



PHARMA

WEST AFRICA

18th–20th March 2025 | Landmark Centre, Lagos, Nigeria

WEST AFRICA'S LARGEST PHARMACEUTICAL TRADE EXHIBITION



80%
of exhibitors
rebooked their
stand for 2025
onsite!



www.pharma-westafrica.com



info@pharma-westafrica.com



+44 2475 460 143



Pharma West Africa Exhibition

INTRODUCTION

Pharma West Africa accommodated global exhibitors showcasing an extensive range of products and services across the Pharmaceutical industry from finished formulations, over the counter medicines, API's and much more!

A record number of buyers, importers, and wholesalers from the ECOWAS region attended. The conference hosted thought leaders and industry experts, adding depth to the overall experience. The sheer scale and diversity of the event affirmed it's status as a cornerstone in the pharmaceutical industry.

2024 SHOW SUMMARY



2562
VISITORS



152
EXHIBITORS



130+
HOSTED VIP
BUYERS



50+
SPEAKERS



SCAN HERE



TO VIEW THE
EXHIBITOR
LIST

WHAT TO EXPECT IN 2025?



3000+
VISITORS



200+
EXHIBITORS



200+
HOSTED VIP
BUYERS



60+
SPEAKERS

THANK YOU TO ALL OUR SPONSORS & PARTNERS



pharmanews
Nigeria's Leading Health Journal



Healthcare Federation
of Nigeria



EXHIBITOR BREAKDOWN

Pharma West Africa 2024 witnessed the participation of 152 exhibitors from a remarkable 34 countries, solidifying its position as the leading pharmaceutical trade exhibition across the African continent.

The event serves as a comprehensive showcase, featuring a diverse array of products and services spanning all aspects of the pharmaceutical industry—all conveniently housed under one roof. This annual opportunity is not to be missed!

"I had a fantastic time connecting with fellow pharmacists and healthcare professionals and learning all about the latest advancements in the pharmaceutical industry."

"The exhibition hall was packed with innovative products from leading manufacturers, and the talks I attended were incredibly insightful"

Angela Ajayi - Health Influencer

EXHIBITOR FEEDBACK



96%

would recommend this exhibition to other companies



82%

of space for 2024 was sold onsite at the 2023 edition



98%

were impressed with the overall organisation of the event



97%

were more than happy with the quantity and quality of visitors



"It was a really impressive exhibition. The organisation was perfect and the quality of the visitors and exhibitors was superb. It was such a great way for manufacturers, marketers and pharmaceutical companies to showcase their products to a wider reach."

Pharmacist Zainab Alabi
Association of Hospital and Administrative Pharmacists of Nigeria



"Pharma West Africa was a great tool for obtaining initial insights for the Nigerian market. We met several potential clients and hope to translate our meetings into long term business partners."

Kalpesh Khokhani, YSK Laboratories



EXHIBITOR CATEGORIES



Packaging



OTC
Medicines



Finished
Formulations



API's



Nutrition &
Supplements



Pharma
Manufacturing



Manufacturing
Equipment



And More...

EXHIBITOR REGIONS:



9%
AMERICA

15%
EUROPE

39%
AFRICA

20%
MIDDLE
EAST

17%
ASIA



"Through Pharma West Africa 2024, we can make real connections with Pharmaceutical distributors. Thank you PWA for creating this event to develop the West African Pharmaceutical market."

Van Hai Bui, Bepharco



"Pharma West Africa was an avenue to interact with companies and organizations who are invested in the development of Pharmaceutical manufacturing, supply chain, sales and technology in Nigeria and Africa at large."

Maryam Bajepade, Visitor



THE NIGERIAN MARKET



Nigeria imports 70% of its medicines.



The Nigerian pharma market value is in the order of \$4 billion.



Nigeria is about to extend mandatory health insurance provision across the whole population.



The Nigeria Pharmaceutical Industry is estimated to grow at a CAGR of 9.1%.



