



Ethio Health
Exhibition & Congress

8th
Session

The largest gathering of
**Healthcare and
trade professionals**
in Ethiopia

07-09 March, 2024

Millenium Hall, Addis Ababa



OPENING CEREMONY



DIGNITARIES ATTENDED THE OPENING CEREMONY

- **H.E. Dr. Lia Tadesse**
Minister, Ministry of Health
- **H.E. Amb. Robert Shetkintong**
Ambassador - Embassy of India to Ethiopia and African Union
- **Dr. Tegbar Yigzaw**
President, Ethiopian Medical Association
- **Ato Daniel Waktole,**
President - Ethiopian Pharmaceutical and Medical Device Manufacturers Association
- **Mr. Nebeyu Lemma**
Managing Director - Prana Events

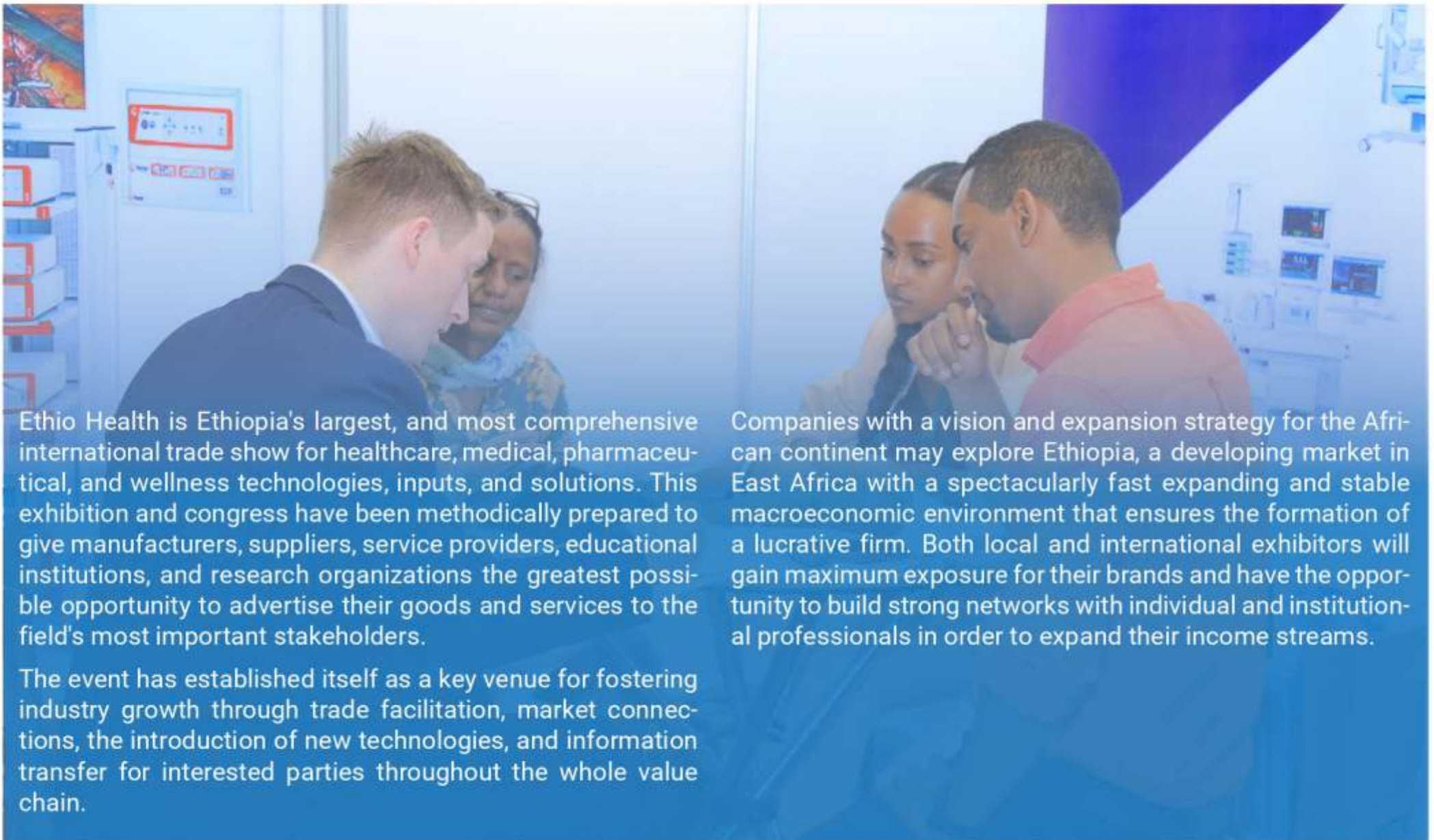
NUMBERS IN THE SHOW



EXHIBITOR'S FEED BACK







Ethio Health is Ethiopia's largest, and most comprehensive international trade show for healthcare, medical, pharmaceutical, and wellness technologies, inputs, and solutions. This exhibition and congress have been methodically prepared to give manufacturers, suppliers, service providers, educational institutions, and research organizations the greatest possible opportunity to advertise their goods and services to the field's most important stakeholders.

