

MINISTRY OF HEALTH
FEDERAL GOVERNMENT OF SOMALIA



SOMALI HEALTH EXHIBITION & CONGRESS

14th - 16th - DEC 2023

CONCEPT NOTE





Introduction

Somali Health Exhibition And Congress

We are delighted to present the concept note for the Somalia National Health Exhibition and Congress 2023, a prestigious event in the healthcare industry. This event aims to bring together healthcare professionals, policymakers, and stakeholders to promote collaboration, share knowledge, and showcase innovative solutions that advance healthcare delivery in Somalia.



Objectives

- **To promote collaboration** : Foster collaboration and networking among stakeholders in the health sector, including healthcare professionals, policymakers, and representatives from the private sector.
- **Knowledge Sharing** : Facilitate knowledge-sharing and discussions on key challenges and opportunities in the Somali health sector.
- **Showcase Innovation**: Showcase innovative solutions and technologies that can enhance healthcare delivery in Somalia.
- **Exhibition Platform**: Provide an opportunity for companies and organizations to exhibit their products and services related to the health sector.
- **Public Awareness**: Promote public awareness and education on health-related issues in Somalia.



Mission

Advancing Somali health through education, collaboration, and innovation. Promoting awareness, cultural sensitivity, and advocating for equitable healthcare access. Fostering partnerships and empowering the Somali community for better health outcomes. #SHEC2023



#SHEC2023

1. Improved collaboration and networking among stakeholders in the health sector.
2. Increased knowledge-sharing and discussions on key challenges and opportunities in the Somali health sector.
3. Increased awareness and adoption of innovative solutions and technologies that can improve healthcare delivery in Somalia.
4. Increased participation by companies and organizations in the health sector, leading to increased investment and improved product service offerings.
5. Increased public awareness and education on health-related issues in Somalia.





Key Activities

Somali Health Exhibition And Congress

1. Keynote speeches by renowned healthcare professionals and policy makers on issues related to the Somali health sector.
2. Panel discussions and workshops on key challenges and opportunities in the Somali health sector.
3. Exhibitions showcasing medical equipment and technology, pharmaceuticals, and healthcare services.
4. Networking opportunities for stakeholders in the health sector.
5. Public awareness campaigns on health-related issues in Somalia.



Participants

1. Healthcare professionals, including doctors, nurses, and pharmacists.
 2. Policymakers and government representatives from the health sector.
 3. Representatives from the private sector, including companies and organizations operating in the healthcare industry.
 4. Representatives from international organizations working in the health sector in Somalia.
 5. Members of the public interested in health-related issues in Somalia.
- Tentative date

5
**Thematic
Areas**

12
Conferences

50 +
Exhibitors

3000 +
**Expected
Visitors**

#SHEC2023



Why Exhibit ?

Somali Health Exhibition And Congress

1. **Brand Visibility:** Showcase your brand to a targeted audience, enhancing your organization's profile and recognition.
2. **Networking:** Connect directly with industry leaders, potential partners, and customers.
3. **Direct Sales Opportunities:** Engage with attendees who have the potential to become customers or clients.
4. **Market Insights:** Gain firsthand knowledge about current trends, demands, and gaps in the market.
5. **Product Launch:** Introduce new products or services to a receptive and relevant audience.
6. **Feedback:** Receive direct input and feedback on your products, services, or concepts from industry peers and potential customers.
7. **Positioning:** Establish your organization as an industry leader and key player.
8. **Competitive Analysis:** Observe and analyze what competitors are doing and identify unique selling points for your brand.
9. **Learning:** Attend workshops, seminars, and talks that can provide knowledge beneficial for your business.
10. **Building Relationships:** Foster and strengthen relationships with existing clients and cultivate new ones.





Why Attend ?

Somali Health Exhibition And Congress

- 1. Education:** Attend seminars, workshops, and talks by industry experts to expand your knowledge.
- 2. Discover Innovations:** Explore the latest products, technologies, and solutions in healthcare.
- 3. Networking :** Meet industry leaders, peers, and potential collaborators to expand your professional network.
- 4. Trend Spotting :** Stay updated with the latest trends and shifts in the healthcare industry.
- 5. Hands-on Experience :** Engage with interactive exhibits and live demonstrations.
- 6. Personal Development:** Attend training sessions or workshops tailored to individual career growth.
- 7. Inspiration :** Gather ideas and insights that can be applied to your profession or business.
- 8. Exclusive Offers :** Benefit from event-only discounts or promotions from exhibitors.
- 9. Engage in Dialogues :** Participate in discussions, panels, and Q&A sessions about pressing industry topics.
- 10. Cultural Experience :** Immerse in the local culture, especially if the event attracts international attendees, providing a rich cultural exchange.



