

POSTSHOWREPORT

8TH  Ethio Health
Exhibition & Congress



07-09 March
2024

Millennium Hall
Addis Ababa, Ethiopia



Organizer's Message

“ Dear esteemed stakeholders of the healthcare sector ”

We are thrilled to announce the successful completion of the 8th Ethio Health Exhibition & Congress, a remarkable three-day event that united professionals from around the globe who are actively engaged in advancing the health sector. This platform provided an exceptional opportunity for medical professionals, business leaders, policymakers, and other stakeholders to come together, fostering unique interactions and facilitating the transfer of knowledge.

The 8th edition of Ethio Health witnessed a significant milestone through our strong engagement with the Ministry of Health of Ethiopia. We were honored to have State Minister for the Ministry of Health Dr. Ayele Teshome who graced the opening ceremony, where he acknowledged the exhibition's pivotal role in strengthening the health market, establishing linkages, and promoting knowledge transfer between public and private healthcare sector players.

Ethio Health 2024 featured 2 crucial forums on Digital Health, a Medical Tourism Summit, and a Conference on Healthcare Leadership along with CPD courses, providing an opportunity for these sectors' growth. The 8th Congress achieved great success by partnering with 19 professional associations, along with St. Paul's Millennium Medical College CPID Unit and Yetena Weg: delivering over 33 CPD courses to over 950 delegates.

Ethio Health proudly hosted 88 exhibitors from 12 countries, with the Algerian Pavilion showcasing the products of 10 remarkable companies. This impressive gathering of exhibitors highlights the growing importance of the Ethio Health Exhibition & Congress as a significant event within the Ethiopian healthcare sector.

We extend our heartfelt gratitude to all our esteemed stakeholders, exhibitors, participants, and partners for their invaluable contributions in making the 8th Ethio Health Exhibition & Congress a resounding success. Together, we have created a platform that fosters collaboration, innovation, and growth in the healthcare sector.

Looking ahead, Ethio Health is committed to continuing its support and dedication to the advancement of the medical, pharmaceutical, and wellness industry. We will strive to produce future events that bring together industry leaders, experts, and stakeholders, contributing to the overall development of the Ethiopian healthcare landscape. Thank you for your unwavering support, and we eagerly anticipate your continued partnership in our future endeavors.

The organizing Team



Special Thanks

2022

Gold Sponser



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Institutional Partners



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Media Partners



Member of



Official airline



Conference Partners



Event Highlight

03



88
Exhibitors



2036
Visitors



12
Countries



1
Official Pavilion



1058
Delegates



10
Conference tracks



93
Speakers

Opening Ceremony



Dignitaries Speech

05

Exhibition and Congress 2022

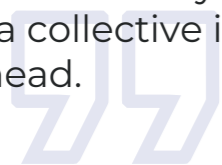


H.E. Dr. Ayele Teshome
State Minister, Federal Ministry of Health

It is an honor to be here at this pivotal Exhibition as you all know over the past few years, our nation struggled to provide essential services, particularly in curative care. Major towns experienced a rise in demand due to a shift from communicable diseases to non-communicable diseases. As a result, access to tertiary and quaternary care became limited, prompting some to seek medical solutions abroad. To address this, our government is implementing a policy emphasizing curative services, and partnering with the private sector to ensure sustainability. We recognize the importance of private-public partnerships and innovative, localized solutions. This exhibition will play a vital role in shaping our plans and incorporating valuable lessons into our strategies. We invite our private partners to contribute by addressing the existing gaps and advising on policy shifts for an enabling environment. Together, we strive for a healthier society, driven by local initiatives, increased investments, and inclusive health financing systems. Let us forge a path toward a better future, where health and development flourish hand in hand.



