

# EVENT PROSPECTUS 2026

25-26th MARCH 2026. SANDTON CONVENTION CENTRE. JOHANNESBURG. SOUTH AFRICA



UNITING HEALTHCARE

SAVE THE DATE: 25-26TH MARCH 2026 - SCC. JOHANNESBURG



## CONTENTS

[INVITATION TO EXHIBIT](#)

[2025 VISITOR SURVEY ANALYSIS](#)

[DETAILED EVENT OVERVIEW](#)

[SOUTH AFRICAN HEALTHCARE AWARDS](#)

[EXHIBITOR FEEDBACK 2025](#)

[CONTACT US](#)

# Invitation to Exhibit

We are delighted to invite you and your esteemed organisation to exhibit at SAPHEX, The Pharmacy Show, GP Expo, and The Hospital Show 2026, taking place on 25-26 March 2026 at the Sandton Convention Centre.

Building on the phenomenal success of previous years—with a remarkable 30% year-on-year increase in visitors—our events have become the fastest-growing large-scale gatherings in the healthcare and pharmaceutical industries. Due to this tremendous growth, we are experiencing our highest rebooking rate to date, meaning that space for 2026 is already becoming limited.

As a premier platform, our shows bring together key industry professionals, decision-makers, and stakeholders, offering unparalleled opportunities for networking, knowledge exchange, and business development. With a steadfast commitment to innovation, best practices, and excellence in patient care, we attract a diverse audience, including: Healthcare practitioners, Industry experts, Company leaders, Policymakers, Thought leaders from the pharmacy, pharmaceutical manufacturing, GP, hospital, and nursing sectors.

By joining us as an exhibitor, you will gain the opportunity to showcase your products and services to a highly engaged audience, forge invaluable connections, and maximise your brand exposure in this thriving industry.

With exhibitor space filling up quickly, we encourage you to secure your spot as soon as possible to ensure your presence at this landmark event.

We look forward to welcoming you to SAPHEX, The Pharmacy Show, GP Expo, and The Hospital Show 2026, where we will continue to drive growth, innovation, and excellence in the industry together!



