

9TH
SESSION



Ethio Health

Exhibition & Congress

The Largest Gathering of **Healthcare and Trade Professionals in Ethiopia**



Healthcare



Medlab



Pharma



Digital Health



Medical Tourism

20- 22 Feb
2025 | Millennium Hall,
Addis Ababa, Ethiopia

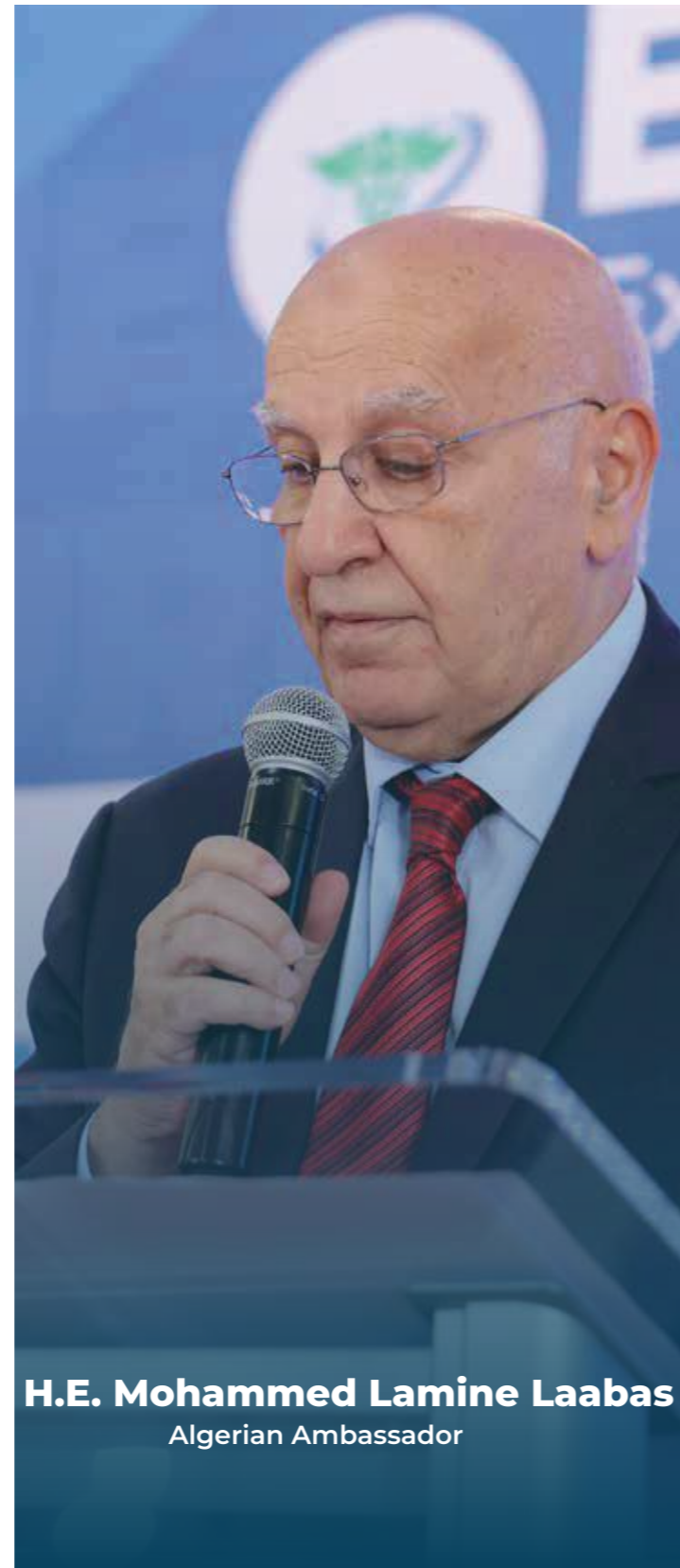


