



Ethio Health
Exhibition & Congress

9th
SESSION

POSTSHOW REPORT



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


Prana
Events
Exhibition | Conference | Meetings



ORGANIZERS MESSAGE

01

“ Dear Esteemed Stakeholders,

We are delighted to celebrate the successful conclusion of the **9th Ethio Health Exhibition & Congress**, a dynamic three-day event that brought together healthcare professionals, industry leaders, policymakers, and innovators from across the globe. This year's edition reinforced Ethio Health's position as a premier platform for fostering collaboration, knowledge exchange, and business networking within the healthcare sector.

Ethio Health 2025 was marked by strong engagement with key government bodies, highlighting its role in strengthening Ethiopia's healthcare ecosystem. We were honored to host Dr. Mekdes Daba, Minister of Health, Dr. Zeleke Temesgen, Commissioner of the Ethiopian Investment Commission, and Dr. Abdulkadir Gelgelo, Director General of the Ethiopian Pharmaceutical Supply Service (EPSS), each of whom emphasized the exhibition's significance in fostering investment, improving healthcare supply chains, and enhancing partnerships between the public and private sectors.

Additionally, the 4th International Suppliers Conference organized by the Ethiopian Pharmaceutical Supply Services, held as part of Ethio Health 2025, served as a crucial platform for connecting healthcare procurement professionals with global medical and pharmaceutical suppliers. The conference facilitated high-level discussions on supply chain efficiency, regulatory frameworks, and investment opportunities, further strengthening Ethiopia's healthcare infrastructure.

This year, Ethio Health hosted three flagship forums: the Digital Health Forum & Hackathon, the Medical Tourism Summit, and the Healthcare Leadership Conference. It also introduced its 1st Annual Scientific Conference, providing a dedicated space for researchers to present groundbreaking studies. In collaboration with 20 professional associations and academic institutions, the congress delivered 34 CPD-accredited sessions to a record 1,300+ delegates, contributing to the continuous professional development of Ethiopia's healthcare workforce.

Our exhibition floor was buzzing with innovation, featuring over 70 exhibitors from 11 countries. Showcasing leading medical and pharmaceutical companies eager to explore opportunities within Ethiopia's growing healthcare market.

Looking forward, Ethio Health remains committed to fostering innovation, investment, and collaboration in the medical, pharmaceutical, and wellness sectors. We eagerly anticipate welcoming you to the next edition as we continue shaping the future of healthcare in Ethiopia and beyond.

Thank you for your unwavering support, and we look forward to another transformative year ahead!

Warm regards,
Ethio Health Team



Ethio Health
Exhibition & Congress



SPECIAL THANKS

02

ORGANIZED BY



SUPPORTED BY



INSTITUTIONAL PARTNERS



STRATEGIC PARTNER



CONFERENCE PARTNERS



OFFICIAL AIRLINE



MEMBER OF



MEDIA PARTNERS



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EVENT HIGHLIGHT

03



70
EXHIBITORS

3245
VISITORS



11
COUNTRIES

5
INSTITUTIONAL
PARTNERS



10
CONFERENCE
TRACKS

98
SPEAKERS



1292
CONFERENCE
PARTICIPANTS

4M
SOCIAL MEDIA
REACH



OPENING CEREMONY

04



DIGNITARIE'S SPEECH

05



H.E. Dr. Mekdes Daba
Minister
Federal Ministry of Health

“ Our presence today at the 9th EthioHealth Exhibition and the 4th International Pharmaceutical Supply Conference reflects a shared vision to transform Ethiopia’s healthcare system. Investment in healthcare is not immediate, but it directly impacts lives and is crucial for achieving universal healthcare coverage. Ethiopia has made significant progress, particularly through public-private partnerships. By embracing innovation and collaboration, we can continue strengthening our healthcare infrastructure. As we gather here, let’s work together to create sustainable solutions, improve accessibility, and build a resilient healthcare system that benefits Ethiopia and the region. This is an opportunity to foster new partnerships and explore innovative solutions for a better future. ”

“ Ethiopia is transforming its healthcare sector, offering vast investment opportunities in pharmaceuticals, medical equipment, healthcare infrastructure, and digital health. Our pharmaceutical market is rapidly growing, projected to reach \$1.5 billion by 2025, yet over half of our products are still imported—creating a huge opportunity for local production. With initiatives like the Kilinto Special Economic Zone and strong incentives, we are fostering a thriving investment climate. Public-private partnerships and digital health expansion further enhance this landscape. Now is the time to invest in Ethiopia’s health sector and be part of building a stronger, self-sufficient healthcare system. ”