Nigeria has about 200 active manufacturing and packaging firms in the pharma industry.



Nigeria's pharmaceutical market splits into OTC sector (43.1%), generic sector (38.9%), patented 12%.



With counterfeit medicines so prevalent, it is estimated that only 30% of Nigerians have access to authenticated medicines.



The local pharmaceutical manufacturing industry is currently able to meet 25% of local demand.



Imported medicines account for \$4 billion within Nigeria's total healthcare spend of \$10 billion.



"I would encourage other businesses to run and participate at Pharma West Africa, because this is where the market is, where the people are, we have the decision makers, the regulators, the consumers, the suppliers, the manufacturers, at one point, at the same time."

Femi Ononuga, Marketing Manager, Winelight



"The mutual and cordial relationship between the local and international exhibitors has been awesome."

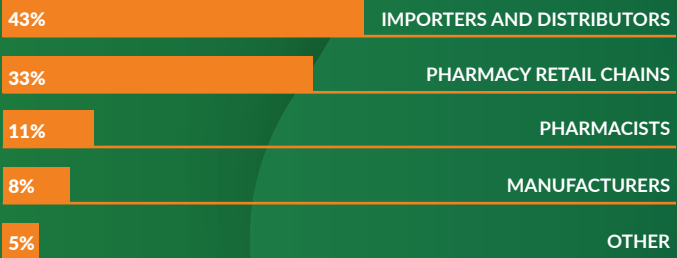
NEM Insurance PLC Charity M Orisakwe



VISITOR BREAKDOWN

2024's edition of Pharma West Africa hosted a record number of attendees, with over 2,500 professional visitors. The business areas represented by our visitors were diverse and varied across the entire pharmaceutical industry, including the region's top importers, distributors and retailers.

WHO ATTENDS



VISITOR JOB TITLES



89%
of visitors were
successful in finding new
suppliers for their business

"The expo hall was filled with a diverse range of manufacturers from across the globe showcasing their products. I had the pleasure of meeting many of these representatives, engaging in conversations, and exploring potential collaborations. The expo fuelled my excitement for the future of Nigeria's healthcare landscape!"
Ijeoma Egbo, Visitor



EXHIBITING IN WEST AFRICA

BtoB Events supports you every step of the way.

From the minute your stand is booked, to the minute you arrive in Lagos, we are here to help you and to make exhibiting in West Africa the best experience possible.

WE CAN OFFER ADVICE AND SUPPORT FOR:



VISAS



LOGISTICS



ACCOMMODATION



LOCAL
TRANSPORTATION



TELECOMS



STAND BUILD
AND DESIGN



MARKETING



SPONSORSHIP

"We found the exhibition to be exceptionally well-organized, with a conducive environment for networking and learning. It was truly inspiring to witness the enthusiasm and dedication of all participants towards advancing healthcare solutions in the region. We look forward to participating in future editions of the West Africa Pharma Exhibition and continuing our fruitful engagement with the industry."

Maya Najafova, General Director, Fambili



The Landmark Centre is located in the business hub and upmarket area of Victoria Island in Lagos, and positioned right on the Atlantic Ocean coast. The venue has recently expanded into a fourth hall increasing its capacity to over 5,000sqm of exhibition space. It has also been boosted by the opening of numerous hotels and restaurants within a short walking distance, including a Hard Rock Café and The Sheraton Four Points Hotel.

PHARMA WEST AFRICA CONFERENCE



Pharm. Ahmed Yakasai

mni, FPSN, FNAPharm (Kachallan Kano),
Managing Director, Pharmaplus and
former President of the Pharmaceutical
Society of Nigeria



**A HEARTFELT THANKS TO THE
CONFERENCE COMMITTEE AND ALL OUR
SPEAKERS FOR THEIR CONTINUOUS
EFFORTS AND SUPPORT!**



**SCAN
HERE**

**TO LEARN
MORE ABOUT
PWA 2025**