This exhibition serves as a crucial gathering for health professionals from Africa and around the world to exchange knowledge and experiences. It presents a unique opportunity to foster partnerships between the business community and the public health sector, strengthening commercial ties for mutual benefit. We applaud the collective commitment of African nations to meet the healthcare needs of their people, emphasizing the well-being of all citizens across the continent. To tackle the complex health challenges at both continental and global levels, it is imperative that our countries pool their resources and capabilities. In this regard, we extend our heartfelt appreciation to the visionary leadership of this country. It is essential for our nation to develop its own capacity in manufacturing medicines and vaccines, enabling us to overcome challenges and address the intricate health landscape we face nationally and continentally. Algeria stands ready to share its expertise and knowledge in this field with other African countries, fostering a collective increase in our respective capacities to confront the multinational health challenges that lie ahead.



H.E. Mohammed Lamine Laabas
Algerian Ambassador

Dignitaries Speech

In recent years, two key mandates have emerged in Ethiopia: the development of the service sector and the growth of the local industry. With up to 70 percent of the Ministry of Health's budget allocated to Medicine and Medical Devices, it has become imperative to prioritize self-sufficiency in this area. Ethiopia recognizes the need to reduce dependency on imports, especially considering that over 90 percent of Medicine and Medical devices are currently imported for a population of over 120 million. This remarkable initiative requires collective participation for its success. This Exhibition serves as an invaluable opportunity for professionals from various sectors to connect, share ideas, and learn from each other. This is the best platform we have seen in our country as of today and thus should remain setting an example for others. Importers, retailers, manufacturers, and international guests are all encouraged to unite and contribute towards Africa's self-sufficiency in Medicine and Medical products.



Daniel Waktole (PhD)

President, Ethiopian Pharmaceutical and Medical Supplies Manufacturing Association



Mr. Nebeyu Lemma

Managing Director, Prana Events

As we embark on the eighth session of this flagship international healthcare event in Ethiopia, we reflect on our journey of evolution and growth. This event has consistently served as a platform for showcasing advancements, fostering development, and expanding collaboration within the healthcare, medical, and pharmaceutical industries. As the largest gathering of healthcare and trade professionals in the country, we have crafted a diverse and dynamic platform for the exchange of groundbreaking ideas, strategies, and technologies that are poised to improve patient care. On behalf of the organizing team, I extend my gratitude to all supporting organizations, strategic partners, institutional partners, conference partners, sponsors, and Ethiopian Airlines, as well as the media partners and platforms that promote our event. Your invaluable contribution and support have been instrumental in the realization of this event.



Exhibitors by Country

07



Algeria



India



Turkey



China



UAE



Kenya



Iran



Germany



Bangladesh



USA



Ethiopia



Pakistan

Exhibitor Satisfaction

Exhibitor satisfaction with
the number of visitors



71%

Exhibitor satisfaction with
the quality of visitors



81%

Exhibitor satisfaction with
service from organizers



82%

Exhibitor satisfaction with
floor plan layout



92%

Exhibitor satisfaction with
on-site setup & assistance



83%

Exhibitor satisfaction with
the chance of business after the fair



69%

Exhibitor Feedback

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.



La-Med Health
Nagendar



Samson Scientific & Surgical
Mr. Francis Marketing and sales manager

Samson Orthopedic is an Indian manufacturer of orthopedic products, we have come to Addis Ababa, Ethiopia, for the first time to explore business opportunities. The company has been impressed by the positive business environment and the great market potential in the country. We have received encouraging feedback from exhibitors, importers, and private companies interested in partnering with us, as our high-quality products are in high demand. The logistical arrangements and services provided were excellent, which we greatly appreciate. Encouraged by this successful event, we plan to continue our business in Ethiopia and

The overall experience is excellent; we have had a lot of visitors and the fact that the visitors are both local and abroad helped us attain the goal of promoting our services to a wide range of individuals including vital stakeholders from our country and other African countries as well. If it hadn't been for this event, we wouldn't have been able to network with this many people and build potential business connections.



**Tazma Medical and Surgical
Specialized Center**
Dr. Elshaday Solomon - Marketing Manager

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.