Dr. Zeleke Temesgen
Commissioner
Ethiopian Investment Commission

DIGNITARIE'S SPEECH

06



Mr. Nebeyu Lemma
Managing Director
Prana Events

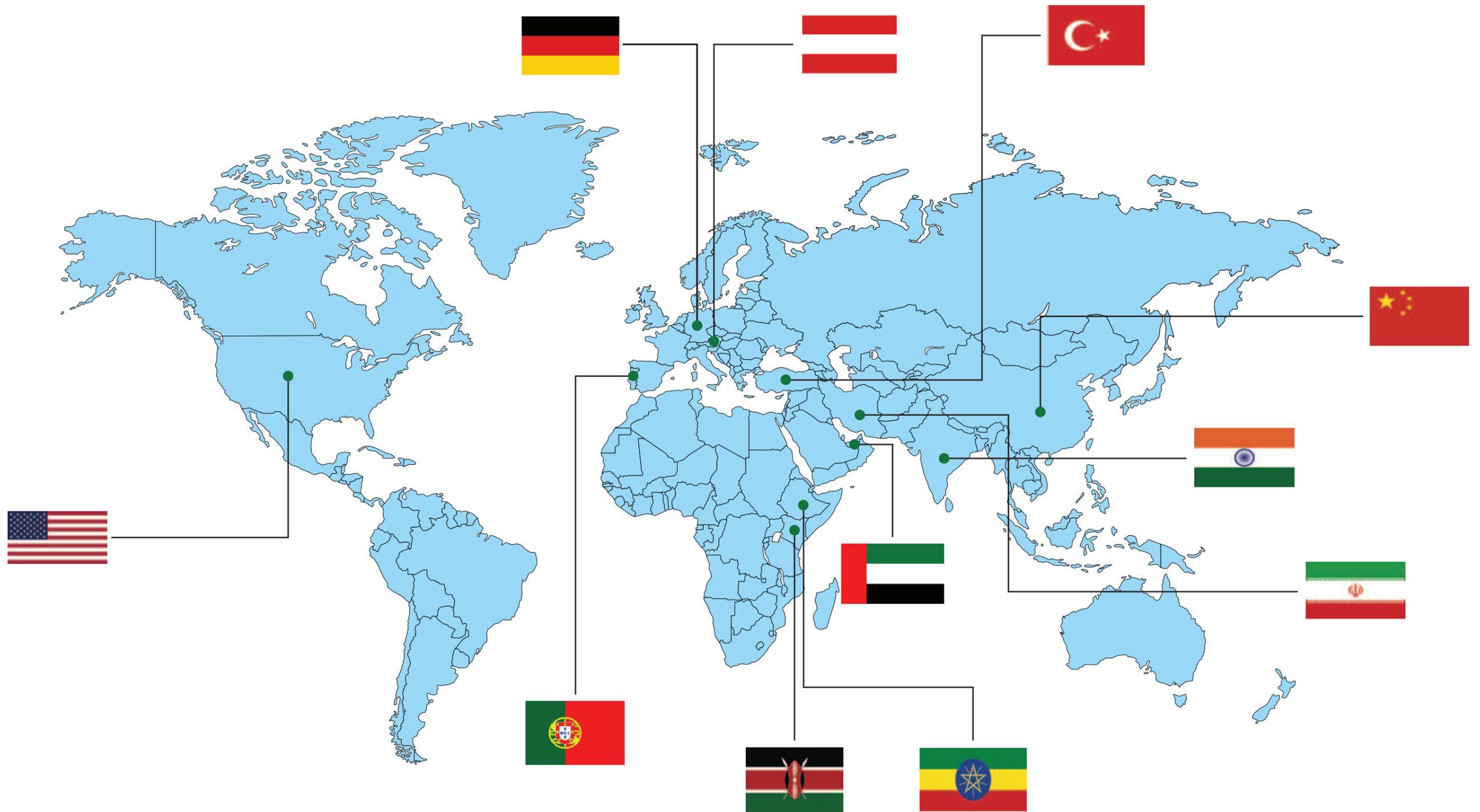


Welcome to the ninth Ethio Health Exhibition and Congress and the fourth International Pharmaceutical Supply Conference. This platform has grown into Ethiopia's largest healthcare industry event, fostering business, innovation, and collaboration. With 90+ exhibitors from 11 countries and 4,000 professionals, this year marks a key milestone in advancing pharmaceutical supply and digital health solutions. Ethio Health 2025 features 34 conferences, forums, and CPD activities, driving meaningful discussions and progress in healthcare. I extend my gratitude to EPSS, the Ministry of Health, and our partners. I wish you three successful days of discussions and business engagements.



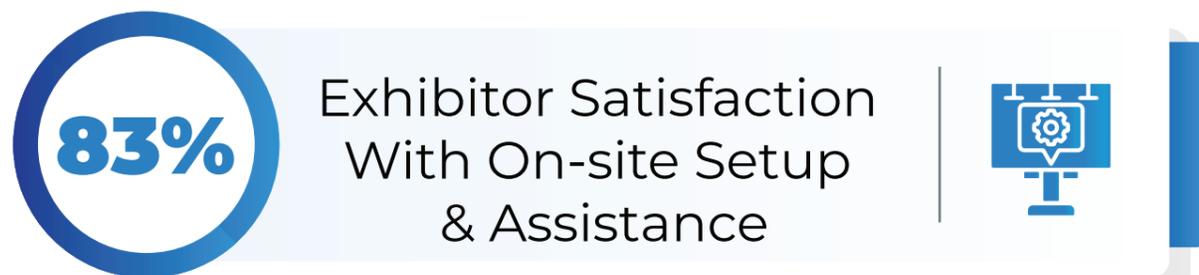
EXHIBITORS BY COUNTRY

08



EXHIBITOR SATISFACTION

09



EXHIBITOR FEEDBACK

10



Kirubel Eshetu

Mindray

“Mindray is a medical device manufacturing company. I’ve been impressed by the Ethio Health event, especially its organization, design, and networking opportunities, as well as the presence of various industries, manufacturers, and suppliers. Mindray would be happy to return next year, not just as a participant but as a long-term partner for future collaborations.”

