



WORLD  
FUTURE HEALTH  
AFRICA

WORLD  
FUTURE HEALTH  
AFRICA CONGRESS

CO-LOCATED WITH  
**GITEX**  
AFRICA  
*Morocco*

29 - 31 MAY 2024 MARRAKECH

# AFRICA'S LARGEST DIGITAL HEALTH SOURCING & INVESTMENT EVENT

Re-Imagining Healthcare for  
Better Patient Outcomes

SUPPORTED BY



ORGANISED BY



FIND YOUR WORLD



**IN AFRICA**

**FOR AFRICA**

**BY AFRICA**



We believe that the combined expertise and resources from Member States, the African Union, Development Partners, and local digital health ecosystems are enough to usher a digital health revolution with an impact that is comparable to how mobile payments revolutionised financial inclusion”

**Jean Philkbert Nsengimana**  
Chief Digital Advisor  
Africa CDC



Digital technology, including artificial intelligence, holds great promise for improving health and narrowing the access gap. But it also presents a challenge for ethics and equity, to prevent digital tools becoming another driver of inequality”

**Dr Tedros Adhanom Ghebreyesus**  
Director General  
World Health Organisation



**W.H.O. defines digital healthcare as “the transfer of health resources and healthcare by electronic means.”**



# DIGITAL HEALTHCARE MARKET TO DOUBLE BY 2027, ENABLED BY THE ROLLOUT OF 5G ACROSS AFRICA



Remote digital healthcare solutions have the potential to reach up to **74%** of Africa's population



By 2030, widespread adoption of digital health tools could realise efficiency gains of:

**\$400m - \$2.5bn**  
IN KENYA

**\$700m - \$3.3bn**  
IN NIGERIA

**\$1.9bn - \$11bn**  
IN SOUTH AFRICA

Source:McKinsey

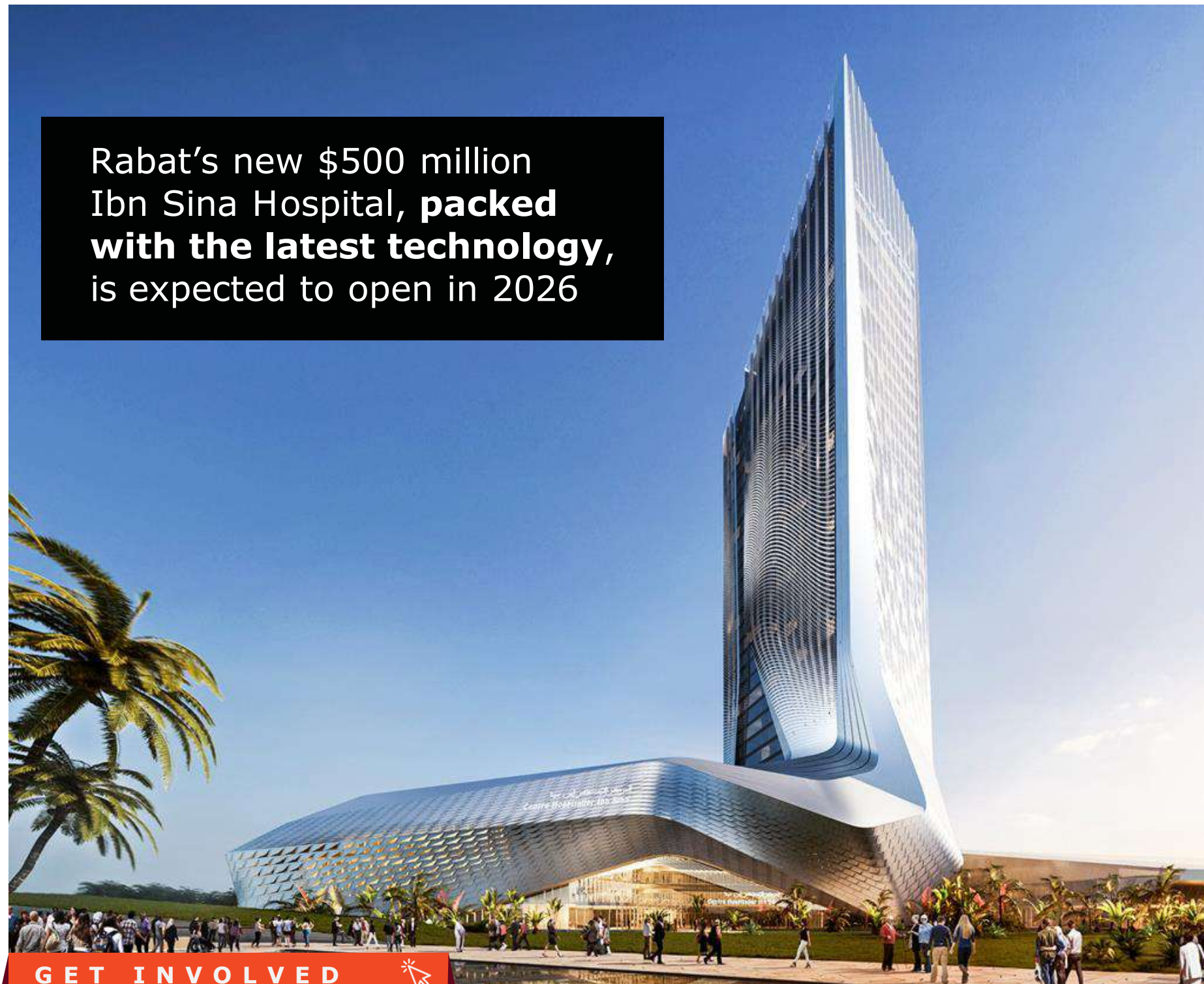
“The **GITEX AFRICA** journey has just begun, converging the digital world in this remarkable continent, and building a platform that **brings customers closer than ever before**”

