

SenMed

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

www.senemedexpo.com • info@senemedexpo.com

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Organized with the support of:



Ministère Du Commerce
et des Petites et Moyennes
Entreprises Publique



REPUBLIC OF TURKEY
MINISTRY OF TRADE



CCIAD
CHAMBRE DE COMMERCE
D'INDUSTRIE ET D'AGRICULTURE
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 SENEDED ?

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

SENEMED 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

SENEMED 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

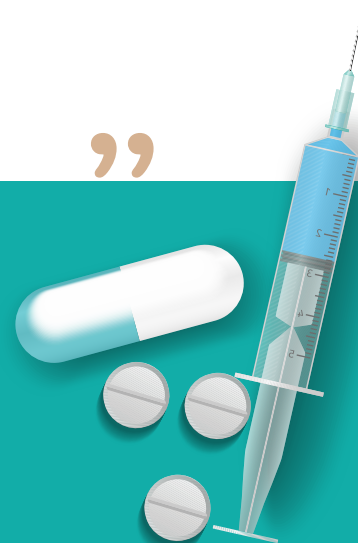


MARKET INSIGHTS

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)

SENEMED 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.

**HAGE****HIGH
AIMS, GREAT
EXHIBITIONS**

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 - 2027



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**



International Exhibition
for Cosmetics and Hygiene

**17-19 JUNE
2027**



International Food,
Food Processing Exhibition

**17-19 JUNE
2027**



International Exhibition
for Packaging

**17-19 JUNE
2027**



International Exhibition
of Agricultural Machinery,
Equipment and Technologies

**17-19 JUNE
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

**HAGE**