Dignitaries at the opening ceremony

01



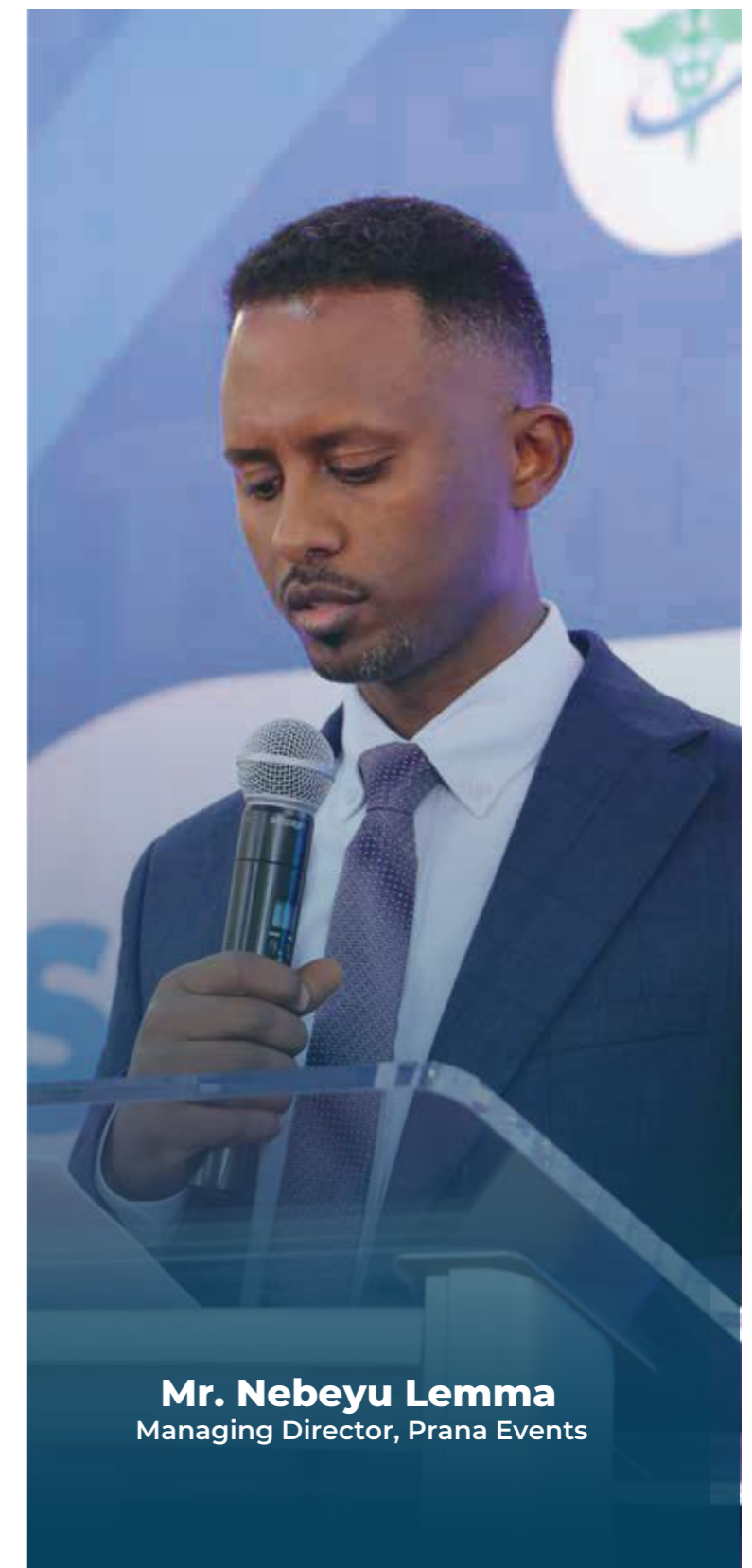
H.E. Dr. Ayele Teshome
State Minister, Federal Ministry of Health



H.E. Mohammed Lamine Laabas
Algerian Ambassador



Daniel Waktole (PhD)
President, Ethiopian Pharmaceutical
and Medical Supplies Manufacturing Association