**LEO LIU**  
Vice President North African Region  
**Huawei Technologies Co., Ltd**



# 56% OF AFRICANS ARE UNABLE TO ACCESS TRADITIONAL HEALTHCARE - DIGITAL HEALTH WILL LEAPFROG THIS CHALLENGE

Rabat's new \$500 million Ibn Sina Hospital, packed with the latest technology, is expected to open in 2026



## CHALLENGES

There is **1 doctor to 5,000** in Africa, the lowest density of healthcare workers globally.

**56%** of Africa's rural population are unable to access traditional healthcare.

More than **109 Million** Africans spend 10% or more of their household income on health.

## GROWTH OPPORTUNITIES

### AFFORDABLE HEALTHCARE

Digital healthcare has demonstrated the potential to deliver **average cost reductions of approximately 19% for patients**, with the most prevalent medical expenses experiencing **reductions of up to 40%**.

*"Health Affairs, Journal of Medical Internet Research (JMIR)"*

### ACCESSIBLE HEALTHCARE

Digital healthcare can provide access for up to 400 million more people in Africa and remote solutions have the **potential to reach 74% of the African population, which equates to over 700 million people**.

*"WHO, GSMA"*

### DATA & INSIGHTS

By expanding their use of digital health tools, African healthcare systems could achieve a **30% increase in operational efficiency** and a **15% reduction in administrative costs** all while improving patient outcomes.

*"McKinsey & Co"*

### MEDICAL ADVANCES

AI applications in healthcare could save **1 million African lives by 2030**

Source:UM6P



# AFRICA SPENDS IN EXCESS OF **\$10 BILLION** A YEAR TO IMPROVE THE HEALTH OF THE CONTINENT



Morocco – World Bank approves **\$450 million** to support the implementation of ambitious health reforms to improve provision of quality public health services for all

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Nigeria - Healthcare Development and Investment Company's (NHDIC) **\$2.6 billion** fund invests in hospitals and 22 new diagnostic centres

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South Africa – Over **\$1 billion** is committed to upgrade existing healthcare facilities

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Egypt – Spend on healthcare tops **\$7 billion** as plans are revealed for 70 new hospitals over the next 3 years

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Kenya - Secures **\$2.3 billion** investment for new hospital projects

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The Saudi Fund for Development is investing in more than a dozen active hospital projects in Sub-Saharan Africa, estimated to cost **\$770 million**