Kilitch Estro Bio-Tech plc
Ms. Tejashree Mhatre - Marketing Manager

Visitor Overview

Total number of Visitors

2036 

Number of countries

21 

Visitor Job Function

Clinical Health Care
Professionals
24.9%

Administrative
10.5%

Academics
10.5%

Engineering
9.5%

Sales and Business
Development
6.3%

Marketing &
Public Relations
6.4%

Finance/ Accounting
1.9%

Supply chain/ Logistics
1.5%

Training/ Education
1.3%

IT
2.2%

Purchasing &
Procurement
1.5%

Production
Manufacturing
2.3%

Research
Development
2.6%

Operations
2.4%

Others
19.1%

Visitor Overview

Job Seniority



Sales and Business
Development

6.3%

Government
officials

2.7%

Technical Expert

14.5%

Board Director

17.9 %

Engineering

9.5%

Senior Manager

8.7%

Secretary/Executive

1.2%

Junior Manager

5.6%

General Manager

7.20 %

Managing Director

5.7 %

Other

34.8 %

Ethio Health Congress 12

The 8th Ethio Health Congress stands as Ethiopia's largest multi-disciplinary Professional Development (CPD) forum. In collaboration with professional associations, academic institutions, and developmental partners, it delves into a wide range of sector-based topics, fostering discussions that span the entire healthcare value chain. This Congress provides valuable opportunities for professionals to enhance their competencies and stay up to date with the latest advancements in the field.

The newly introduced Medical Tourism Summit, Healthcare Leadership Conference, Digital Health Forum, and Hackathon have played a crucial role in engaging healthcare actors in meaningful conversations. These sessions have created platforms for participants to delve into key issues, share insights, and explore innovative solutions.

The 8th Ethio Health Congress is a testament to Ethio Health's commitment to providing a platform for continuous professional development and fostering dialogue among healthcare professionals. By bringing together a diverse range of stakeholders and offering comprehensive discussions, the Congress has played a pivotal role in shaping the future of healthcare in Ethiopia.



10
Conference
tracks



21
Conference
partners



33
CPD
courses



93
Speakers



1058
In-person
Delegates



107
Virtual
participants

Conference Tracks 13



**Clinical Excellence
Conference**



**Primary Healthcare
Conference**



**Dental Health
Conference**



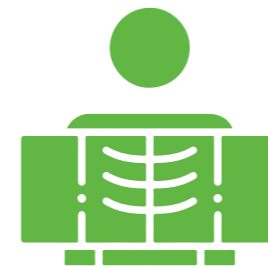
**Patient Safety
Conference**



**Pharma
Conference**



**Digital Health
Forum**



**Imaging and Diagnostics
Conference**



**Radiology
Conference**



**Healthcare Leadership
Conference**



**Medical Tourism
Summit**

Recap of Sessions

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Healthcare Leadership Conference

The healthcare leadership workshop held on March 28, 2024, aimed to equip healthcare managers with essential leadership skills for improving quality of care and effectively managing healthcare services. The workshop was designed based on a needs assessment report and targeted CEOs, hospital directors, health facility owners, and administrators of private health facilities. Participants provided positive feedback, appreciating the timeliness of the topics and the expertise of the speakers. While the workshop primarily used lectures as the teaching method, participants expressed a desire for more interactive group-based activities. The workshop highlighted the significant need for healthcare leadership training and emphasized the importance of involving the Ministry of Health in future events.



Medical Tourism Summit

The first Medical Tourism conference was prepared in collaboration with the Ministry of Health and the discussion focused on the strategy that the Ministry of Health is designing to ensure the availability of advanced medical services in the country and in the long run to attract international patients to the country.

This forum brought together speakers from the Ministry of Health, the Ministry of Tourism, Private hospital representatives, and international guests with experience in medical tourism. Moreover, participants from the Ministry of Finance, Ministry of Education, Development Bank of Ethiopia, Chamber of Commerce, medical tourism facilitators, Hospital owners, and other esteemed guests attended the discussion.