Mr. Nebeyu Lemma
Managing Director, Prana Events

Show Summary

02



88
Exhibitors



2036
Visitors



12
Countries



1
Official Pavilion



1058
Delegates



10
Conference tracks



93
Speakers

Exhibitors Feedback



71%

Exhibitor satisfaction
with the number of visitors



81%

Exhibitor satisfaction
with the quality of visitors



82%

Exhibitor satisfaction
with service from organizers



92%

Exhibitor satisfaction
with floor plan layout



83%

Exhibitor satisfaction
with on-site setup & assistance

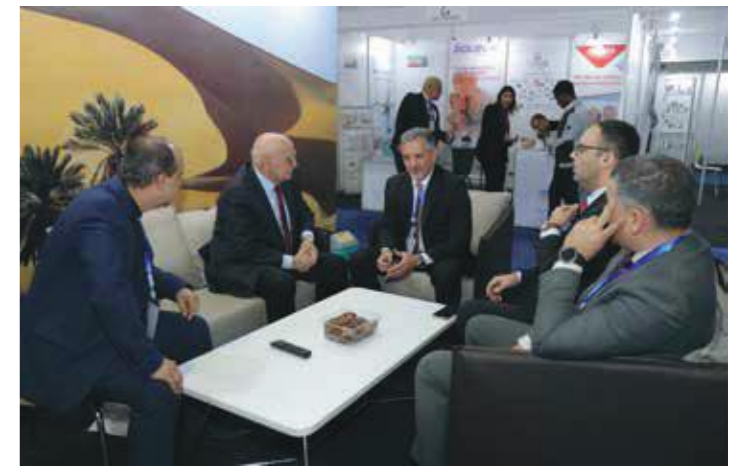


69%

Exhibitor satisfaction with
the chance of business after the fair

Gallery

03



About Ethio Health

Ethio Health is the largest and most comprehensive international trade show in Ethiopia, focusing on healthcare, medical, pharmaceutical, and wellness technologies, products, and solutions. This exhibition and congress are carefully organized to provide manufacturers, suppliers, service providers, educational institutions, and research organizations with an exceptional platform to showcase their goods and services to the most influential stakeholders in the industry.

The event has become a crucial catalyst for industry growth by facilitating trade, fostering market connections, introducing new technologies, and facilitating the exchange of information across the entire value chain. For companies with a vision and expansion strategy in Africa, Ethiopia offers a promising market in East Africa, characterized by rapid economic growth and stability. Ethio Health provides both local and international exhibitors with unparalleled brand exposure and the opportunity to establish strong networks with professionals and institutions, thereby expanding their business opportunities.



ECONOMY

- According to the IMF Ethiopia is expected to achieve a 6.2% real gross domestic product (GDP) growth rate by the end of 2024, with a 6.5% growth rate predicted for 2025.
- Over the past 15 years, Ethiopia's economy has grown at an average of nearly 10% per year, one of the highest rates globally.
- Ethiopia is focused on promoting industrialization to drive economic growth and create employment opportunities.
- The government has implemented various initiatives to attract FDI, including the development of industrial parks.
- Ethiopia aims to reach lower-middle-income status by 2025.

Diplomatic Relations

Ethiopia is Africa's diplomatic capital being a seat for the 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 missions in Addis Ababa

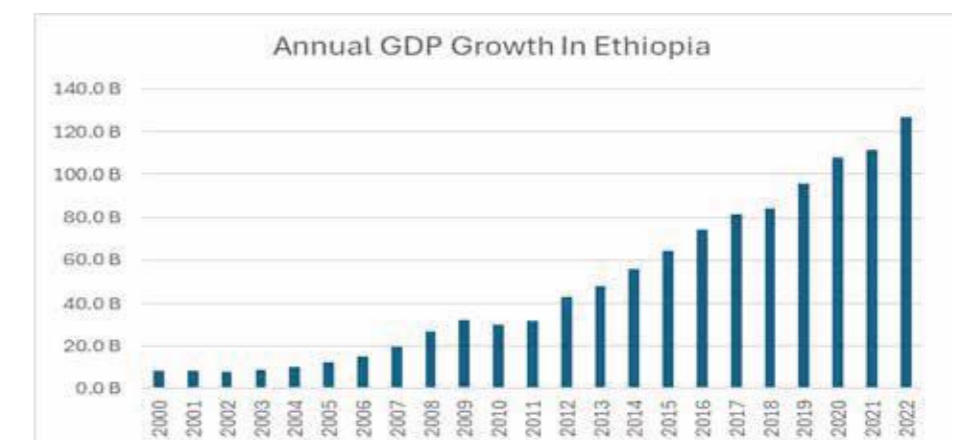
Ethiopia is officially part of the BRICS (Brazil, Russia, India, China, and South Africa) group of emerging economies as of January 2024



Population



Annual GDP growth in Ethiopia



Facts & Figure

06

Healthcare Facilities

Functional



Private Facilities



Healthcare Spending

- The health sector spending in 2020 was ETB **127** billion (~USD 3.63 billion) of pocket expenditure was **31%**
- Healthcare expenditure is **3.9%** of the GDP.
- National Budget allocation to the health sector is **12.3%**.