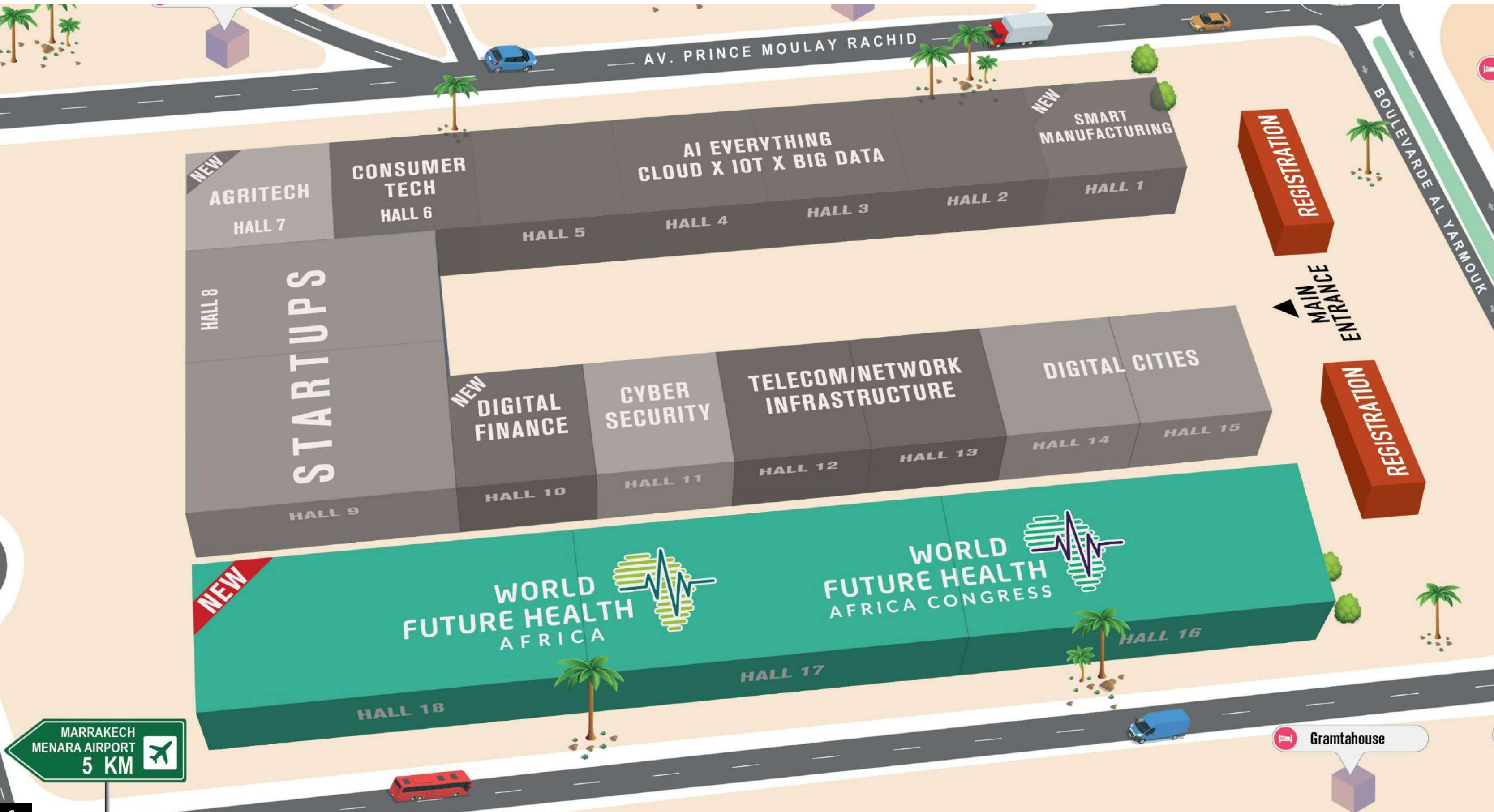
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# AFRICA'S MOST COMPREHENSIVE, CURATED BUSINESS EVENT, EMPOWERING THE CONTINENT'S DIGITAL HEALTH LEADERS



X



# GITEX AFRICA DIGITAL HEALTHCARE EVENT FRAMEWORK

## INDUSTRY INSIGHT

- African Digital Health Congress
- Africa Health Investment Forum
- CPD Healthcare & Medical Trainings
  - VR Trainings
- Digital Health Corporate Challenges



## THOUGHT LEADERSHIP

- Digital Health Ministerial Workshop
- African National Health Authorities Policy Group
  - Executive Briefings



