



Express Communications Ltd

THE 2ND KENYA HEALTHCARE SHOWCASE

CONFERENCE & EXHIBITION

AGA KHAN PAVILLION & COMPLEX - OCTOBER 22-24, 2010

THEME: PROMOTING PUBLIC AWARENESS IN MEDICINE



The Aga Khan University Hospital, Nairobi

This circular is a follow-up to the first one sent to you in July 2010.

In this 2nd circular, we have attached the first draft of the conference programme and ask you to let us know urgently which areas you will like to be involved or participate. Please let us have your input by August 31, 2010.

If you need any assistance, please contact Sammy K. Masara, the Project Director on Tel: 020-2213360, 0722-779972 or Email: info@expressmediakenya.com.

This 2nd Kenya Healthcare Showcase Conference and Exhibition will be staged at the Aga Khan Pavilion and Complex on October 22nd to 24th 2010. It is an initiative of Express Communications Ltd (ECL), the leading promoter of the healthcare sector in Kenya, working together with the Aga Khan University Hospital. The theme of the event is '**PROMOTING PUBLIC AWARENESS IN MEDICINE**'.

Kenya is home to some of the best medical facilities and expertise found anywhere in the world yet many Kenyans and East Africans in general are not aware of this and hence continue seeking medical services abroad as a result of ignorance rather than choice.

The core concept behind the theme is to showcase Medical/Health facilities and capacity in Kenya and encourage the population to make use of these facilities and expertise rather than seek medical care abroad. The event targets to bring together Hospitals, Pharmaceutical Companies, Medical Insurance Companies, Diagnostic Centres, Specialist Clinics and Medical Specialists to showcase their equipment, products and services. Visitors to be invited to the event will include Kenyan families, Medical specialists from the East Africa Community, Healthcare administrators/proprietors, the Diplomatic community in East Africa, Academia, Non-Governmental agencies in Healthcare, Senior leadership from Government ministries & departments and the private sector.

The objectives of the Exhibition and Conference include:

- Showcase the advancement in the healthcare facilities available in Kenya to serve the larger Eastern Africa.
- Highlight and create greater awareness of the comprehensive range of modern diagnostic state-of-the-art equipment.
- Provide a public forum to engage with various specialist clinics handling complicated medical conditions.
- Provide a launch forum for the introduction of new Healthcare services, equipment and medicine for the East African region.
- Increase the consumption rate of the services as a result of increased consumer awareness.
- Reduce the huge amount of foreign exchange spent abroad for medical services available locally.
- Increase earnings from East Africans who will use Kenya Healthcare facilities and expertise instead of going overseas.
- Create conditions which will ultimately lead to lower cost of providing Healthcare services in Kenya as a result of economies of scale.
- Work towards creating Kenya as a regional healthcare hub.

The Conference

While the Exhibition will be open to a cross-section of exhibitors, the Conference will focus on **Cancer, Hypertension, Diabetes and other related Non-Communicable Diseases and is open to the general public.** The Conference will provide an opportunity for presentation of papers with various developments in Healthcare sector accompanied by enriching discussions by the participants.

Cost of participation will be Kshs 3,500 + 16% VAT. Group bookings of more than 5(five) delegates gives a 10% discount. But in all cases each delegate will fill in an individual booking form. This cost covers all conference material, lunches and teas/coffees. Exhibitors to pay Kshs 2,500 + 16% VAT per participant.

The Exhibition

Will give an opportunity for the various players in the healthcare industry to showcase their equipment, products and services and interact with the target market for their services. The exhibitors will be required to book exhibition stands for a minimal space size of 9m² at a cost of Shs. 69,600.

Industry presentation will cost Shs. 20,000 + 16% VAT for exhibitors and Shs. 30,000 + 16% VAT for non-exhibitors.

Deadline for Conference and Exhibition bookings will be on first-come-first-served as the space is limited.