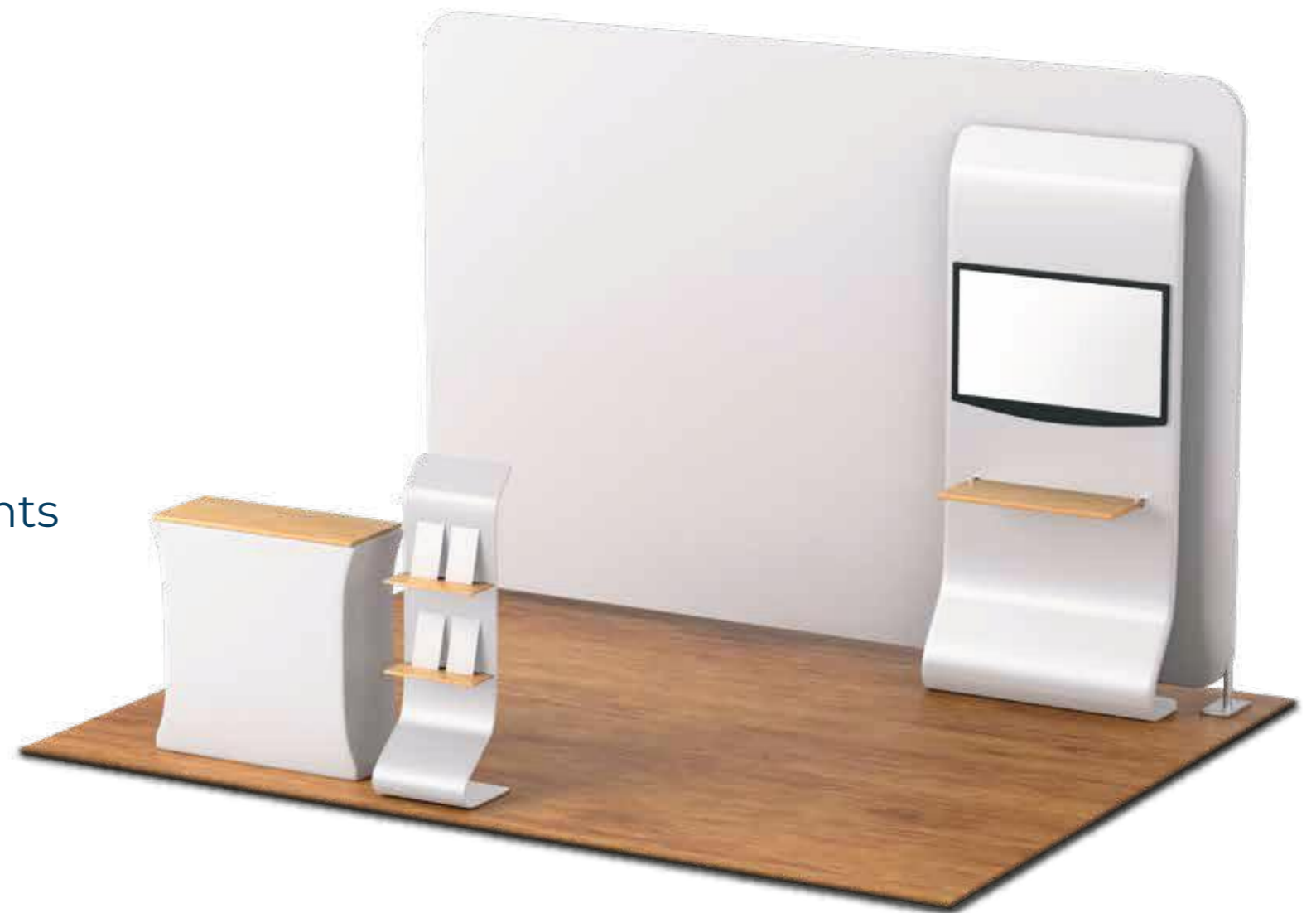
Trade Agreements

- Ethiopia is one of the 44 countries in Africa that ratified the Continental Free Trade Area (CFTA)
- Ethiopia is a member of the Common Market for Eastern and Southern Africa (COMESA)
- Ethiopia is a member of the Intergovernmental Authority on Development (IGAD)
- Ethiopia is using the opportunity of Generalized System Preferences (GSP), and Everything but Arms (EBA)

Pharmaceutical Supply and Service

- The Ministry of Health in collaboration with the Ministry of Finance and other stakeholders has announced that local manufacturers will have up to **55%** of foreign currency facilitation support.
- The Ethiopian pharmaceutical market was valued at **1.5\$** billion in **2022** and has grown at around **10%** per annum over the last five years.
- The government has opened a state-of-the-art, **270**-hectare Industrial Park, Kilinto Park, Africa's first dedicated industrial park for pharmaceutical manufacturing.
- Supply of life-saving medication and essential drug supply reached **84%** and **73%** respectively.

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



Why Exhibit?

