

SeneMed

INTERNATIONAL HEALTHCARE, MEDICAL EQUIPMENT
& HEALTH TOURISM EXHIBITION

Africa's Future of Healthcare & Investment Congress 2026 (1st Edition)



22-24
OCTOBER
2026
DAKAR SENEGAL
CENTRE DES EXPOSITIONS
DE DAKAR DIAMNIADIO

The future of healthcare
in West Africa starts today

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Organized with the support of:



Ministère Du Commerce
et des Petites et Moyennes
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REPUBLIC OF TURKEY
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DE DAKAR

Organized by



HIGH
AIMS, GREAT
EXHIBITIONS



Where Global Healthcare Meets West African Opportunity

SENEMED is an international platform connecting global healthcare leaders with one of the fastest-growing and most underserved markets in the world. West Africa is undergoing a major transformation in its healthcare systems, driven by population growth, urbanization, and **increasing investments in modern medical infrastructure.**

Held in Dakar, Senegal, a strategic regional hub, **SENEMED** brings together key decision-makers, institutional stakeholders, private investors, and healthcare professionals.

A high-impact platform designed for business, networking, and market expansion

WHY SENEGAL ?

The Smartest Entry Point into the West African Healthcare Market

- Population of ~18 million with rising healthcare demand
- Gateway to ECOWAS market (300M+ population)
- Strong government investment in healthcare infrastructure
- Rapid expansion of private hospitals and clinics
- Increasing demand for advanced medical technologies
- Strategic location with strong logistics connectivity

Entering Senegal means accessing the entire West African market

WHY SENEMED ?

A Platform Built for Business & Growth

- Direct access to decision-makers and buyers
- High-level B2B meetings
- Strong institutional and governmental engagement
- Organized by HAGE with 15+ years experience in Africa
- Integrated within a multi-sector exhibition ecosystem

KEY FIGURES (PROJECTED)

- 3,000+ professional visitors
- 100+ exhibitors
- 20+ countries represented
- 80% decision-makers

A results-driven environment focused on business generation

EXHIBITOR

Profile

SENMED brings together companies across the entire healthcare value chain:



Electro-medical equipment & medical devices



Laboratory technologies & diagnostic solutions



Medical consumables & disposable products



Hospital infrastructure & medical facility management



Orthopedics, physiotherapy & rehabilitation equipment



Pharmaceutical products & OTC solutions



Private hospitals & medical clinics



Digital health & healthcare IT solutions



Beauty and aesthetic centers



Health tourism agencies & services

A comprehensive platform covering all key healthcare segments

VISITOR

Profile

SENMED attracts a highly qualified audience of decision-makers:



Ministry of Health representatives & institutions



Medical company owners



Doctors, nurses & healthcare professionals



Medical technicians & laboratory specialists



Pharmacists



Healthcare investors



Distributors & importers



Health tourism companies & travel agencies



B2B visitors

A targeted B2B audience with strong purchasing power

**TURN OPPORTUNITIES
INTO BUSINESS**

**WHY?
EXHIBIT**

- Enter a high-growth healthcare market
- Meet qualified buyers and partners
- Build distribution networks
- Increase brand visibility
- Launch products in a targeted environment
- Secure long-term partnerships

A PLATFORM DESIGNED TO GENERATE ROI



MARKET INSIGHTS

SENEGAL & WEST AFRICA

“ **A Fast-Developing Healthcare Ecosystem** ”

- Population: ~18 million
- Healthcare sector in continuous expansion
- Strong investment in hospital infrastructure and modernization
- Growth of private healthcare sector
- Increasing reliance on medical equipment imports
- Strategic position as a regional healthcare hub



SeneMed

KEY BUSINESS OPPORTUNITIES

- Medical equipment distribution
- Hospital projects and infrastructure
 - Diagnostic and laboratory solutions
 - Healthcare technology deployment
 - Regional supply chain development



CONGRESS

Africa's Future of Healthcare & Investment Congress 2026 (1st Edition)

SENMED 2026 will host a high-level congress bringing together key stakeholders to discuss the future of healthcare and investment opportunities in Africa.

Key Topics

- Future of healthcare systems in Africa
- Investment in hospitals and infrastructure
- Public-private partnerships (PPP)
- Digital health & innovation
- Medical tourism
- Regional healthcare challenges

Participants

- Government representatives
- Healthcare groups
- Investors & financial institutions
- Industry leaders

A strategic platform connecting
business and investment.

ABOUT THE ORGANIZER

The International and targeted exhibitions organizer in the region, for 15 years in Senegal.
HAGE EXHIBITION organizes exhibitions in the construction, energy, food, packaging, cosmetics, medical, agriculture and automotive sectors.

HAGE EXHIBITION plays an important role in the development of the region, by opening the doors of international trade to the growing West African market with its professional staff, communication networking and services.



HAGE EXHIBITION EXHIBITION CALENDAR

2026



INTERNATIONAL EXHIBITION
FOR COSMETICS AND HYGIENE

11-13 JUNE
2026



INTERNATIONAL FOOD,
FOOD PROCESSING EXHIBITION

11-13 JUNE
2026



INTERNATIONAL EXHIBITION
FOR PACKAGING

11-13 JUNE
2026



INTERNATIONAL EXHIBITION
OF AGRICULTURAL MACHINERY,
EQUIPMENT AND TECHNOLOGIES

11-13 JUNE
2026



INTERNATIONAL HEALTHCARE,
MEDICAL EQUIPMENT
& HEALTH TOURISM EXHIBITION

22-24 OCTOBER
2026



HOUSEHOLD APPLIANCES,
DECORATION, TEXTILE
AND HOME TEXTILE EXHIBITION

22-24 OCTOBER
2026



INTERNATIONAL EXHIBITION
FOR CONSTRUCTION
MATERIALS AND MACHINERY

28-30 JANUARY
2027



INTERNATIONAL ELECTRICITY,
ENERGY AND RENEWABLE
ENERGY EXHIBITION

28-30 JANUARY
2027



INTERNATIONAL MOTOR, SPARE PARTS,
MECHANICAL EQUIPMENT, SERVICES
AND MAINTENANCE EXHIBITION

28-30 JANUARY
2027



CENTRE DES EXPOSITIONS DE DAKAR DIAMNIADIO

- 15.000 m² closed area
- 5 exhibition halls
- 210-seat VIP restaurant
- 260-seat restaurant
- Car park for 2000 vehicles
- 20 minutes to the airport
- Access to the city centre 35 min.
- Access by railway 40 min.

www.hagegrup.com - info@hagegrup.com