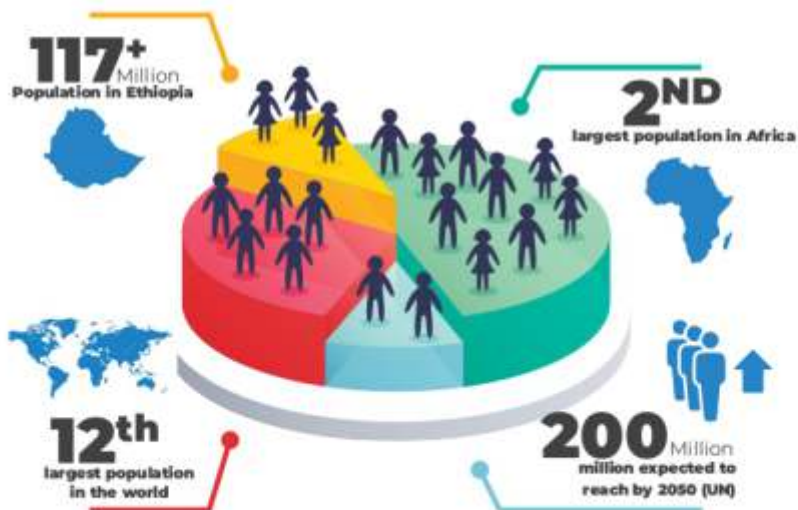
The event has established itself as a key venue for fostering industry growth through trade facilitation, market connections, the introduction of new technologies, and information transfer for interested parties throughout the whole value chain.

Companies with a vision and expansion strategy for the African continent may explore Ethiopia, a developing market in East Africa with a spectacularly fast expanding and stable macroeconomic environment that ensures the formation of a lucrative firm. Both local and international exhibitors will gain maximum exposure for their brands and have the opportunity to build strong networks with individual and institutional professionals in order to expand their income streams.

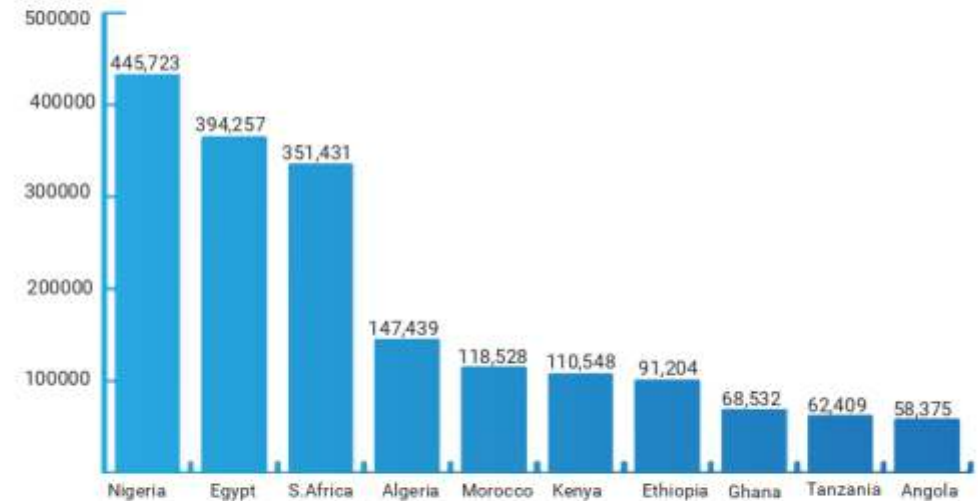
ECONOMY

- ✓ Over the past 15 years, Ethiopia's economy has been among the fastest-growing in the world, with an average annual growth rate of 9.5% from 2005 to 2020 (World Bank)
- ✓ Ethiopia is the 3rd largest in sub sharan Africa and the largest in East and Central Africa. (World Bank)
- ✓ Ethiopia's economy grew by 6.0% in 2021, the 4th highest growth rate in Sub-Saharan Africa (International Monetary Fund)
- ✓ Ethiopia's economy is projected to grow by 3.8% in 2023, down from 4.3% growth in 2022 (International Monetary Fund October 2022 forecast)
- ✓ Ethiopia aims to achieve lower middle-income status by 2030 (moved back from the previous goal of 2025)
- ✓ The government launched a new 10-Year Perspective Plan in 2020/21, which runs from 2020/21 to 2029/30