#SHEC2023



Sponsorship

Somali Health Exhibition And Congress

DIAMOND ELITE

\$25,000

DIAMOND PREMIER

20,000

DIAMOND SIGNATURE

15,000



The Diamond sponsorship tiers stand as a testament to our commitment to recognizing and celebrating the monumental contributions of our most esteemed partners in the realm of healthcare advancement. Designed exclusively for those who seek to make a significant impact, these packages offer unparalleled benefits, ensuring that our Diamond sponsors are positioned at the forefront of the event.

Understanding that every sponsor has unique aspirations and visions, our team is dedicated to offering tailored experiences within the Diamond category. We warmly invite you to engage with us directly for detailed discussions, ensuring that your sponsorship journey aligns seamlessly with your brand's mission and goals.



#SHEC2023



Packages

PLATINUM

Exclusive Branding:

Your organization's logo prominently featured on all event materials, website, and signage.

Keynote Speaker Slot:

Opportunity to introduce a keynote speaker during a plenary session, positioning your brand as a thought leader.

Premium Exhibition Space:

Prime booth location with enhanced visibility, allowing you to showcase your innovations to a broad audience.

VIP Access:

Five complimentary full-access passes for your team, ensuring top-tier networking opportunities.

Sponsor Spotlight:

A dedicated session to showcase your organization's products, services, and innovations to a captivated audience.

Networking Reception:

Exclusive sponsorship of the opening reception, providing an ideal platform for high-level networking.

\$9,750



Somali Health Exhibition And Congress

GOLD

Branding Exposure:

Your logo recognized on event materials, website, and signage, increasing your brand's visibility.

Session Sponsorship:

The opportunity to sponsor a specific session aligned with your expertise, highlighting your commitment to industry knowledge.

Choice Exhibition Space:

Preferred booth location in the exhibition area, ensuring prime exposure.

VIP Access:

Four complimentary full-access passes for your team to connect with key stakeholders.

Social Media Promotion: Dedicated social media posts acknowledging your support, reaching a wider online audience.

\$7,250



SILVER

Logo Visibility:

Your organization's logo prominently placed on event materials and the official website.

Standard Exhibition Space:

Booth space in the exhibition area to engage with attendees and showcase your products or services.

VIP Access:

Three complimentary full-access passes, providing access to industry leaders and decision-makers.

Panel Participation:

The opportunity to participate in a panel discussion, demonstrating your expertise on a relevant topic.

Acknowledgment:

Recognition during event opening and closing remarks, increasing your organization's exposure.

\$5,250

BRONZE

Logo Inclusion:

Your logo featured on event materials and the official website, raising brand awareness.

Basic Exhibition Presence:

Space for a booth in the exhibition area, enabling interaction with attendees.

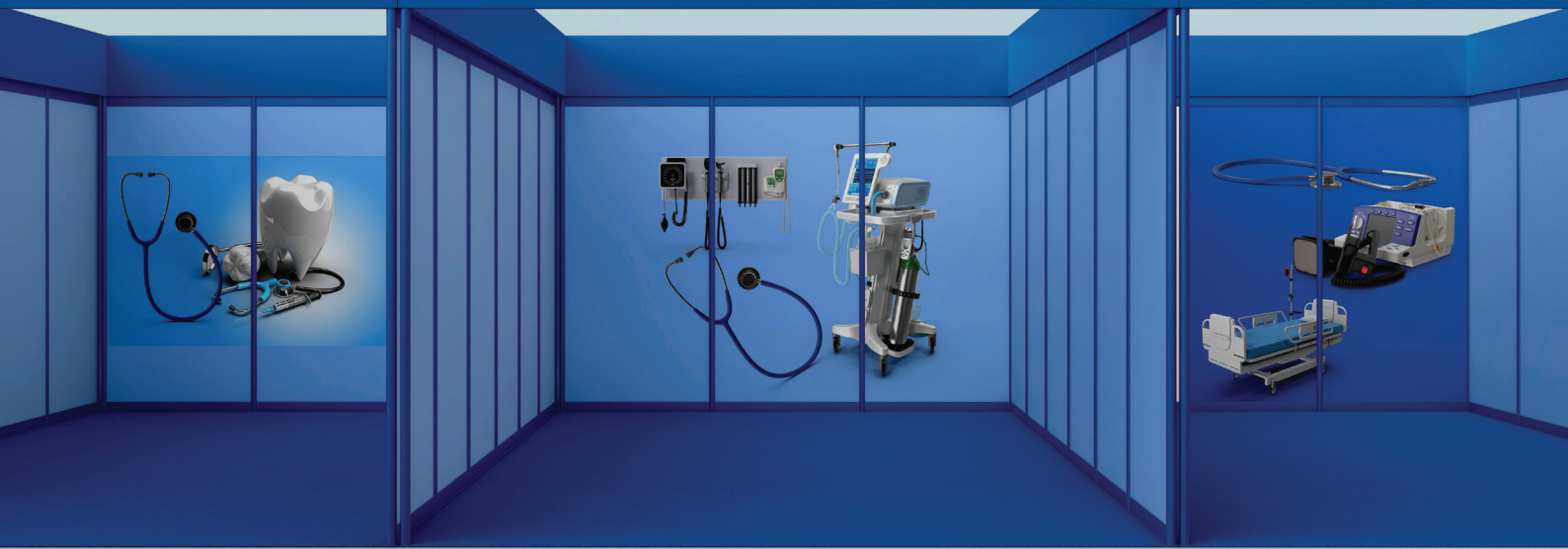
VIP Access:

Two complimentary full-access passes for your team to connect with professionals.

