



Ethio Health

Exhibition & Congress

Ethiopia's premier healthcare, medical, pharma and wellness technology, inputs and solutions international trade fair

5TH SESSION

28 February - 2 March, 2019
Millennium Hall
Addis Ababa, Ethiopia



EXHIBITORS
100 +



CME & FORUMS
15 +



SPEAKERS
50 +



DELEGATES
2,000 +



VISITORS
4,000 +

Organized by



Under Patronage



Food Medicine and Health Care
Administration and Control Authority of Ethiopia

Supported by



The Federal Democratic Republic of Ethiopian
Ministry of Health

About Ethio Health

Ethio Health is the premier, largest and comprehensive healthcare, medical, pharmaceutical and wellness technology, inputs and solutions international trade fair in Ethiopia. The event has proved to be the major platform that fuel the sector development through trade facilitation, market linkages, introduction of new technology and transfer of knowledge for concerned stakeholders across the whole value chain.

This prestigious exhibition and congress is meticulously planned to provide the best possible chance for manufacturers, suppliers, service providers, educational facilities and research institutions to promote their products and services for the valuable stakeholders operating in the field.

The congress aims at assisting the Healthcare System with practical solutions to meet the ever-increasing demand being placed on clinical services and hospital resources due to the huge economic development in the country. It covers an extensive program of conferences and panel discussions mainly focusing on Clinical Excellence, Patient Safety, Imaging and Diagnostics, Primary Healthcare and Pharmaceuticals supplemented by topics such as Healthcare Leadership and Value Health Care, which attract higher number of medical professionals operating in different disciplines.

Companies with a vision and expansion plan to the African continent shall consider the emerging market of the East African country – Ethiopia, which has a spectacular rapidly growing and stable macro-economy that guarantee establishment a profitable business.

Facilities: Both local and international exhibitors will get maximum exposure for their brands and potentially achieve the establishment of strong network with individual and institutional professionals to increase revenue source.

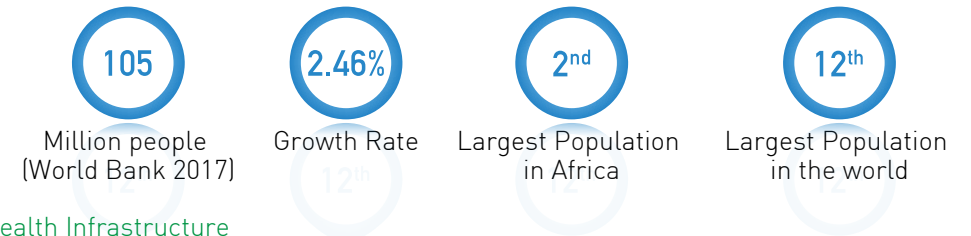


Market Background

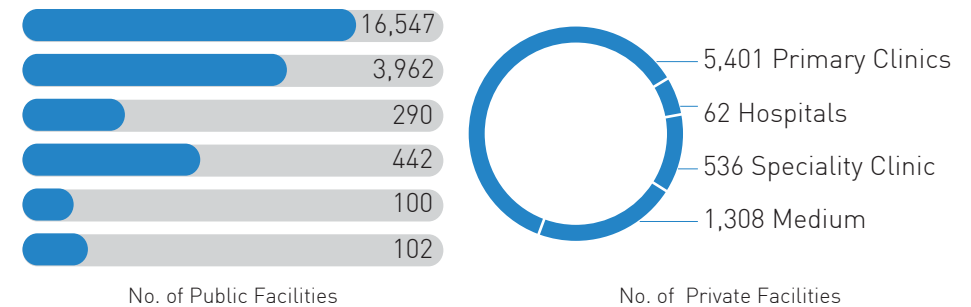
Economy

- » The fastest growing economy in Africa and 4th in the world (IMF 2018)
- » Forecast of real GDP growth 8.5% in 2018 (IMF)
- » 10.3% GDP growth per year from 2005/06 to 2015/16 (World Bank)
- » Largest economy in East and Central Africa
- » Ethiopia aims to achieve middle income status by 2025

Population



Health Infrastructure



Pharmaceutical Supply and Service



Healthcare Spending

- » The health sector spending in 2017 was ETB 50 billion (~USD2.27 Billion), out of pocket expenditure is 37%.
- » Projection for 2018/2019 stand at ETB 60 Billion (~USD2.5 Billion)
- » National Budget to health sector is 11.5%

The overall costing for Health Sector Transformation Plan (2015/16 – 2019/20) is 15.6 billion USD and 22 billion USD in base and high case scenario. (MoH, HSTP)

Exhibitor Profile



Ethio Health 2019 is attracting worldwide, regional and local Manufacturers, distributors and Service providers specialized in:

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

Why Exhibit?

The much-anticipated Ethio Health Exhibition and Congress 2019 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 concerned 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
- » **Secure** market share with existing partners.

And so on....

Visitors target group

- » 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



Organizer

Prana Events - Creating Platforms!

Prana Events is a full-service event management, marketing and consulting firm based in Addis Ababa, Ethiopia. The company is established with an aim to support the event industry with Knowledge, technology and solutions.

Under the strong leadership of the founder and Managing Director - Mr. Nebeyu Lemma, who has a decade of expertise in managing international trade fairs and conferences, the company is staffed with young, hardworking and creative professionals that have high value and talent for their appointed position.

The team works round the clock, with synergy to push all areas of event management to new frontiers through executing projects with high standard that leverage industrial development.

As Ethiopia is on the lead as the fastest growing economy in the world, Prana Events is committed to be in the forefront in the area of trade fair and exhibitions by delivering world class shows.



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