POPULATION

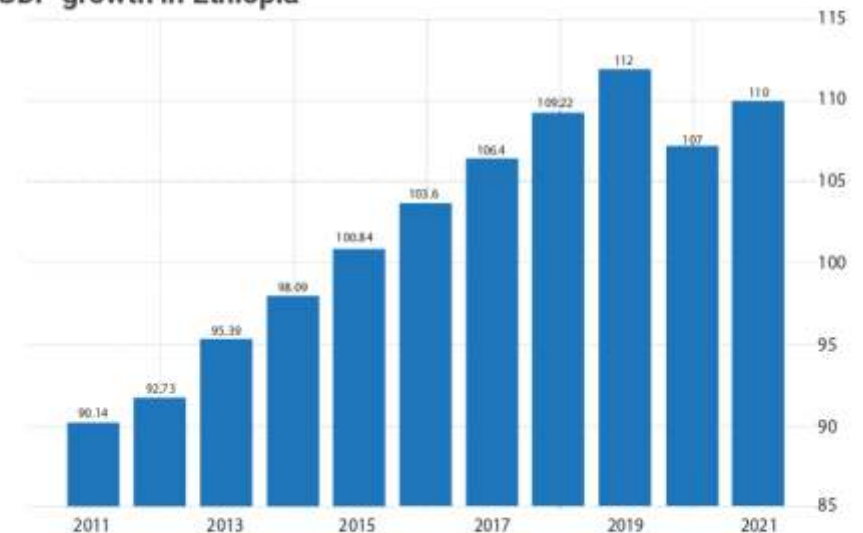


List of African countries by GDP (nominal) in millions



source world bank 2020

Annual GDP growth in Ethiopia



Source: Tradingeconomics.com/world bank

HEALTHCARE FACILITIES

No. of Public Facilities

Functional



Under Construction



No. of Private Facilities



Source: (Ministry of Health, Annual performance report 2020/2021)

PHARMACEUTICAL SUPPLY AND SERVICE

- ✓ In 2020/2021, pharmaceutical and medical supplies worth over ETB 18.5 billion (~USD 620 million) were procured and distributed by the public sector
- ✓ Import is estimated at 950 million USD in 2021/2022
- ✓ Supply of life-saving medication and essential drug supply reached 84% and 73% respectively

HEALTHCARE SPENDING

- ✓ The health sector spending in 2020 was ETB 63 billion (~USD2.8 billion), out of pocket expenditure is 35%
- ✓ Projection for 2021/2022 stand at ETB 72 billion (~USD2.9 billion)
- ✓ National Budget allocation to the health sector is 12.3%

TRADE AGREEMENTS

- ✓ Ethiopia is one of the 44 countries in Africa that ratified the Continental FreeTrade Area (CFTA)
- ✓ Ethiopia is member of Common Market for Eastern and Southern Africa (COMESA)
- ✓ Ethiopia has signed Bilateral Investment Treaties (BITs) with 30 countries and Double Taxation Avoidance Treaties (DTTs) with 12 countries
- ✓ Ethiopia is using the opportunity of Generalized System Preferences (GSP), African Growth and Opportunity Act (AGOA) and Everything but Arms (EBA)

DIPLOMATIC RELATIONS

- ✓ Ethiopia is Africa's diplomatic capital being a seat for African Union (AU), United Nations Economic Commissions for Africa (UNECA) with its 20+ agencies and the Pan African Chamber of Commerce and Industries (PACCI) » Ethiopia hosts more than 112 diplomatic mission in Addis Ababa

EXHIBITING

EXHIBITORS PROFILE

- ✓ Disposable and Consumer Goods
- ✓ First Aid Equipment and Emergency Service
- ✓ Healthcare products and services
- ✓ Hospital Furniture and Supplies
- ✓ Imaging & amp; Diagnostics products and services
- ✓ Laboratory Equipment and Furniture
- ✓ Medical devices, equipment's & amp; instruments
- ✓ Medical Services
- ✓ Pharmaceutical and supplements
- ✓ Physiotherapy and Orthopedics Technology
- ✓ Surgical Products

WHY EXHIBIT?

The much-anticipated Ethio Health Exhibition and Congress 2023 will enable participants to meet and do business with prominent decision-makers and key actors in the health sector. As a result, your participation and engagement on the show will:

- ✓ Boost your brand image
- ✓ Create direct contact with the sector Think Thanks, higher government officials, leaders of professional associations, representatives of non-governmental organizations and private business owners operating in the healthcare value chain.
- ✓ Exchange ideas, opinions & information about the sector market, upcoming issues and promising opportunities with all associates to the field
- ✓ Find new trade associates and create novel and keen patrons in the region.
- ✓ Improve your company marketing network
- ✓ Meet enormous competitors and evaluate your market against them.
- ✓ Promote your company and create demand for your product and service

EXHIBITOR TESTIMONIALS



Ravi Ranjan

Blue sky

" This is our inaugural participation in Ethio Health, where we are engaging with the medical sector for the first time in Ethiopia. With Ethiopia being the second-largest population in Africa, and its medical sector experiencing rapid growth, we were eager to seize the opportunity to contribute to the country's development. Our interactions with numerous individuals during this event have been truly enriching, and based on this experience, we wholeheartedly recommend that other companies consider participating in this event as well.