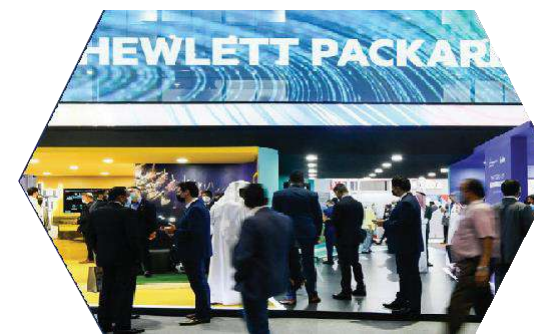
## CONNECTIONS

- MoU Stage
- Concierge Meetings Programme
- Talent Connect
- Africa & Global Media Tours
- Alliance for Entrepreneurship
- Country Briefings



## SHOWCASE

- Investment Promotion Agencies
- Big Tech
- Government & National Projects
- Startups
- Global Academic Partnerships



## EXPERIENCES

- Live Telemedicine Demos
- Supernova Digital Health Pitch Competition
- Facility Visits
- Virtual Procedure Demonstrations



# AFRICA'S MOST POWERFUL GATHERING OF DIGITAL HEALTH BRANDS

## BIG TECH COMPANIES FROM ACROSS THE WORLD



## BIG TECH IN AFRICA



GE HealthCare delivers sophisticated healthcare solutions to fulfil **Egypt's** vision of accessible, high-quality care across communities



Philips' telehealth solutions and capabilities enable customers to extend where, when, and how care is delivered - regardless of the patient's location



Roche are working together with lab leaders to create new solutions and provide open digital ecosystems that enable easy sharing of data across systems, instruments, and locations

### Connecting Big Tech Brands with:





# BRINGING TOGETHER GLOBAL INVESTORS FUNDING AND BUILDING CAPACITIES OF AFRICA'S HEALTHCARE



World Health Organization



unicef



UNDP



Gavi The Vaccine Alliance



WORLD BANK GROUP



PATH



USAID



Foreign & Commonwealth Office



giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



jica Japan International Cooperation Agency



AFD AGENCE FRANÇAISE DE DÉVELOPPEMENT



Sida SWEDISH INTERNATIONAL DEVELOPMENT COOPERATION AGENCY



Norad



MINISTRY OF FOREIGN AFFAIRS OF DENMARK



IFC International Finance Corporation WORLD BANK GROUP  
Creating Markets, Creating Opportunities



CDC CENTERS FOR DISEASE CONTROL AND PREVENTION



AFRICAN DEVELOPMENT BANK



European Investment Bank



AAIC Investment



NOVARTIS The Novartis Foundation



AAIC Investment

Connecting Start-ups, Big Tech Execs and Investors through GITEX AFRICA Digital Health's Curated Meetings Programme

# Serving AFRICA's healthcare investment potential through PPP



**MOROCCO**

**Africa's Largest University Hospital**



**EGYPT**

**The New Largest Private Healthcare City in MEA**

**Featuring investment opportunities from national healthcare projects**

Ministries of Trade & Investment		Investment Promotion Agencies
	<b>EGYPT</b>	
	<b>ETHIOPIA</b>	
	<b>KENYA</b>	
	<b>MOROCCO</b>	
	<b>NIGERIA</b>	
	<b>SOUTH AFRICA</b>	

- EIB and Afreximbank launch  
**€200 Million**  
Africa health resilience investment initiative
- Proparco invests in  
**\$35 Million**  
Healthcare-Focused PE firm Quadria Capital

# SHOWCASE - SMALL TO MEDIUM ENTERPRISES

## AFRICA'S LARGEST GATHERING OF GLOBAL SME'S IN DIGITAL HEALTH



**GIZ at GITEX AFRICA**

### SHOWCASING THE LATEST INNOVATIONS

- Tele-Health
- AI in Healthcare
- Decision Intelligence
- Laboratory Technology
- Paperless Data
- Patient Self-Care
- Robotics & Automation
- Workflow Automation