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The much-anticipated Ethio Health Exhibition and Congress 2025 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:

- **Enhance Visibility:** Showcase your offerings to a wide audience, including industry professionals and potential buyers.
- **Drive Business Growth:** Generate new opportunities, engage prospects, and cultivate leads.
- **Strengthen Presence:** Solidify your position, establish your brand, and gain industry recognition.
- **Unveil Innovations:** Showcase your latest products, technologies, and services to attract attendees.
- **Forge Connections:** Leverage networking to engage with leaders, experts, and key stakeholders.
- **Expand Reach:** Connect with international delegates, explore exports, and form global alliances.
- **Amplify Exposure:** Target your audience and position your brand as an industry frontrunner..

La-Med Healthcare

Mr. Nagendar



Nagendar, representing a medical disposable manufacturing company in India, has been exporting and manufacturing these products since 2005. The company's primary and best-selling item is the IV cannula, with a range of other disposable products in categories like urology, drainage, surgery, and respiratory. However, the company has been visited by some interested parties, and if these discussions lead to promising partnerships, Nagendar's firm would consider returning for future exhibitions in Ethiopia to further explore business opportunities in the market.

Samson Scientific and Surgical

Mr. Francis



We have had a very good opportunity to meet new and old customers since our facility is located at Sendafa most of our potential clients are hesitant to drive down there but this exhibition being held in the city center has provided us with an invaluable platform for our potential customers to come and interact with us. This event also provided us with the opportunity to meet interested vendors willing to sell our products in the market. Networking was one of our goals coming here; not only creating networks with customers and businesses in Addis Ababa but also from other parts of the country; in which aspect I say we have succeeded.

Exhibitor's Testimonials

10

Democedes Pharma

Mr. Pankaj Raundal



As an Algerian Pharmaceutical company, this is the first time, we are introducing our products to the international market, and believe this exhibition will help us to explore and present our products to the Ethiopian market. So far, we have found different potential agents and partners to help us bring our products to the Ethiopian market and the interaction we have had with the Ethiopian Food and Drug Authority here has provided us with very insightful information that will help us in our proceedings. As a company, this was what we had set out to do in exhibiting at the 8th Ethio Health Exhibition and Congress.

StarChain Medical PLC

Mr. Habtamu Kahali



The communication with the Prana events team in the preparation for the exhibition was very good and during these 3 days, we had the chance to meet potential customers, communicate with influential stakeholders and decision-makers showcasing our products and services, and build invaluable connections and networks. I can say we have achieved the goals we set to achieve by exhibiting here.

Exhibitor's Testimonials

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Ethiocare Medical Travel

Dr. Mahder Moges



We had a very good experience at the exhibition as it provided us with the chance to meet and network with different medical associations, Medical Professionals, and various pharmaceutical companies. We are planning on coming back next year because it has provided us with invaluable collaboration opportunities with different stakeholders.

E-Tech

Mr. Estifanos Birhanu



The experience was very good. We got many leads and opportunities because we are providing end-to-end technology services, not only Health products. I would say the opportunity was very important and successful especially with the different conferences, workshops, and digital symposiums being held in different halls, I had an opportunity to meet the Ministry of Health Digital Health Division and got the chance to have a memorable discussion with them. We have been participating consecutively for the past 3 years and will be participating next year too.

Ethio Health Congress

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The 9th Ethio Health Congress represents the largest and most diverse platform for Professional Development (CPD) in Ethiopia. In collaboration with various professional associations, academic institutions, and developmental partners, this congress delve into a wide range of sector-specific topics.

The Congress catalyzes meaningful discussions and exchange of ideas throughout the entire healthcare value chain. It will provides valuable opportunities for professionals to enhance their competencies and advance their knowledge in their respective fields. Notably, the inclusion of the Healthcare Leadership Plenary Session, Digital Health Forum, and Medical Tourism Summit add further significance to the event by engaging healthcare stakeholders in important conversations.

By fostering collaboration and knowledge-sharing, the Ethio Health Congress plays a crucial role in empowering healthcare professionals and driving innovation in the world industry.



10

Conference tracks



21

Conference partners



40+

CPD courses



100+

Speakers



2000+

In-person Delegates



1000+

Virtual participants

Conference Tracks

13



**Clinical Excellence
Conference**



**Primary Healthcare
Conference**



**Dental Health
Conference**



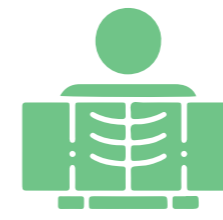
**Patient Safety
Conference**



**Pharma
Conference**



**Digital Health
Forum**



**Imaging and Diagnostics
Conference**



**Radiology
Conference**



**Healthcare Leadership
Conference**



**Medical Tourism
Summit**

Visitors Profile

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- 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

