

AHK GBN WEB SERIES PROGRAM LINE-UP

HEALTH AND MEDICAL TECHNOLOGY 14/10/2020

In Nigeria, experts estimate that private health spending in 2020 was around US\$ 11 billion, accounting for about 70 percent of total health spending. In Ghana, the experience with COVID-19 has prompted the government to finance and promote the construction of hospitals in the country. In Côte d'Ivoire, the government announced in April 2019 that it intends to invest around 2.4 billion euros in the health sector by 2020 to 2024. Dakar is one of West Africa's preferred locations for health tourism and has a number of well-equipped private clinics.

There are numerous opportunities for private investors, especially in hospital construction and operation and in medical technology. The market for medical equipment has been growing steadily for years (GTAI, 2020). COVID-19 and the associated travel restrictions have prevented many West Africans from travelling abroad for treatment. The supply gaps in the country became apparent. It is assumed that more private investment will be directed into the expansion of private health care infrastructure to fill these gaps, at least for wealthy patients.

This event will focus on:

- Market information on the health care industry, regulatory framework and stakeholder overview
- Market opportunities in public and private health care
- Information on support offers for market entry and Business initiation

AGENDA	Duration
Introduction	5min
Health management in West & Central Africa	15min
Entrepreneurs report	20min
Business opportunities for German companies	15min
EZ Scouts report from the field	10min
Telemedicine - Innovations from West & Central Africa	20min
Closing Remarks	5min