



Ethio Health
Exhibition & Congress

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

23 - 25 February 2023

Ethiopian skylight hotel, Addis Ababa

7TH
SESSION

SUMMARY OF ETHIO HEALTH 2022

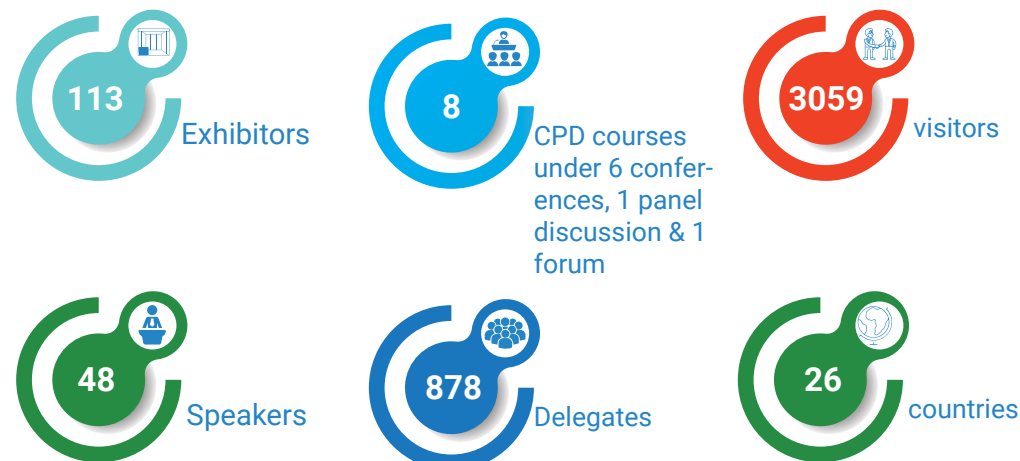
OPENING CEREMONY



DIGNITARIES ATTENDED THE OPENING CEREMONY

- **Dr. Abdulkadir Gelegelo**
Director General - Ethiopian Pharmaceutical Supply Services
- **Eng. Melaku Ezezew**
President - Ethiopian Chambers of Commerce and Sectorial Association
- **H.E. Robert Shetkintong**
Ambassador - Embassy of India
- **Ato Daniel Waktole**
President - Ethiopian Pharmaceutical and Medical Device Manufacturers Association
- **Deepti Pant**
Joint Director-Africa Federation of Indian Chambers of Commerce and Industry
- **Dr. Ruth Nigatu**
Director General, office of the Minister Ministry of Health
- **Mr. Nebeyu Lemma**
Managing Director - Prana Events

NUMBERS IN THE SHOW



EXHIBITOR'S FEED BACK



IMPRESSIONS FROM 2022 EDITION



Download the full post show report of 2022 here

ABOUT ETHIO HEALTH

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.