“We came from China to expand our business and grow sales for our pharmaceutical products. This event has been an excellent experience—we’ve enjoyed the exhibition, networking with clients and agents, and the great support from the organizers. We’ve received many inquiries and valuable support from different departments, which strengthens our confidence in the market. With Africa’s rapid development, I highly recommend this event to other companies looking to expand. We are certain we’ll return for the next exhibition to continue growing our business.”



Ruowen Pan

Hulan Biological Vaccine Inc



Sister Bezawit Matiyos

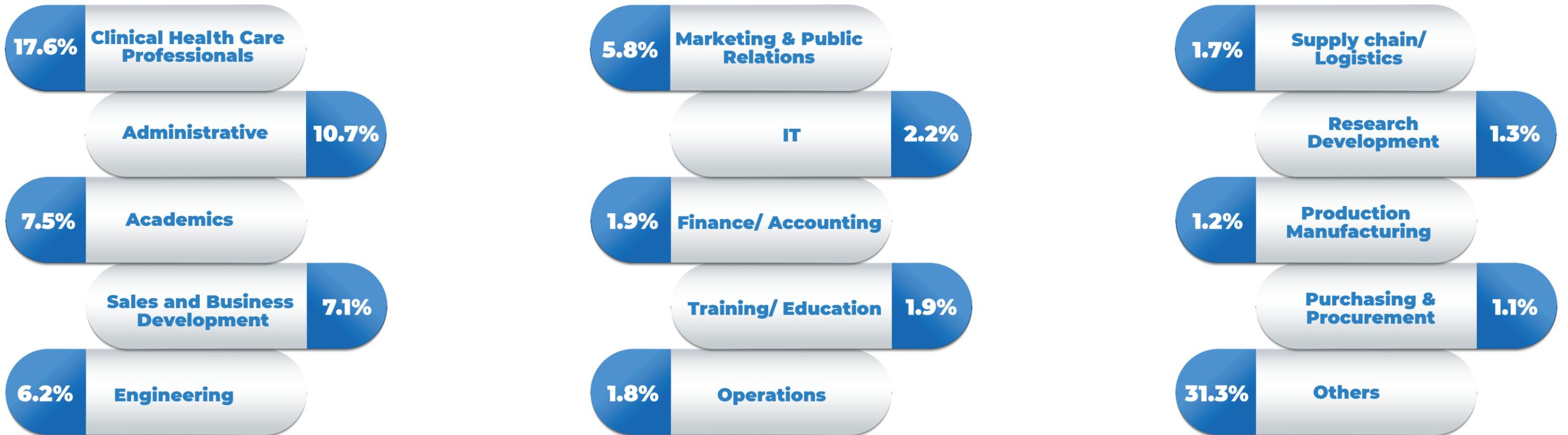
Smile Dental Clinic

“Smile Specialty is a place where excellence defines our work, doctors, materials, and teamwork. This event was a great experience, helping us connect with suppliers and secure materials. We exchanged many contacts, and our doctor spoke at a conference. While social media helps, face-to-face interactions build trust. Such events are crucial for growth, and we look forward to future opportunities at Ethio Health.”

VISITOR OVERVIEW



Visitor Job Function



VISITOR OVERVIEW

12

Job Seniority



Visitors Plan to Invest in the next 12 Months



ETHIOHEALTH CONGRESS

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The **9th Ethio Health Congress** is Ethiopia's largest multi-disciplinary Continuing Professional Development (CPD) forum, bringing together experts from various healthcare sectors. Organized in collaboration with professional associations, academic institutions, and development partners, the Congress covers a broad spectrum of industry-relevant topics, fostering discussions that span the entire healthcare ecosystem. It serves as a vital platform for professionals to enhance their skills, exchange knowledge, and stay informed about the latest advancements in the field.

As part of its signature conferences, this year's Congress introduced the Scientific Research Conference, complementing the well-established Healthcare Leadership Conference, Pharma Panel, and Digital Health Forum. These four conferences were among the ten core conference tracks, reinforcing Ethio Health's commitment to advancing professional discourse and sector-wide collaboration.

Beyond these signature conferences, the Congress also featured specialized sessions, including the 3rd Healthcare Entrepreneurship Forum, Women Leadership in Healthcare, Soft Skills for Healthcare Job Interviews, and Transforming Medical Education in Ethiopia. These sessions provided in-depth discussions on critical industry topics, equipping participants with valuable insights and practical strategies.

The 9th edition stands as a testament to Ethio Health's dedication to fostering continuous learning and meaningful engagement within the healthcare community. By uniting diverse stakeholders and facilitating impactful discussions, the Congress continues to shape the future of healthcare in Ethiopia.



CONFERENCE TRACKS

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**CLINICAL EXCELLENCE
CONFERENCE**

**DIGITAL HEALTH
FORUM**



**PRIMARY HEALTHCARE
CONFERENCE**

**IMAGING AND DIAGNOSTICS
CONFERENCE**



**DENTAL HEALTH
CONFERENCE**

**SCIENTIFIC
CONFERENCE**



**PATIENT SAFETY
CONFERENCE**

**HEALTHCARE LEADERSHIP
CONFERENCE**



PHARMA CONFERENCE

**MEDICAL TOURISM
SUMMIT**



RECAP OF SESSIONS

15

Healthcare Leadership Conference

The Health Care Leadership conference featured a three-hour session with 35 participants, primarily from private healthcare facilities. The session explored effective leadership in healthcare, the attributes of successful leaders, challenges in leadership, and strategies for creating high-quality healthcare organizations. It included a 30-minute presentation on global healthcare leadership trends, insights from two guest speakers on their leadership experiences, and an interactive discussion. Speakers included Dr. Alemseged Woretaw, Dr. Girma Ababi, and Prof. Kebede Oli, moderated by Dr. Solomon Worku.



