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# **MEDITECH & HEALTHCARE** **AFRICA**

**23 - 24 - 25 FEBRUARY 2023**  
**KICC, NAIROBI, KENYA**

**TRADE-SHOW**

**FOCUSSING ON MEDICAL,  
HEALTHCARE AND  
ANTI - EPIDEMIC PRODUCTS  
IN EAST AFRICA**



[www.mthafrika.com](http://www.mthafrika.com)

# About Meditech & Healthcare 2023

- Radeecal Communications has established itself as one of the renowned International Exhibition & conference organizer in India & Kenya by organizing exhibitions in varied business sectors in the domestic as well as International circuit.
- **A Meditech & Healthcare International Trade-show focusing on Medical, Healthcare & Anti-epidemic Products is to be held on 23, 24, & 25th February, 2023 at Kenyatta International Convention Centre, Nairobi, Kenya.**
- Some of East African countries like Kenya, Uganda and Tanzania needs great attention of Trade Platforms to get investment of the development to improve the Health Infrastructure & Medical facilities.
- Africa is lacking of the proper infrastructure for the growing need the Medical and healthcare sector, and such kind of platform gives great exposure to the industry to grow to the international level.
- We are committed to deliver the much needed assistance to all our participating exhibitors by providing entrenched pool of visitors through which one can analyze the business opportunities in Meditech & Healthcare market of African continent and specifically of East African region.

## Why Exhibition In Kenya??

- The aim of the **Kenya Vision 2030** is to create **“a globally competitive and prosperous country with a high quality of life by 2030”** through transforming the country into a newly industrialized, middle income country.
- Total Health Expenditure of Kenya Increased from **27 US\$ in 2004 to 88 US\$ in 2018** growing at an average annual rate of 9.21%.
- The GDP in Kenya was worth **98.84 billion US\$ in 2020**, according to official data from the World Bank & it represents 0.09 percent of the world economy.
- The 2020 / 21 National Government Health budget Increased by 10.3% to KES114 billion compared with the 2019/20.
- Kenya is an Economic centre of the East Africa Community comprising 138 million people and a GDP of US\$ 138 million.
- The Medical Device market will record double-digit evolution in local currency terms over the 2017 - 2022 period.
- With the support of the private sector, Kenya also intends to become the regional provider of choice for highly-specialized health care, thus opening Kenya to “Health Tourism”.



# Opportunities in Medical & Healthcare Sector - AFRICA

- The private sector needs to leverage the African Continental Free Trade Area (AFCFTA) to invest in Healthcare Manufacture at continent level; East Africa has the great scopes for such investments
- From 2010 to 2020 only 30% of Africa's population has access to primary healthcare and thus, the private sector becomes an essential contributor to the way forward.
- Africa Medical Devices Market is projected to grow at a 6.3% CAGR between 2017-2023, it's predicted to touch USD 7069.61 million by 2023
- The Business and Sustainable Development Commission has estimated the value of business opportunities in healthcare to be worth \$259 billion by the year 2030, with the potential to create 16 million jobs in Africa
- Majority of East African countries, with an aim of promoting Healthcare segment, have kept import tariff low as 0% to 4.95% on Medical Devices & instruments, Medical services, wound products, imaging instruments, etc.
- East African countries total population is of more than 30 billion and average spending of all nations is 5.3% of their individual GDP. If we talk about Africa, The continent has 14% of the world's population and, yet, only 3 per cent of the world's health workforce.

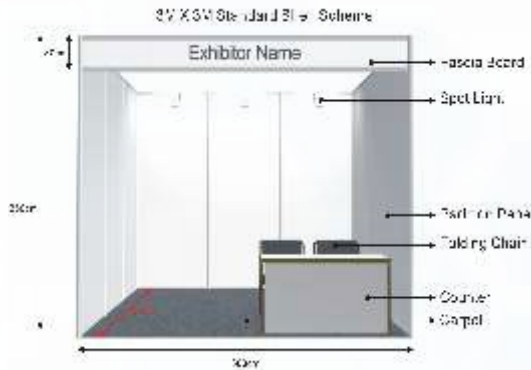






# Booth Participation Charges

## SHELL SCHEM (STANDARD STAND) (Minimum 9 m2)



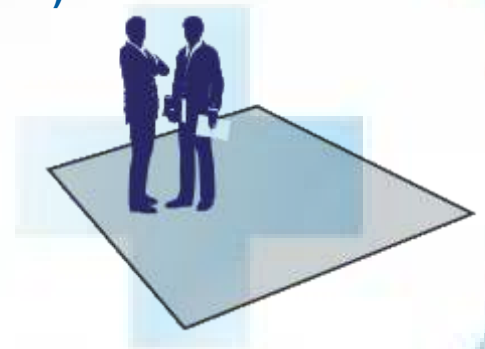
- 1 Table and 2 Chairs
- 3 side wall, fitted in standard booth systems frame
- Fascia board with company name (15 letters) and stand number (in standard lettering) & ITPO Logo
- Single phase connection through one plug point, 3 spotlight (100 watt each)
- Waste basket
- Company delegates entry to the exhibition (1 badge for each m)
- General cleaning of the aisles
- Pavilion security (from 6 pm. till 9 am.)

## RAW SPACE (DESIGNING BOOTH) (Minimum 36 m2)

### FACILITIES

- Bare Space without carpet
- Entry in the exhibitors catalogue

Note: Power charges for stall construction (during pre-exhibition days) and to light up the stall (during exhibition days) will be chargeable



## Virtual Exhibition Registration Charges

**USD 300 / LISTING**

- Virtual Exhibition Package Include:
- 3D stall design for Digital version
- Communication mediums – Whatsapp, skype, zoom, etc.
- 4 Products display
- One Youtube video link
- Inquiry v-card for Visitors
- Exhibition will last for 15 days

# Marketing Channels



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