The conference discussed the Ministry of Health's plans for advanced medical services (linked to the HSDIP) and their medical tourism strategy to meet growing demand. It explored strategies for improved healthcare and medical tourism's role, with guests sharing projects and experiences.

Recap of Sessions 15

Digital Health Conference I

Panel Discussion on the Current State and Prospects of AI in Healthcare

- Panelists: Dr. Abel Mestie (moderator), Bekure Tamirat, Samuel Rahimeto, Dr. Mesay G/Kidan, Dr. Raphael Akangbe.
- Discussed the transformative role of AI in healthcare, its benefits, and challenges.
- Covered AI applications in Ethiopia, including predictive analytics, medical imaging interpretation, and personalized medicine.
- Highlighted the importance of data privacy, ethical use of AI, and equitable access to AI technologies.



Digital Health Conference II

Panel Discussion on Scaling Up and Ensuring Sustainability of Digital Health Solutions

- Panelists: Biruhtesfa Abere (moderator), Gemechis Melkamu, Tewodros Hailegeberel, Dr. Tariku Nigatu, Admas Abera, Pazion Cherinet, Remi Adeseun.
- Explored strategies for scaling up digital health tools in Ethiopia while ensuring sustainability.
- Challenges discussed: financial constraints, lack of equipment and infrastructure, regulatory hurdles, limited access to resources.
- Emphasized the role of donors, universities, and private sector partnerships in scaling up digital health initiatives.
- The Ministry of Health's strategy includes fostering partnerships, building local capacity, and integrating digital health into existing systems.

International Women's Day Celebration

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Ethiopian Medical Women's Association hosted a comprehensive program to commemorate International Women's Day on March 8, 2024 at the 8th session of Ethio Health. The event featured a panel discussion examining the role of women in medical leadership and research, as well as a policy discussion addressing issues of sexual and reproductive health. Additionally, a workshop was held providing guidance on stress and burnout management strategies. The program was further complemented by an insightful seminar examining the critical topic of gender-based violence in the workplace. This multifaceted agenda underscored Ethio Health 2024's commitment to empowering women in the medical field and advancing gender equity through open dialogue, skill-building, and awareness-raising initiatives



Digital Health Hackathon

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The Ethio Health 2024 event featured a three-day hackathon that promoted innovation and collaboration, drawing a total of 34 attendees who formed six teams, with one team disqualified on the second day. The teams' solutions were evaluated by a panel of three judges based on their innovative approaches, practicality, and potential impact on digital health.

The top winners included Pharma Hub, which developed a stock management and e-commerce system for pharmacies with delivery services and a subscription model for chronic patients; Well Mind, which focused on mental health by offering resources, wellness exercises, AI chat support, remote psychiatric treatment, and a directory of mental health institutions; and Mind Matters, which created a digital mental health platform for underprivileged populations, providing expert support anytime, anywhere. Cash prizes starting from 50,000 were awarded to the winning teams, who also received incubation opportunities from Africa to Silicon Valley to further develop and implement their solutions



Winners

- 1. Pharma Hub:** Developed a stock management and e-commerce system for pharmacies, including delivery services and a subscription model for chronic patients.
- 2. Well Mind:** Focused on mental health, offering resources, wellness exercises, AI chat support, remote psychiatric treatment, and a directory of mental health institutions.
- 3. Mind Matters:** Created a digital mental health platform for underprivileged populations, providing expert support anytime, anywhere

Prizes: Cash prizes starting from 50,000 were awarded to the winning teams. They also received incubation opportunities from Africa to Silicon Valley to further develop and implement their solutions.