1st Annual MRL-Ethio Health Scientific Conference

The 1st Annual MRL-Ethio Health Scientific Conference focused on advancing medical research and innovation. Organized by Medical Research Lounge Trading PLC, the event featured six moderators, nine presenters, and 30 attendees. Dr. Sisay Gizaw delivered a keynote on digital health and AI in Ethiopia, highlighting its transformative potential. Messay Gebrekidan and Abdi Gari Negasa were recognized as the best oral and poster presenters, respectively. Key discussions emphasized AI's role in healthcare, ethical considerations, and the need for enhanced research collaboration.



RECAP OF SESSIONS

16

Pharma Access Forum 2025

The Pharma Access Forum 2025 focused on advancing Ethiopia's pharmaceutical industry. Organized by the 9th Ethio Health Exhibition and Congress, the event gathered 25 industry leaders and policymakers to discuss regulatory harmonization, legal reforms, local manufacturing, and supply chain optimization. Experts highlighted the need for investment in local production, regulatory alignment with AMA and AfCFTA, and stronger collaboration between EPSS and manufacturers to enhance medicine accessibility and market expansion.



The 14th Business Networking Summit in Health & Health Tourism

The 14th Business Networking Summit in Health & Health Tourism, organized by the Health Tourism Development Center for Islamic Countries (HTDC). The event brought together key players in the industry to discuss trends, foster collaboration, and showcase participants' capabilities. With over 100 attendees, including innovators, investors, healthcare companies, and policymakers, the summit featured three sessions, speeches, networking opportunities, and a business lunch. Key highlights included expert discussions on healthcare innovation, interactive panels on digital health and biotechnology. Notable speakers included officials from HTDC, Ethiopia's Ministry of Health and Tourism, and international medical experts. Engagement was high, leading to potential new partnerships.



DIGITAL HEALTH

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Digital Health Seminars

The seminars on AI, data analytics, and healthcare digitalization highlighted the transformative role of technology in strengthening Ethiopia's health system and Africa's broader healthcare landscape. Dr. Adane Letta discussed AI-driven health solutions, data ecosystem development, and cross-sector collaboration, emphasizing their potential to enhance efficiency and decision-making. Similarly, Dr. Albert Attom explored digital healthcare adoption in Africa, focusing on improving access, patient outcomes, and system efficiency despite infrastructure and funding barriers. Both sessions underscored the importance of partnerships between governments, private sector players, and international organizations in accelerating digital health transformation.



Digital Health Panels

The "From Code to Care" and "Digital Health Payments" panel discussions explored Ethiopia's digital health transformation, focusing on technology-driven healthcare delivery and financing for universal health coverage (UHC). Experts from the Ministry of Health, private tech firms, financial institutions, and hospitals emphasized interoperability, regulatory alignment, and public-private partnerships (PPPs) as crucial for scaling innovations. Success stories included electronic medical records (EMR) adoption in 52+ facilities, digital insurance solutions, and mobile-based payment systems. Discussions addressed challenges like rural connectivity, funding gaps, and low digital literacy, with panelists advocating for diaspora investments, tiered pricing models, and a national innovation hub to drive sustainable digital health solutions in Ethiopia.



DIGITAL HEALTH

Digital Health Hackathon

The three-day Digital Health Hackathon brought together 12 participants in four teams to develop innovative digital health solutions, evaluated by a panel of three judges. The winning teams included Digital Flow, which proposed Digitize or Die, a centralized national EHR system powered by Gemini AI to streamline healthcare data management; Medico Digitals, which developed የጤና አገር, a mobile app for seamless patient registration and appointment booking; and Med Play, which introduced Ethiopia's first monetized first-aid simulation game for health education. Cash prizes starting from 30,000 were awarded, and all teams received mentorship and incubation opportunities from Digital Health Digest, BCI, and Innovate Health Africa.



Digital Health Pitch Session

The Digital Health Pitch Session at the 9th Ethio Health Exhibition and Congress emphasized the growing role of technology in improving healthcare accessibility and efficiency in Ethiopia. A panel of three expert judges evaluated the pitches based on innovation, feasibility, scalability, and impact on healthcare services, offering valuable feedback to entrepreneurs on refining their solutions, aligning with market needs, and addressing regulatory considerations. The session also provided networking opportunities that facilitated potential partnerships among health professionals, investors, and tech innovators, fostering collaboration in the digital health sector. The startups that presented their solutions were



- ACUBED
- RadLink
- Faitto
- ETH-AGP Report
- Trufat Application
- Alpha Aerobotics
- Omishtu-Joy Tech Solutions.

4th INTERNATIONAL SUPPLIERS CONFERENCE

18

The 4th International Suppliers Conference, held alongside the 9th Ethio Health Exhibition & Congress in Addis Ababa, brought together local and international healthcare professionals, pharmaceutical suppliers, and investors. Co-hosted by the Ethiopian Pharmaceutical Supply Service (EPSS) and Prana Events, the conference focused on discussing key challenges and opportunities in Ethiopia's pharmaceutical supply chain. The event featured important sessions on regulatory updates, investment opportunities, and EPSS's Supplier Performance Report. Additionally, the exhibition attracted over 3,200 visitors and 70 exhibitors, providing valuable networking opportunities.

