WHX WORLD HEALTH EXPO

Impact report 2026

Save the date

15-17 September 2027
KICC, Nairobi, Kenya

worldhealthexpo.com/nairobi



East Africa's meeting point for healthcare trade and industry leaders

World Health Expo in Nairobi 2026 brought together healthcare professionals, decision-makers, manufacturers and distributors from across East Africa and beyond, strengthening its position as a key meeting point for the region's healthcare industry.

Beyond its growing scale, the event delivered a strong visitor experience, with satisfaction, event importance and likelihood of return all exceeding industry benchmarks. From discovering new innovations to building valuable business relationships, WHX in Nairobi continued to connect the people and ideas shaping healthcare in East Africa.

The impact in numbers

90%
of visitors would probably or definitely return

86%
of visitors rated the event as important to their business or organisation

84%
of visitors were satisfied with their experience

Event at a glance

8,500+
Professional visits

250+
Exhibitors

30+
Exhibiting countries



Overview

8,633
Professional visits

6,660
Unique attendees



259
Exhibitors









5
International pavilions



$639k

total value of estimated business generated as a result of interactions on the show floor

Digital audience: 65,000 views | 15,000 followers | 4,494 followers | 2,077 followers

Exhibitor overview

WHX in Nairobi 2026 continued to serve as a strategic platform for exhibitors looking to establish new business connections, showcase innovative healthcare solutions and expand their presence across East Africa's growing healthcare market.

The event brought together a diverse international exhibitor base, creating opportunities for brand visibility, lead generation and meaningful industry engagement while strengthening its position as a gateway to the region's healthcare sector.

Top 5 reasons for exhibiting

88%
Making new business contacts

75%
Demonstrating products and services

75%
Entering a new market

72%
Generating new sales leads

69%
Increasing brand awareness



Visitor overview

WHX in Nairobi 2026 continued to serve as a key platform for healthcare professionals to discover new innovations, expand their professional networks and stay connected with the latest industry developments across East Africa.

Visitor feedback reflected strong engagement and satisfaction, with the event outperforming industry benchmarks for importance, overall satisfaction and likelihood of return.

Key visitor insights

90%

of visitors indicated they would probably or definitely attend again, reflecting strong intent to return for future editions.

86%

of visitors rated WHX in Nairobi as fairly or very important to their business or organisation.

84%

of visitors were very satisfied with their overall experience, exceeding the industry benchmark.

67%

of visitors cited discovering new products, trends and innovations as one of their main reasons for attending WHX in Nairobi.

Top 5 reasons for visiting

Discovering new products, trends and innovations	67%
Networking with new contacts	65%
Keeping up to date with the industry	54%
Increasing industry knowledge	49%
Meeting existing suppliers	38%



Connections programme

Where healthcare connections became business outcomes

Introduced for the first time at WHX in Nairobi 2026, the Connections Programme marked a successful debut, creating a dedicated platform for healthcare professionals, buyers, distributors and industry leaders to build meaningful business relationships.

The programme's success was reflected in positive participant feedback, with attendees reporting higher scores for event importance, overall satisfaction and likelihood of return compared to the overall visitor average.

Who Connections Programme brought together

- Buyers & procurement professionals
- Manufacturers, suppliers & exhibitors
- Dealers & distributors
- Healthcare & laboratory professionals
- Industry leaders & decision-makers

The success of WHX connections programme

- **4.62/5 – Event importance**
  Participants rated the event's importance higher than the overall visitor average of 4.50.
- **4.43/5 – Overall satisfaction**
  Participants reported stronger satisfaction levels, compared to the overall visitor average of 4.29.
- **4.63/5 – Likelihood of return**
  Participants demonstrated stronger intent to return, compared to the overall visitor average of 4.51.



Strengthening connections across Kenya’s healthcare industry



WHX in Nairobi 2026 continued to strengthen its engagement with the trade associations and professional bodies representing key areas of Kenya’s healthcare industry.

Through collaboration with leading industry organisations, WHX in Nairobi brought their communities closer to the show, creating opportunities for members to connect with suppliers, discover new solutions, exchange knowledge and build relationships across the wider healthcare ecosystem.

Our 2026 trade associations

Kenya Healthcare Federation
The Health Sector Board of KEPSA

KAM 60 Years
KENYA ASSOCIATION OF MANUFACTURERS

MEDAK
MEDICAL TECHNOLOGY INDUSTRY ASSOCIATION OF KENYA

PSK
PHARMACEUTICAL SOCIETY OF KENYA

RUPHA
RURAL & URBAN PRIVATE HOSPITAL ASSOCIATION OF KENYA



Thank you to our partners

WHX WORLD HEALTH EXPO

Platinum partners

Snibe Diagnostic

GE Healthcare

FedEx

Gold partners

AL FAHIM HEALTHCARE SOLUTIONS L.L.C

APEX

BECKMAN COULTER

CROWN HEALTHCARE(N)LTD

XENOPIA

EKF Diagnostics

iLife

Erba Mannheim

HIMEDIA For Life is Precious

EVERX committed to excellence

medics WELLNESS NATURALLY!

MEDIPAK

ORTHO GRIP IND

ABCHealth

Fighting Disease with Electronics NIHON KOHDEN

URIT Since 1984 AI ways Beyond Urinalysis...

OT OrthoTech

WOOMAPEX ENTERPRISES

Sukooon WE CHANGE LIVES

RADIOMETER

Santex LEADERS IN PERSONAL HYGIENE

Rapigen

Silver partners

BE SAFE IM PARAMEDICAL

BLC ENTERTAINMENT

FUJIFILM Value from Innovation

GN

Lovaani ENT & OPHTHALMOLOGY

MARSHALLS Traditional Healthcare

MB

SPET

SHONAQUIP SOCIAL ENTERPRISE Enabling inclusion

RECLINER SPECIALIST

ORTHO-DESIGN ORTHOPAEDIC INNOVATION

NHM HEALTHCARE FURNITURE MANUFACTURERS

Ultra Pure

Supporting partners

MEDAK MEDICAL TECHNOLOGY INDUSTRY ASSOCIATION OF KENYA

Kenya Healthcare Federation

RUPHA

KAM 60 Years

Pharmaceutical Society of Kenya

Media partners

AXESSHEALTH

africa.com

MEDICAL BUYER

CR Exhibitions Radiography International

Nation Media Group Media of Africa for Africa

The EAST AFRICA JOURNAL The Pulse of East Africa

FINANCIAL REPORTS

Editorial partner

WHX Insights Formerly Omnia Health

Let’s get talking

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