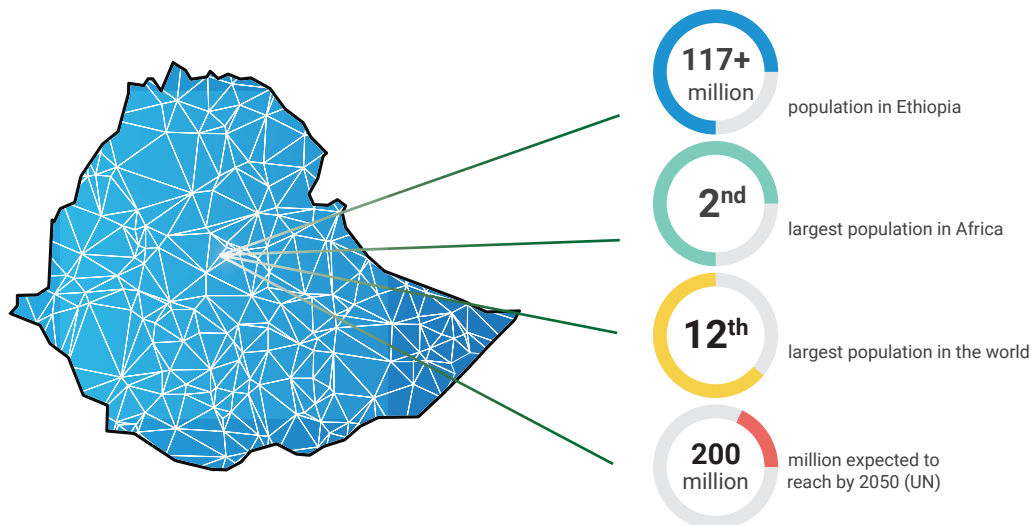


FACTS AND FIGURES - ETHIOPIA

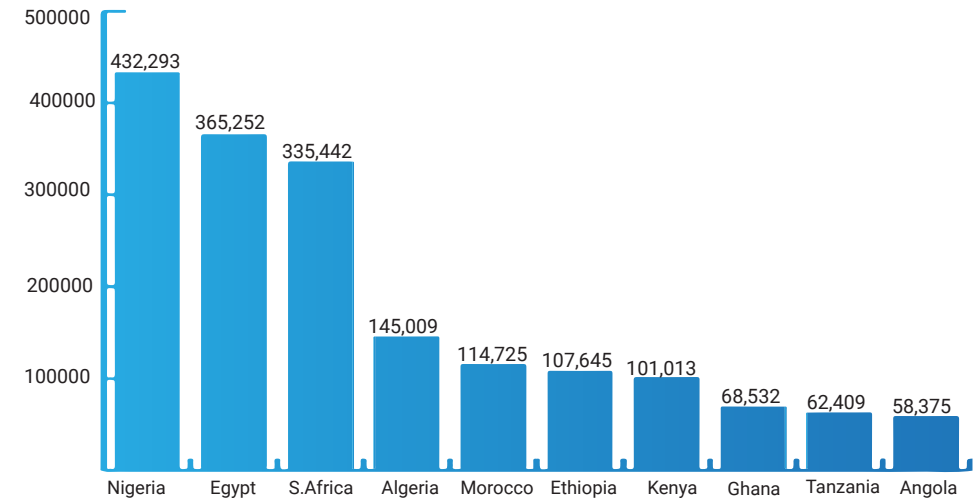
ECONOMY

- ✓ Over the past 15 years, Ethiopia's economy has been among the fastest-growing in the world (at an average of 9.5 percent per year) (WB)
- ✓ Ethiopia is the 6th largest economy in Africa and 2nd Largest in the east and central Africa.(WB)
- ✓ Despite the COVID-19 pandemic and civil conflict, Ethiopia's economy grew by 6.3% in 2021, the 3rd highest in sub-Saharan Africa (IMF)
- ✓ Ethiopia is among the Top 5 FDI destinations in Africa. The country saw FDI flows rise by 79% to \$4.3 billion in 2021.
- ✓ Ethiopia aims to achieve middle-income status by 2025
- ✓ The government has launched a new 10-year perspective plan, which will run from 2020/21 to 2029/30.

POPULATION

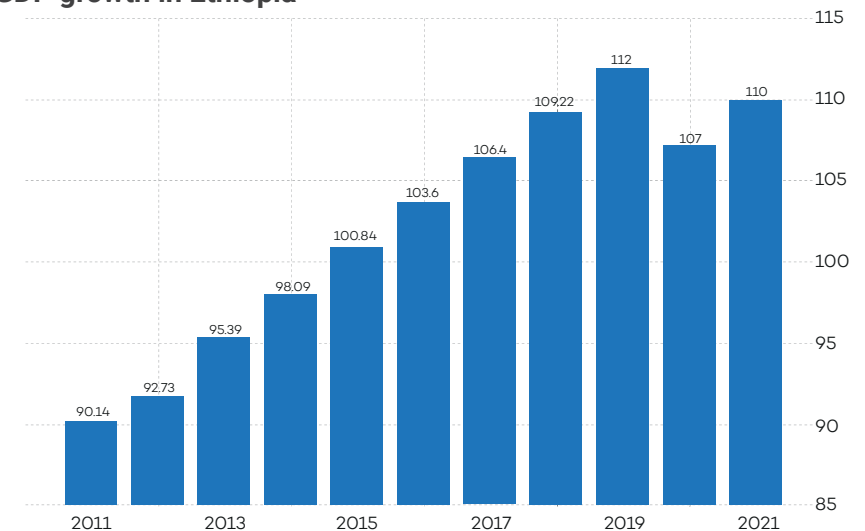


List of African countries by GDP (nominal) in millions



source: world bank 2020

Annual GDP growth in Ethiopia



Source: Tradingeconomics.com|world bank

FACTS AND FIGURES (Cont..)