The event successfully achieved its goals of enhancing collaboration and promoting investment in Ethiopia's healthcare sector. It facilitated discussions among stakeholders from 21 countries, with many visitors planning substantial investments in the sector. The handover of 62 trucks for last-mile delivery to EPSS highlighted the ongoing efforts to improve healthcare logistics in Ethiopia. Despite challenges such as tight planning timelines and late supplier invitations, the event was well-executed thanks to the coordination between EPSS and Prana Events.

Looking ahead, the 2026 Ethio Health Exhibition & Congress presents a chance for EPSS to further strengthen its collaboration with international suppliers by expanding their participation in both the conference and exhibition. This will create more opportunities for business interactions and improve Ethiopia's pharmaceutical supply chain. Strengthening ties between government, suppliers, and investors will help boost Ethiopia's healthcare infrastructure and enhance the sector's sustainability.



CONFERENCE HIGHLIGHTS

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Health Entrepreneurs Forum

The Health Entrepreneurs Forum was organized by Nadora Wellness Center and Badoegir Multimedia, across two sessions. The forum aimed to empower healthcare entrepreneurs, foster networking and collaboration, address industry challenges, promote innovation and social impact, and support fundraising for Mirkuz NGO. Key discussions covered collaboration in healthcare entrepreneurship, overcoming challenges, perseverance, and the future of healthcare startups in Ethiopia, highlighting a growing innovation ecosystem. A fundraising auction successfully supported cancer patients. Speakers included Professor Zena Debassu, with panelists such as Dr. Abeselom Lemma, Dr. Bethel Dereje, and Dr. Kirubel Kiflu, among others. Key takeaways emphasized policy recommendations like integrating soft skills and entrepreneurship training in medical education.



Healthcare Entrepreneurship and Beyond the Stethoscope: Soft Skills in Job Interviews conference

The Healthcare Entrepreneurship and Beyond the Stethoscope: Soft Skills in Job Interviews conference was organized by Blue Health Ethiopia. The event aimed to enhance healthcare professionals' soft skills and introduce entrepreneurial opportunities in healthcare. It featured keynote speeches by Dr. Rodas Tilahun on healthcare entrepreneurship and Dr. Dawit Eshetu on the importance of soft skills in job interviews. A diverse panel of healthcare professionals discussed industry challenges and opportunities, while interactive sessions and a Global Mentorship Program provided networking and professional development opportunities. The event successfully engaged participants and reached over 25,000 people on social media.



CONFERENCE HIGHLIGHTS

20

Inaugural Global Health Conference

The Inaugural Global Health Conference, organized by Women in Global Health - Ethiopia Chapter, was scheduled for February 22, 2025, in Conference Room 1 during the 9th Ethio Health Exhibition and Congress. Themed Women's Leadership in Health: Gender Transformative Leadership Workshop, the session aimed to explore gender dynamics in health leadership, identify challenges, and develop strategies for gender equity.



Transforming Medical Education in Ethiopia Conference

The Transforming Medical Education in Ethiopia conference, organized by Lecturio GmbH on February 21st, focused on advancing medical education through digital transformation and collaboration. With 51 participants and a diverse panel of experts, the event explored digital solutions, policy advocacy, and capacity building to enhance medical training. Key highlights included keynote speeches, panel discussions, and interactive sessions that emphasized technology's role in education. The conference facilitated networking, sparked collaborations among institutions, and received positive engagement from medical educators, students, and policymakers. Discussions underscored the need for supportive policies, future readiness, and continued partnerships to drive innovation in Ethiopia's medical education sector.



CONFERENCE HIGHLIGHTS

21

Derash 2.0 Launching Conference

The Derash 2.0 Launching Conference, organized by Blue Health Ethiopia on February 22, 2025, at Millennium Hall, introduced the Derash app to enhance emergency response and first-aid education. With 63 attendees, including healthcare professionals, students, and tech developers, the event featured keynote speeches, a presentation on the app's features, and youth engagement through the Derash Enhenu movement. The official launch included a recognition ceremony for contributors, and Blue Health Ethiopia committed to training 50,000 citizens in first aid by 2026. The event generated 15,000+ digital impressions and set a strong precedent for health innovation in Ethiopia.



Revolutionizing Anesthesia: Precision, Safety & Efficiency with Cutting-Edge Mindray Technology

"Revolutionizing Anesthesia: Precision, Safety & Efficiency with Cutting-Edge Mindray Technology" was organized by Mindray and Gilando Biomedical Solution on February 22, 2025, at Fasiledes Hall. The session introduced the Mindray A5 Anesthesia System to 55 attendees, including anesthesiologists, biomedical engineers, and policymakers. It featured a keynote presentation, live demonstrations, and networking opportunities. Speakers included Eng. Yididiya (Gilando), Mr. Tim (Mindray), and Dr. Gerard. The event received positive feedback, with strong interest in further training and adoption of the technology. Promotional efforts included LinkedIn engagement and event materials, reinforcing Mindray and Gilando's commitment to advancing Ethiopian healthcare.