**PRESENTING DIGITAL HEALTH SOLUTIONS FROM GOVERNMENT & INDUSTRY ASSOCIATIONS**



**E-GOV MAROC**



# SHOWCASE - **STARTUPS**

**THE ONLY PLACE TO PITCH THE BIGGEST FUNDS  
FOCUSED ON DIGITAL HEALTH, ALL IN ONE PLACE**

FEATURING  
THE **MOST**  
**EMPOWERING**  
DIGITAL  
HEALTHCARE  
STARTUPS



**2,000+**  
Pre-matched meetings

**\$ 305 billion**  
worth of Investment Funds

**Find your next big deal through the Investor- Startup Matchmaking Programme**

## Attracting global & regional investors



Mubadala's two funding entities have invested more than **\$1.5 billion** total into **digital health companies** since 2018

**UAE**



has a commitment of **\$50 million** projected to be fully deployed by 2026

**USA**



Villgro Africa has invested over **\$1.36 million** in 36 Kenyan healthcare startups over the last 7 years with plans to launch a Biotech Innovation Hub as part of its regional expansion.

**KENYA**



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The pinnacle of digital health innovation and foremost gathering of visionaries, healthcare leaders, policymakers, and innovators on the African continent. This summit is a beacon of transformation and progress against the backdrop of Africa's dynamic healthcare landscape; it is **the pulse of Africa's healthcare transformation**, beating with the rhythm of innovation, and driving the \$120 billion health tech revolution.

## Addressing the challenges and solutions for Africa:

- Access to Healthcare
- Health Systems Performance
- Quality & Affordability
- Prevention & Care Efficiencies
- Emergencies Response

Attended by 100+

Public Organisation Director Generals,  
Chief Medical Directors,  
Directors of Healthtech, Labtech,  
Digital Health, e-Health and more..



**100+**  
Speakers

**50%**  
for the first  
time in Africa



## Health Investment Forum

DFIs, governments, and IOs have collectively invested over \$20 billion in the healthcare sector in the last fiscal year, focusing on **expanding access** and **improving medical facilities**. This partnership highlights their commitment to addressing critical challenges in healthcare.

### Addressing the challenges and solutions for Africa:

- Infrastructure Investment
- Healthcare Financing Models
- Medical Technology & Innovation
- Capacity Building
- Telemedicine & eHealth

Attended by 100+:

DFIs, Government Representatives, Directors of Institutional Banks, Health CEOs, Investment Firms, Policymakers, Healthcare Investment Consultants and more..

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# GLOBAL LEADERS SHAPE THE FUTURE OF DIGITAL HEALTHCARE FOR AFRICA



**Dr. Neil Buddy Shah**  
CEO  
**THE CLINTON HEALTH ACCESS INITIATIVE**



**Dr Muhammad Ali Pate**  
**COORDINATING MINISTER OF HEALTH & SOCIAL WELFARE, NIGERIA**



**Susan Nakhumicha**  
**CABINET SECRETARY, MINISTRY OF HEALTH - KENYA**



MINISTRY OF HEALTH



**Dr Jean Kaseya**  
Director General  
**AFRICA CDC**



**Khalid Ait Taleb**  
Minister of Health and  
**SOCIAL PROTECTION MOROCCO**



**Dr Matshidiso Moeti**  
Regional Director for Africa  
**WORLD HEALTH ORGANIZATION**



**Prof Jesse A. Otegbayo,**  
Chief Medical Director & CEO  
**Ibadan University College Hospital**



“

Over the last few years, we have embarked on **digitalization drive in the health sector** as a response to the World Health Organization (WHO) call for member **countries to implement digital health interventions in their health systems to improve access to care and well-being for their populations.**”

**Dr Mahamudu Bawumia**  
**VICE PRESIDENT OF THE REPUBLIC OF GHANA**



# AFRICA'S CAMPUS FOR CUTTING-EDGE, CPD ACCREDITED DIGITAL HEALTH TRAINING & WORKSHOPS

## PROVIDERS INCLUDE



## TRAINING COURSES INCLUDE



Information Security and Privacy

Data Analytics

Information and Management Systems

Electronic Health Records

AI in Healthcare

Telemedicine

Health Wearables

## CONTINUED PROFESSIONAL DEVELOPMENTS / CPD CONFERENCES INCLUDE:

Remote Patient Monitoring and Engagement Platforms

Virtual and Augmented Reality in Healthcare



Offering Accredited CPD Points





## HEALTHCARE INSTITUTIONAL VISITS

Guided local visits to some of Morocco's remarkable healthcare facilities

- Mohammed VI University Hospital in Tangier
- Mohammed VI National Center for Disabled (CNMH) in Rabat
- Health Centers -Tétouan-Al Hoceima in Tangier
- Proximity Medical Centre (CMP) - Mohammed V Foundation for Solidarity in Casablanca
- Mohammed VI Polytechnic University - UM6P Campus in Ben Guerir