HEALTHCARE FACILITIES



PHARMACEUTICAL SUPPLY AND SERVICE

- ✓ Ethiopia spent USD 1.12 billion on the import of pharmaceutical products in 2021.
- ✓ Ethiopia imports 80-90% of the national pharmaceutical demand from Abroad.
- ✓ The country has established a Pharmaceutical Industrial Park in Addis Ababa with a capacity to accommodate over 160 companies aiming to increase local production.
- ✓ Supply of life-saving medication and essential drug supply reached 82% and 70% respectively. (MOH, 2021)

HEALTHCARE SPENDING

- ✓ The health care spending per person is projected to grow 31.5 % from \$26 in 2018 to \$38 by 2050.
- ✓ The share of total health budget (%) from government budget has grown from 12% in 2012 EHY (2019/20) to 13.2% in 2013 EHY (2020/21) (The Lancet, 2021)
- ✓ The government's budget for the health sector in 2020/2021 was \$501,000,000 The Lancet, 2021

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



Sanjeev Sharma
CEO

Hospi line Equipments

" We are very familiar with the Ethiopian market I have met many doctors who have given us the impression to come to Ethiopia would benefit us. I did not find any fake visitors; the people who came here were very well connected to the medical device industry who have the potential of being our next buyers which was excellent. I have learned a lot from the b2b meetings, we have also met with the Indian ambassador and government officials of Ethiopia; they are very cooperative and they are making policies to invite investors to Ethiopia. I am very keen after this exhibition to make some investments here and to collaborate with the associations in the sector.



Mohammed Nabil
Junior Assistant Manager

Beacon Medicare Limited

" It has been a great pleasure and opportunity for us to attend the Ethio health exhibition and congress 2022 because Ethiopia connects other important countries in Africa it is also a big business hub and it is going to be a big market for pharmaceuticals products. Since we are very popular for manufacturing anti-cancer medicine globally, we believe Ethiopia is going to be a very good market for us. We have met some potential business partners (pharmaceutical companies) all of them are well candidates for us to make partnerships with them. We will recommend for other companies to participate in this exhibition and congress and we definitely look forward to participating in this event.

THE CONGRESS

Ethio-Health Congress is the biggest multi-disciplinary Professional Development (CPD) forum in Ethiopia. It provides an ideal platform for stakeholders in the country to discuss various issues across the whole healthcare value chain and create opportunities for professionals to advance competency. The congress aims at assisting the Healthcare System to cope with the ever-increasing demand for better clinical services. The conferences and panel discussions primarily target medical professionals, policy-makers, leaders, and the business community.

The objectives of the congress are:

- ✓ To provide health professionals with current advances in the field of medicine
- ✓ To identify policy barriers to the health care system and service besides facilitating discourse among the medical community, policymakers, advocates, and business community in the healthcare industry
- ✓ To create awareness of current government policy directions
- ✓ To create partnerships among key actors in the health care service value chain
- ✓ To bridge the gap between the public and private sector
- ✓ To create opportunities for networking
- ✓ To facilitate events and business meetings for professional societies and groups

THE PROGRAM COVERS A WIDE RANGE OF:

1 Conferences

- ✓ Clinical Excellence
- ✓ Patient Safety
- ✓ Imaging and Diagnostics
- ✓ Radiology
- ✓ Primary Healthcare and
- ✓ Pharma

2 Forums

3 Plenary sessions



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 | | |

VENUE

Ethiopian Skylight Hotel, owned by Ethiopian Airlines, is the most luxurious and the largest hotel in Ethiopia located at the heart of Africa's diplomatic hub Addis Ababa, just five minutes away from Bole International Airport. With outstanding, international-standard service, the luxurious hotel awaits you for your leisure and business needs.

A total of 373 stunning rooms with relaxing and superb designs are suitable for both corporate and leisure travelers. Enjoy spectacular city and/or airport view in all of our rooms. Comprising 3 luxurious restaurants – Ethiopian Ta'ém Cultural Restaurant, TaiChi the biggest Chinese Restaurant in East Africa and All-Day Dining Restaurant heighten your hotel experience. The Lobby Lounge and the Front Lobby are spacious enough for social and business meetings.



PRANA EVENTS

CREATING PLATFORMS

Prana Events is full-service event management, marketing and consulting firm based in Addis Ababa, Ethiopia mainly focusing on trade-fair and corporate events.

The company is established to support the trade fair and event sector in Ethiopia with Knowledge, technology, and solutions. Under the strong leadership of the founder and Managing Director - Mr. Nebeyu Lemma, who has over a decade of expertise in managing trade fairs and conferences, the company is staffed with young, hardworking and creative professionals that have high value and talent for their appointed position.

As Ethiopia is on the lead as the fastest-growing economy in the world, Prana Events is committed to being at the forefront in the area of trade- fair, Prana Events is full-service event management, marketing and consulting firm based in Addis Ababa, Ethiopia mainly focusing on trade-fair and corporate events.



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