INDIAN EMBASSY

Building Bridges to Better Health: Tradition, Innovation and Collaboration

22

The Embassy of India to Ethiopia organized a conference themed "Building Bridges to Better Health: Tradition, Innovation, and Collaboration," aimed at uniting stakeholders to strengthen health systems. Indian Ambassador Anil Kumar Rai highlighted the value of discipline, routine, and nature in achieving good health, noting India's readiness to share its healthcare experiences with Africa. With Indian pharmaceutical companies already active in Ethiopia, the event emphasized deeper collaboration, including local vaccine production. Representatives from the UN, Africa CDC, and WHO stressed the need for joint efforts to address Africa's major health challenges.



MARKETING AND PROMOTION

23

PR and Communication



Print Media

Mass Media

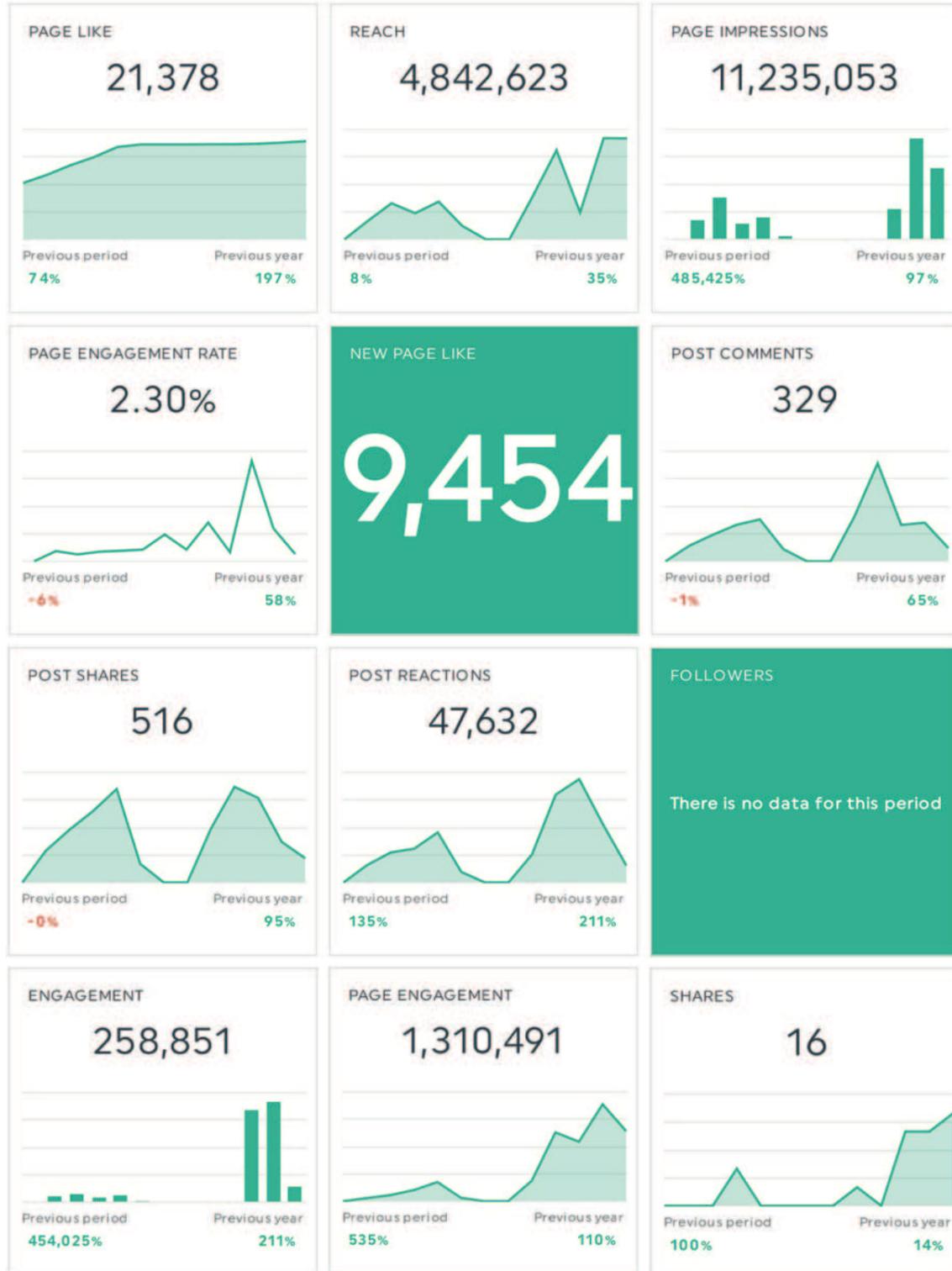


Media Partners



SOCIAL MEDIA COVERAGE

Facebook Insights



TOP POSTS BY IMPRESSIONS