# CAPTURING THE ATTENTION OF THE WORLD'S MEDIA

**419**  
MEDIA FROM

**27**  
COUNTRIES



“  
Highly anticipated by the African tech ecosystem, the first edition of **GITEX AFRICA proved to be a resounding success**, given the large number of exhibitors and visitors. A positive dynamic has been set in motion”

**Forbes** AFRIQUE

FORBES AFRIQUE

“  
**The continent's most important tech show...** a fascinating glimpse into the future from visionaries In the Tech Space”

**CNN**  
INTERNATIONAL

CNN INTERNATIONAL

“  
**GITEX AFRICA elevated the African ecosystem to the top of the global tech scene.** A landmark moment responsible for accelerating the continued growth and enhancing the profile of African tech”

**Maddyness**

MADDYNESS (UK & FRANCE)

“  
A valuable opportunity to **forge new connections** from various countries and interact with the **innovative startups driving technological advancements** across the continent”

**IGIHE**  
THINK | BUILD | SPREAD

IGIHE (RWANDA)



# CAPTURING THE ATTENTION OF AFRICA'S MEDIA



“GITEX AFRICA 2023 was an eye-opener and a game change”



TV3 (GHANA)



“

GITEX AFRICA was a definitive event combined by the size, programming and venue (Marrakech), creating a strong position for the Moroccan government and its technology ecosystem”



TEHCABAL (AFRICA)

“

...a great chance to meet decision makers, innovators, startup owners and tech giants, to accelerate the digital transition process in this promising continent”



AL AHRAM ONLINE (EGYPT)

“

Incredibly insightful and engaging”



BUSINESS INSIDER (NIGERIA)



“

Great insights into the tech future of Africa”



THE STANDARD (KENYA)



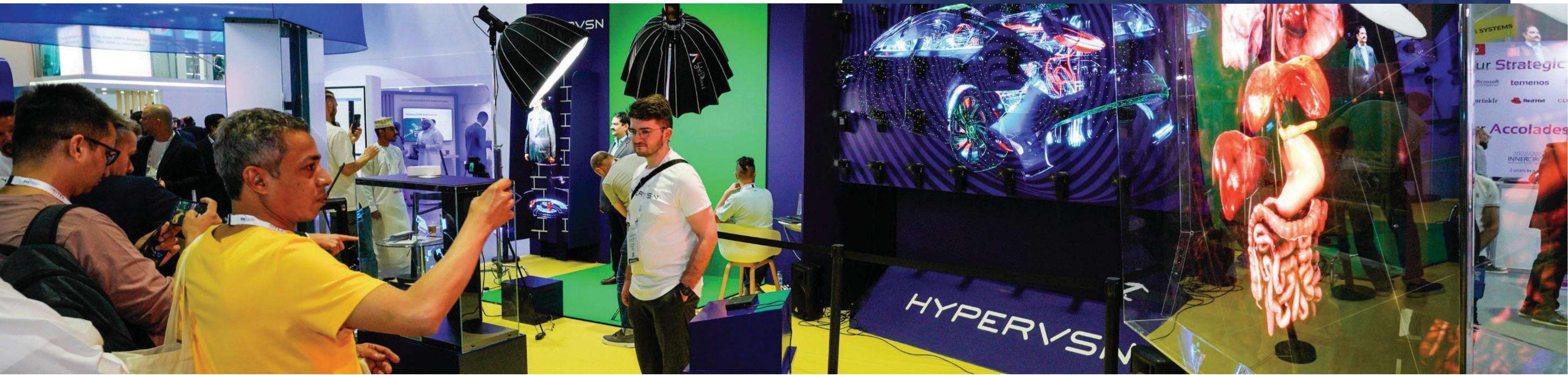


29 - 31 MAY 2024 MARRAKECH

GET INVOLVED TODAY

FOR PARTNERSHIP & SPONSORSHIP

[gitexafricasales@dwtc.com](mailto:gitexafricasales@dwtc.com)



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