The 9th Health and Health Tourism Summit 18

The Health Tourism Development Center of Islamic Countries (HTDC) is a non-governmental organization that was established in 2015 with the mission of improving and developing the Health Tourism industry and introducing the capabilities of countries, particularly those within the Islamic community. In collaboration with Prana Events, the Health Tourism Development Center of Islamic Countries (HTDC) held its 9th Health & Health Tourism Summit as part of the 8th Ethio Health Exhibition and Congress. This summit served as a significant platform for networking among health professionals and stakeholders from diverse corners of the globe. The participation of leading medical tourism destinations such as India, Turkey, UAE, Iran, Saudi Arabia, Malaysia, and Algeria holds particular significance as it underscores the potential for synergy and collaboration in advancing Ethiopia's burgeoning healthcare sector through medical tourism.

During the 8th Ethio Health Exhibition and Congress, as part of the medical tourism summit, the Health Tourism Development Center of Islamic Countries conducted an assessment to evaluate the hospitals that took part in the exhibition. The purpose of the assessment was to recognize and award those hospitals that have made remarkable international contributions to health and health tourism. Among the recipients of the awards at the 9th Health and Health Tourism Summit were Bethezata Hospital, Tekelhaimanot Hospital, and Prana Events. These establishments were acknowledged for their outstanding efforts and achievements in promoting health and contributing to the development of medical tourism.

The recognition of Bethezata Hospital and Tekelhaimanot Hospital highlights the excellence and quality of healthcare services they provide, and it serves as a testament to their commitment to international standards. Prana Events, on the other hand, was acknowledged for its significant contributions to organizing and hosting successful health tourism events, including the Ethio Health Exhibition and Congress.



Feedback from Conference Partners

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Dr. Kefelegn Dejene, President of the Ethiopian Society of Cardiac Professionals

The Ethiopian Society of Cardiac Professionals has been taking part in the Ethio Health Exhibition and Congress organized by Prana event. We provided CME with eight CPD activities in different areas with 8 speakers and 93 participants. We have also participated as exhibitors, which helped us in establishing our profile for different stakeholders. We deeply appreciate the Ethio Health Exhibition and Congress for the opportunity, and we hope to continue collaboration in the future.



Dr. Lemi Bayisa Treasurer of the Ethiopian Society of Anesthesiology Professionals Association

I'm thrilled to be taking part in the 8th Ethiopian Health Exhibition and Congress in 2024. I had fruitful conversations with several enterprises and was motivated by the diverse range of healthcare partners, importers, distributors, and business organizations. The Ethiopian Society of Anesthesiologists Professional Association, our society, was an exhibitor and conference partner at the 8th Ethio Health Exhibition and Congress, which was arranged by Prana event organizers. We also advertised our expertise in the medical industry. Many society members attended the conference and exhibition that the society, in partnership with the Prana event organizers, had organized. We enjoyed a productive time while visiting this powerful display. It will be a pleasure to collaborate with the Prana event organizers.



Dr. Meron Yakob President of the Ethiopian Dental Professionals Association

The Ethiopian Dental Professionals Association has had a momentous experience as a conference partner and booth holder at the 8th Ethio Health Exhibition. The opportunity to offer CME training at such a prestigious event allowed the association to enhance professional skills, foster learning, and promote excellence in dental practice which not only added value to the conference but also positioned the Ethiopian Dental Professionals Association as a leader in promoting education and professional development within the dental and healthcare community. The partnership also created a platform for EDPA to highlight its initiatives, services, and dedication to improving dental health standards in Ethiopia.

Overall, our participation in the 8th Ethio Health Exhibition was a valuable and rewarding experience for the Ethiopian Dental Professionals Association and its members and we are hopeful the partnership will be strengthened more in the coming years!



Marketing and Promotion 20

PR and Communication



Print Media

Mass Media



Social Media

Facebook



9 Million Impressions.

Instagram



9 Million Impressions.

LinkedIn



1.5 Million Impressions.

Marketing and Promotion

21

Outdoor Advertisement Pictures



Gallery 22



Gallery

23





Ethio Health
Exhibition & Congress

See you next year

20-22 February 2025

**Millennium Hall
Addis Ababa, Ethiopia**