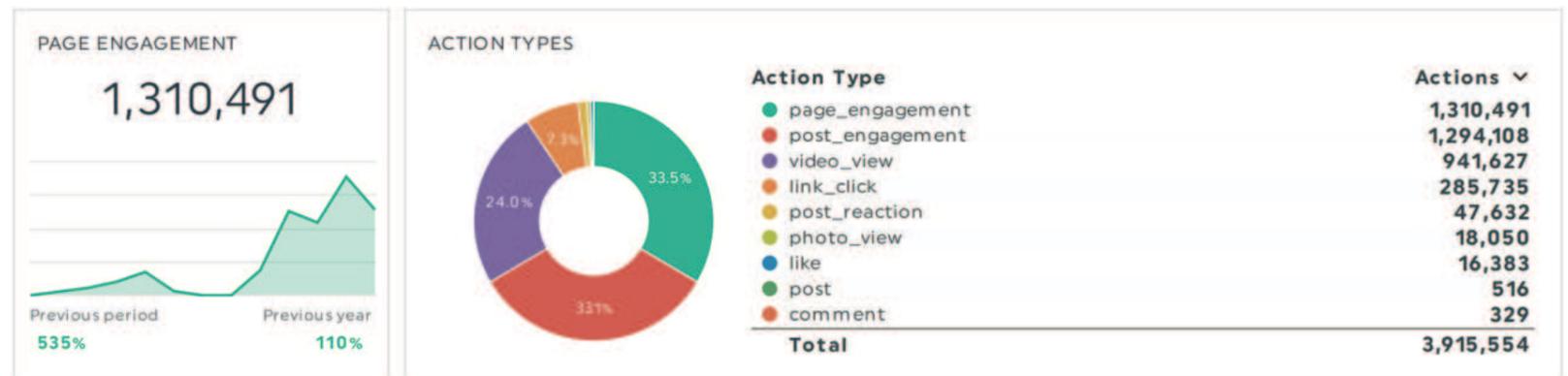
Post With Image	Impr. ▼	Engaged
Join us at the Ethio Health Exhibition & Congress 2025, where innovation meets healthcare excellence. Be part of the movement toward a healthier tomorrow. Register today and secure your spot at the largest healthcare event in Eth ... (id: 330997116943973_1018290750317212)	1,957,956	190,952
Shaping the Future of Healthcare at the 9th Ethio Health Expo and Congress! @abel.mestie Founder of Digital Health Digest and Our Digital Health Forum Lead gives an exciting overview of what to expect at this year's Digital Hea ... (id: 330997116943973_1028495195963434)	151,661	6,475
Total	2,237,934	201,290

Facebook Ads

ENGAGEMENT BY AD (WITH IMAGE)

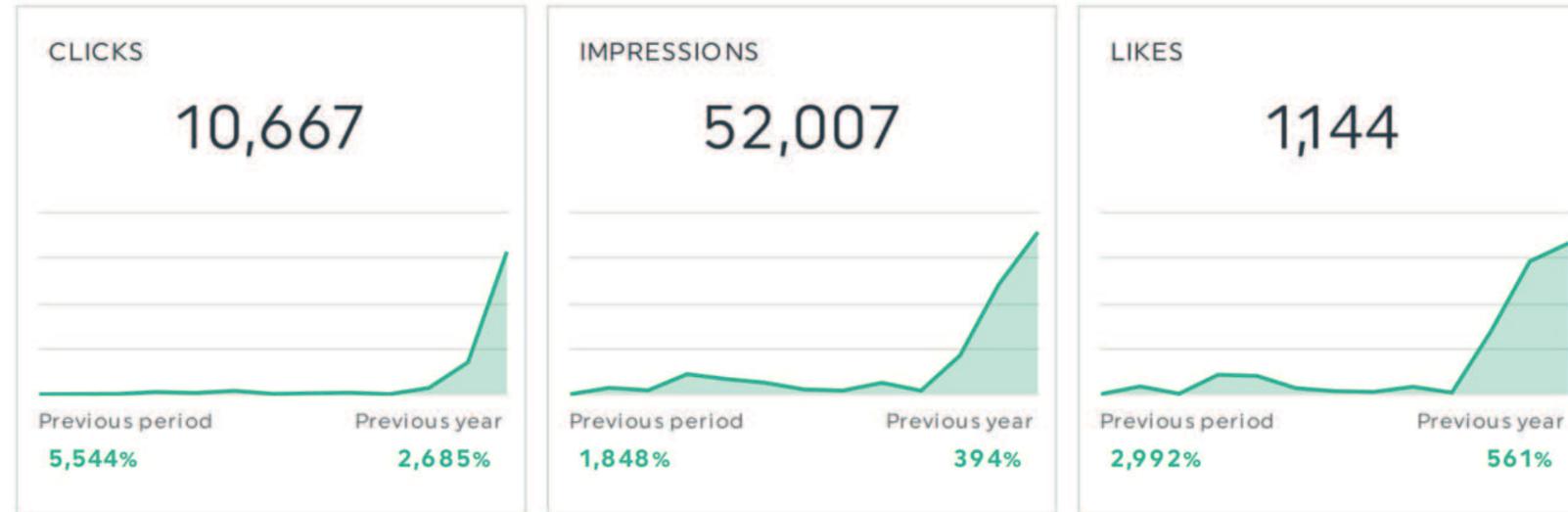
Ad ID with image	Post Reactions ▼	Link Clicks	CTR (Link Click-Through)	PAGE LIKES
Female Dr (id: 120215157493080668)	14,244 +14,244	166,978 +166,978	8.53%	16,383
New Engagement Ad (id: 120212628262470668)	4,798 +4,798	7,767 +7,767	0.25%	