Barsanet Biyayelegn

eTech

" Participating in Ethio-Health is crucial for us, particularly given that one of our most significant projects revolves around digital health. The organizers have done an outstanding job in promoting this event, surpassing their efforts from the previous year. The platform has proven to be highly effective in connecting us with valuable contacts, generating leads, and reaching the specific customers we aim to engage with. This marks our second consecutive participation, during which we successfully showcased our company and products. We eagerly anticipate returning for next year's event.



Ethiopia holds significant strategic and geographic importance as a gateway to the African subcontinent. This makes it a crucial market for our products, machines, and technology. We identified potential customers in the region who expressed a keen interest in our offerings, prompting us to consider establishing a strong presence here. The engagement from various associations has been promising, presenting a valuable opportunity for our company. We would like to express our gratitude to Prana Events for orchestrating a well-organized event.

Hardeep S. Chawla
Micro tools



Our decision to participate in Ethio-Health 2023 was primarily driven by our goal to promote our new products and seek out both local and international partners. The exhibition has not only met but exceeded our expectations. We have successfully connected with numerous new customers, and we are eager to recommend this event to other companies. Having been a part of the previous Ethio-Health session, we can confidently state that we will continue to participate in future sessions as well.

Michael Temesgaen
Sansheng Pharmaceuticals



What piqued our interest in exhibiting at this annual event is the ideal platform it provides for medical, pharmaceutical, and training centers like ours to showcase their products, projects, seek out potential partners, and establish valuable connections. Over the course of three days, we successfully forged approximately 150 valuable contacts and established seven new partnerships. We firmly believe that we have accomplished our objectives.

Dr. Rebecca Mesfin
St. Paul Hospital Millennium Medical College - Center for Professional and Institutional Development



The 8th Ethio Health Congress is the biggest multi-disciplinary Professional Development (CPD) forum in Ethiopia. It explores a wide variety of sector-based topics in collaboration with numerous professional associations, academic institutions and developmental partners.

The Congress facilitated discussion across the whole healthcare value chain and created opportunities for professionals to advance competency. The newly added Digital Health Forum, Healthcare leadership plenary session and Medical Office Practice panel discussion were also important in engaging the healthcare actors in significant discussions.



9

Conference tracks



15

Conference Partners



20

CPD courses



100+

Local and International
Speakers



2000+

In-person Delegates



3000+

Virtual Participants

Conference Tracks

**CLINICAL
EXCELLENCE**

CONFERENCE

PATIENT SAFETY

CONFERENCE

**IMAGING AND
DIAGNOSTICS**

CONFERENCE

**PRIMARY
HEALTHCARE**

CONFERENCE

PHARMA

CONFERENCE

RADIOLOGY

CONFERENCE

**HEALTHCARE
LEADERSHIP**

CONFERENCE

**DIGITAL
HEALTH**

FORUM









**MEDICAL
TOURISM**

PLENARY
SESSION

VISITOR PROFILE

- ✓ Agents, distributors, and wholesalers
- ✓ Business Owners
- ✓ Concerned Government Officials
- ✓ Consultants
- ✓ General Practitioners
- ✓ Hospital Managers and Technical Staff
- ✓ Investors
- ✓ Medical professionals operating in different disciplines
- ✓ Medical Students
- ✓ Nursing Staff
- ✓ Patients
- ✓ Pharmacists
- ✓ Physiotherapists
- ✓ Policy Makers
- ✓ Potential Investors
- ✓ Public Health professionals
- ✓ Researchers and Lecturers
- ✓ Specialized Doctors

MARKETING CAMPAIGN

- » **Local and Regional Print Media**  Advertisement and Editorials in the leading Newspaper and Magazines
- » **Electric Media Advertisement**  (Prime time Radio and TV commercials and sponsorships)
- » **Outdoor Campaign**  (Wall Branding, Billboard, Street Banner, Signage's and Poster)
- » **Digital Marketing**  (Website, SEO, SEM, Email Campaign, Content Marketing, Video Marketing, Advertisements on Trade Portals, etc...)
- » **Social Media Promotion**  (Facebook, Instagram, Twitter, LinkedIn, telegram Channel, etc...)
- » **Tele Marketing**  (SMS and Call Center Invitation)
- » **Public Relations and Communication**  (Press releases, Press Conference and News releases)
- » **VIP Campaign**  (Door to door invitation to key industry players and decision makers)
- » **Promotion on International and Regional Show Visits** 