotlight

Explore our range of high-impact sponsorship opportunities to amplify your brand's presence at WHX Cape Town and WHX Labs Cape Town.

Venue advertising	
Badge assistance desk sponsor	\$10,000
Floor tile	\$3,000
Badge sponsor	\$10,000
Lanyard sponsor	\$10,000
Visitor bags sponsor	\$10,000
Meeting room hire	\$2,000
Workshops	\$5,000
Social events	\$5,000
Product showcase at your exhibition stand	\$3,500
Host a dinner with speakers	\$10,000
Dedicated email campaign	\$5,000
Banner ad - show website	\$3,000
Investors networking reception sponsor	\$10,000



Join our sustainability efforts at WHX Cape Town

At WHX Cape Town and WHX Labs Cape Town, we are actively implementing WHX's global commitment to sustainable practices, which spans our 15 events worldwide. Here's what we're doing to keep Cape Town green.

- Sourcing sustainable items for all event elements.
- Our advanced recycling program ensures effective waste management, with all recyclables being repurposed.
- Minimising paper waste through the use of digital badges and maximising signage reuse to reduce new material consumption, showcasing a circular economy approach.
- Committed to reducing carbon emissions, with some events already powered by 100% renewable energy.

To encourage and recognise sustainable practices, we have introduced the Sustainable Stand Awards, promoting environmental consciousness among our exhibitors and throughout our events. This is just the beginning.

To find out more, visit:

<https://www.worldhealthexpo.com/events/healthcare/capetown/en/overview/sustainability.html>



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By:



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Contact us to book your stand
+27 10 056 2317

Healthcare:
Sales.whxcapetown@informa.com

Lab:
Sales.whxlabscapetown@informa.com



Tom Coleman
Exhibition director
tom.coleman@informa.com



Daniel Green
Exhibition manager
daniel.green.ae@informa.com



Joshua Jireh
Account manager
joshua.jireh@informa.com



Rowel Afante
Account manager
rowel.afante.ae@informa.com



Conferences
Rubina Dsouza
Senior conference producer
rubina.dsouza@informa.com