Previous period: 36% Previous year: 182%



SOCIAL MEDIA COVERAGE

LinkedIn

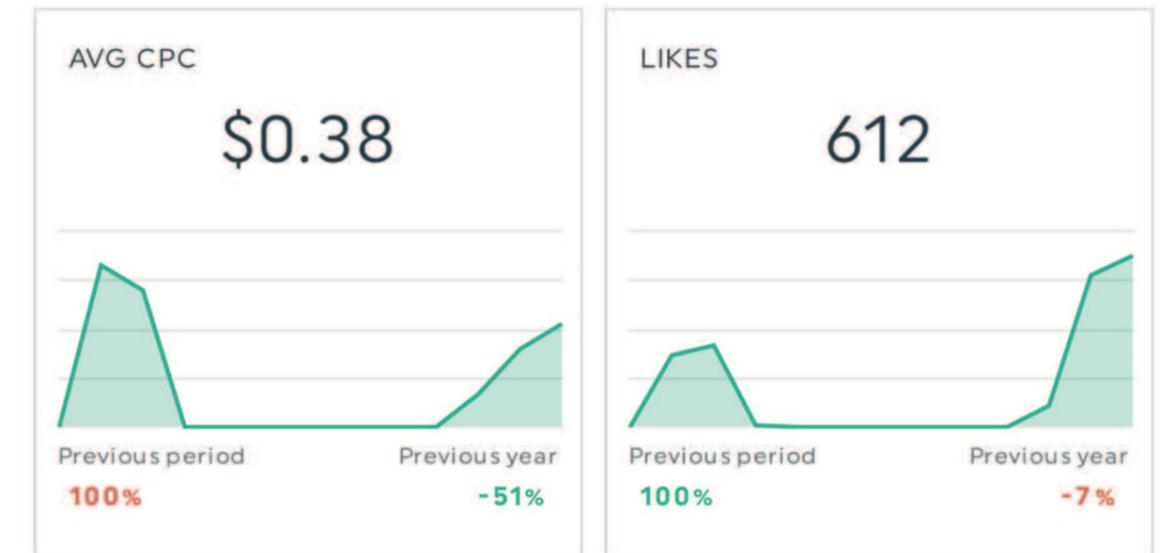
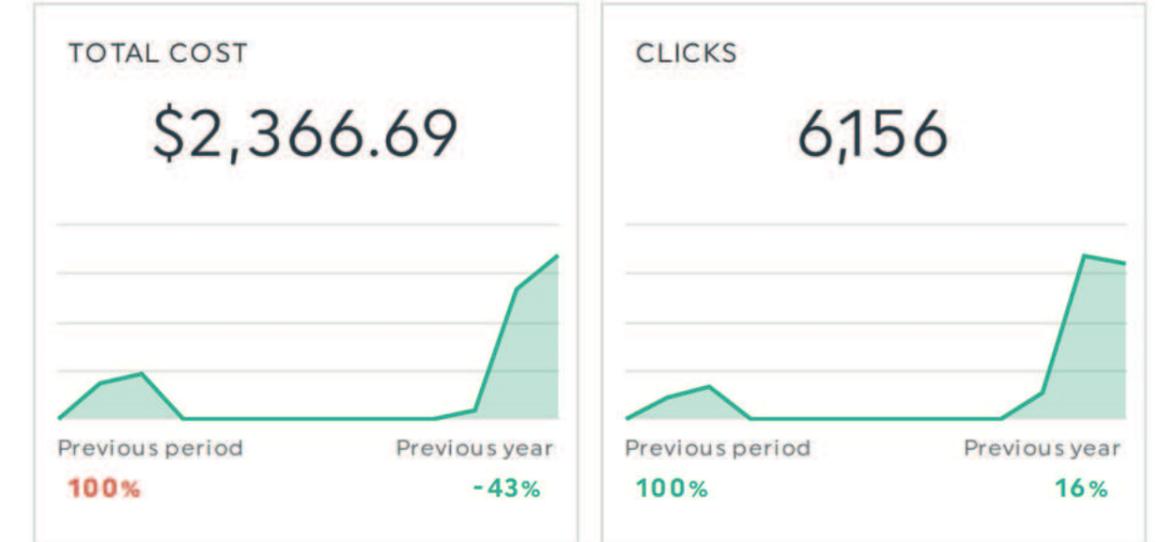


TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image

	Engagement Rate	Changes	Likes	Changes	Clicks	Changes
Day Two of Ethio Health 2025 is in Full Swing! The event is going strong with insightful sessions, innovative exhibits, and incredible networking opportunities with global healthcare professionals. Haven't registered yet? There's still time! Register for free here: https://lnkd.in/eT-x8GQ6 Location:	103.2%	+103.2%	14	+14	846	+846
The 9th Ethio Health Fair and Conference kicked off with a bang! A day filled with inspiring talks, cutting-edge technology, and fruitful networking. Get ready to explore more tomorrow! Join us to explore advanced healthcare solutions, connect with industry leaders from February 20 to February 22,	101.5%	+101.5%	33	+33	1,438	+1,438

LinkedIn Ads



PERFORMANCE BY CAMPAIGN

Campaign	Impressions	Changes	Clicks	Changes	CPC	Changes	CTR	Changes
Brand awareness - Feb 13, 2025	202,793	+202,793	4,072	+4,072	\$0.40	+\$0.40	2.01%	+2.01%
Lead generation - Dec 4, 2024	155,727	+155,727	834	+834	\$0.60	+\$0.60	0.54%	+0.54%
Brand awareness - Feb 7, 2025	50,112	+50,112	804	+804	\$0.19	+\$0.19	1.60%	+1.60%
Engagement - Feb 11, 2025	7,601	+7,601	446	+446	\$0.17	+\$0.17	5.87%	+5.87%

GALLERY



GALLERY





Ethio Health
Exhibition & Congress



SEE YOU
NEXT YEAR

02 - 04 APR
2026

Addis International
Convention Center
Addis Ababa, Ethiopia


Prana
Events
Exhibition | Conference | Meetings