



**EAST AND  
CENTRAL AFRICA**  
MEDTECH EXPO



# **EAST AFRICAN MEDTECH EXPO & CONFERENCE**

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An Event On Medical Technology In East Africa.

6th- 8th August 2024 | Venue: Kigali,Rwanda

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## Why East and Central Africa

The East and Central African region boasts a highly profitable healthcare innovation market with numerous growth opportunities. Its healthcare sector is growing steadily and has become a central point of focus for leaders across multiple industries. The private sector, which comprises both for-profit and non-profit organizations, is actively involved in the entire healthcare value chain, making significant investments in primary healthcare services to advanced care in large tertiary hospitals. The dynamic and fast-growing social enterprise space is also directing resources towards the health sector to have a positive social impact.

## Facts and Figures

East and Central Africa are projected to experience significant economic growth over the next few years. The region boasts a combined population of 490,333,078 as of December 2023, with projections indicating that it will exhibit the highest regional economic performance on the continent in 2023 and 2024, with growth figures exceeding 5%, according to the African Development Bank's 2023 East Africa Economic Outlook. Furthermore, the report predicts that by 2030, the population in the region will increase to 237 million, with over half being children and youth. These figures suggest that the region's private sector will play a crucial role in serving patients across diverse income groups. In Kenya and Uganda, over 40% of people in the lowest economic quintile receive healthcare from private, for-profit providers. Therefore, the private sector will undoubtedly play a significant role in driving economic growth and providing essential services to the region's growing population

## About Rwanda

Rwanda, located in Central/Eastern Africa and bordered by the Democratic Republic of the Congo to the west, Uganda to the north, Tanzania to the east, and Burundi to the south, is the ideal location for The East and Central Africa MedTech Expo. The country has made significant strides in the healthcare sector, with a focus on improving access to quality healthcare services for all its citizens. Its strategic location in the heart of East Africa makes it a hub for trade and commerce in the region, while its business-friendly environment and supportive government provide a great opportunity for companies to connect with potential customers and partners in the East and Central African healthcare market. Rwanda's well-developed tourism industry also offers exhibitors an opportunity to explore the country and engage in other business activities while attending the expo. With a robust and multifaceted healthcare sector encompassing various industries, Rwanda is a fertile ground for innovations and investments in healthcare, with projected revenue in the Medical Devices market set to reach US\$56.97m in 2024.

## Who Exhibits

Exhibiting at this expo offers numerous benefits. First and foremost, it provides an excellent platform for showcasing your company's products and services to a large and diverse audience. It also helps companies gain exposure, increase brand awareness, and generate leads. Additionally, it provides an opportunity to network with other industry players and potential partners, learn about the latest trends and innovations in the healthcare sector, and gain insights into the needs and challenges of the market. Overall, exhibiting at this expo can be a valuable investment for companies looking to expand their reach and grow their business in the East and Central African healthcare market.

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The expo will bring together exhibitors from various sectors within the medical technology industry, including:

- Medical Consumables
- Diagnostic & Imaging
- Dental Products
- Equipment Components
- Medical Technology
- Patient Aids
- Orthopaedics & Prosthetics
- Physiotherapy and Rehabilitation
- Surgical Equipment
- IT Systems Solutions
- Healthcare Infrastructure & Assets
- Pharma & Supplements
- Medical Devices/Electronics
- Healthcare & General Services
- Disposable Consumer Goods
- Wearable Tech

## Visitors Profile

The expo welcomes a diverse range of professionals, including:

- Distributor / Agent
- Trader, Importer / Exporter
- Manufacturer
- Private Hospital
- Public Hospital
- Clinic / Polyclinic / Medical Centre

## Show Features

### B2B Matchmaking

Facilitating business-to-business connections to enhance collaboration and partnerships.

### Experiential Marketing

Engaging and immersive displays allow visitors to experience medical technologies firsthand.

### Medical Device Sales Workshop

Providing insights and training on effective sales strategies for medical device professionals.

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Join us at The East and Central Africa MedTech Expo in Kigali, Rwanda, for an unparalleled opportunity to explore, showcase, and engage with the latest advancements in medical technology shaping the future of healthcare in the East African region



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