# UNITING HEALTHCARE



ATTENDEES  
**+30%**

CONFERENCE  
**1X**



ATTENDEES  
**+35%**

CONFERENCE  
**2X**



ATTENDEES  
**+27%**

CONFERENCE  
**1X**

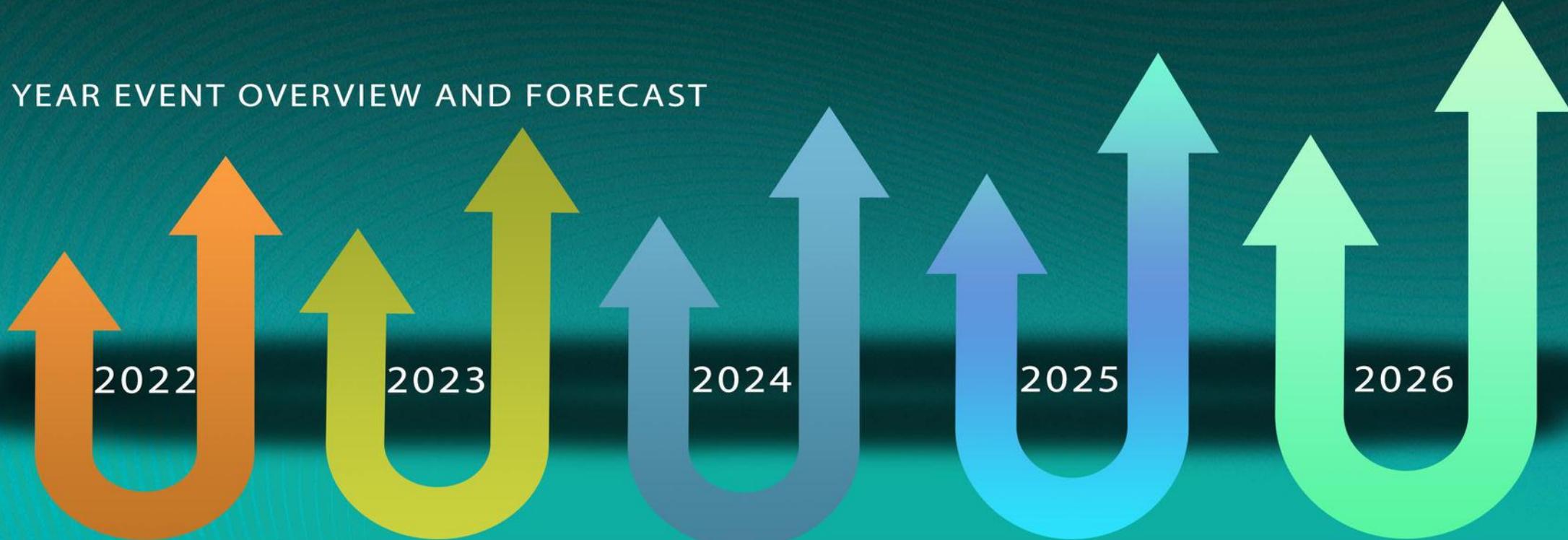


ATTENDEES  
**+24%**

CONFERENCE  
**1X**

# UNITING HEALTHCARE

## 5 YEAR EVENT OVERVIEW AND FORECAST



### 2,340 Attendees

Running at the end of the COVID period, We saw a sharp decline in visitor numbers due to further pandemic outbreaks

### 2,600 Attendees

Return to confidence in live events sees a gradual increase on 2022's figures

### 3150 Attendees

Our largest audience figures to date and more importantly, a significant number of high quality attendees

### 3,744+ Attendees

Achieving growth again with a significant jump towards 4k attendees delivers continual sustained growth

### 5000+ Attendees

We are forecasting a 30% increase on 2025 figures allowing us to expand to 2 halls at the Sandton Convention Centre

I had the privilege to attend SAPHEX 2025.

This event unites the entire pharmaceutical ecosystem and ever evolving industry in South Africa. Networking with old colleagues and friends from university, rubbing shoulders with industry experts and professionals.

Looking forward to attend again in 2026!

SALDA members played an integral role at The Hospital Show, with some exhibiting their products and services, as well as sharing their expertise with industry stakeholders from across the continent. The event provided valuable opportunities to explore critical healthcare topics, including patient-reported outcomes, value-based care, and home-based monitoring.

The event highlighted the importance of diagnostics, medical technology, and regulatory expertise in improving patient care and shaping the future of healthcare in Africa. SALDA is proud to be part of these meaningful conversations and to contribute to the ongoing development of the industry. We look forward to continuing these important

### EXCITING DAY AT SAPHEX 2025!

I had an incredible experience attending Day 1 of the SAPHEX Pharmacy Show at the Sandton Convention Centre. Engaging with industry leaders, discovering innovative pharmacy solutions, and networking with like-minded professionals reminded me just how dynamic and evolving the pharmaceutical space is.

Looking forward to more insights and connections

### 2025 truly “more than just an event”

As Junior Doctors- We're often taught the 'technical' soft skills—building rapport with patients, ensuring our colleagues can rely on us, and impressing our seniors. But one essential skill that's rarely emphasized is networking—and it's one that can make a huge difference in how we grow professionally and personally.

That's why SAPHEX 2025 was such a game-changer. I had the privilege of receiving 5 minutes of mentorship from a fellow attendee Dr. Dimpho Hlungwane which provided me with invaluable insights that will shape my approach to networking and future in healthcare.

SAPHEX 2025 didn't just offer inspiring talks—it provided a platform to network, collaborate, and reimagine healthcare. It made me think about a world where primary healthcare providers and specialists come together to promote health through hard work, creativity, and innovation. This kind of collaboration is exactly what will drive meaningful change in healthcare systems globally.

Kind Regards  
Dr P Djan

Excited to share that I had the incredible opportunity to be a speaker at SAPHEX and represented IQVIA as a speaker at The Pharmacy Show

The event was a fantastic blend of insightful discussions and valuable networking opportunities. It was great to connect with so many talented professionals and exchange ideas.

But it wasn't all work! We also got to indulge in some fun activities, including a thrilling Need for Speed racing game. The challenge was to get the fastest lap time, and while the winner clocked in at an impressive 1:07, I managed a respectable 1 minute 20 seconds.

This experience reminded me of the importance of balancing work and play. Life is all about finding that perfect harmony between achieving our professional goals and enjoying the journey along the way.