Networking Opportunities:

Access to networking sessions and receptions, fostering valuable connections.

\$3,250





Advertising

Somali Health Exhibition And Congress

LANYARDS

Attendees will be wearing your brand throughout the expo. Your logo will be prominent on the lanyard

COUNTDOWN

Get your company featured in countdown emails and posters

SPOTLIGHT

Showcase an image or video on the online Exhibitor directory.

REGISTRATION

Place your logo on the first stop for SHEC2023 attendees. Your logo will be featured on the registration website, along with the first email attendees receive.



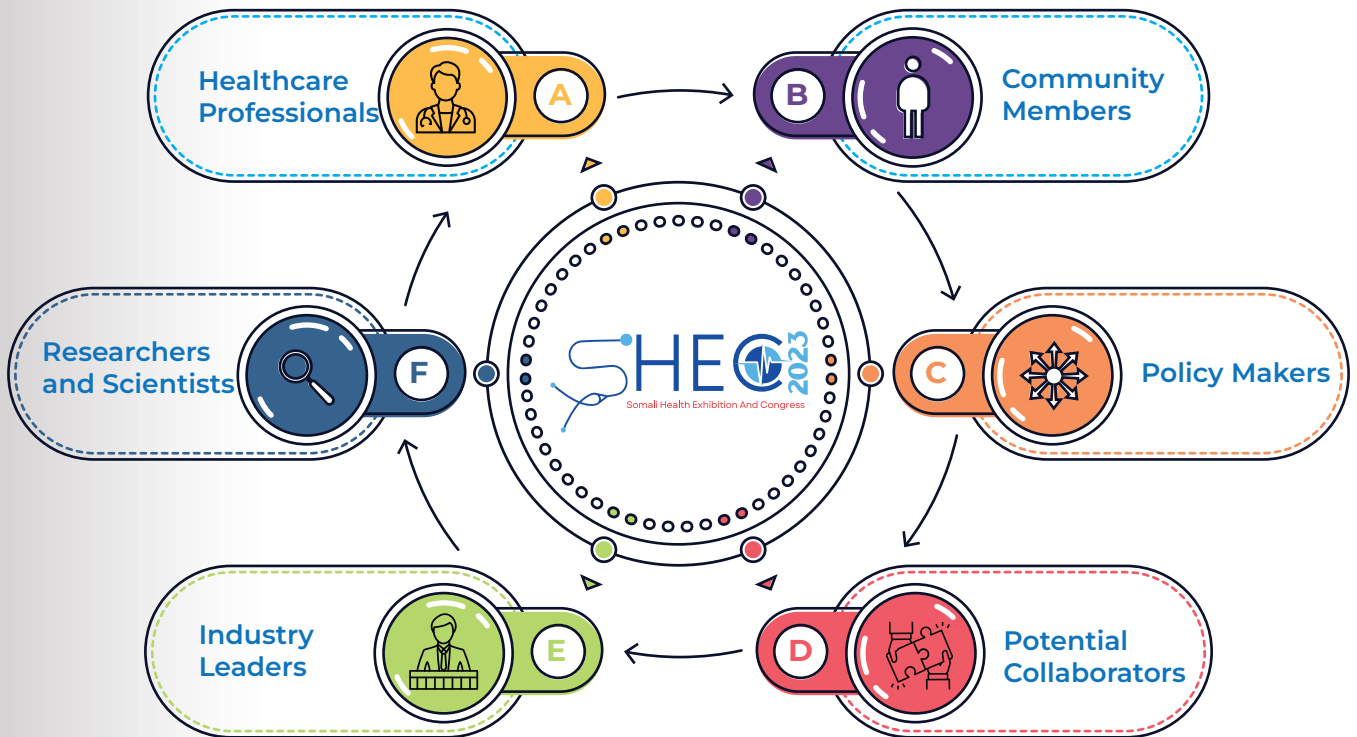
Schedule

Conferences at a Glance

Conferences at a Glance		
Day 1	Day 1	Day 1
Public Health	Decontamination and	Quality Management
Imaging and Diagnostics	Sterilization	Patient Safety
Nursing	Clinical Pathology	Women's Health
Laboratory Management	Healthcare Management	Emerging Healthcare
	Innovations in Healthcare	

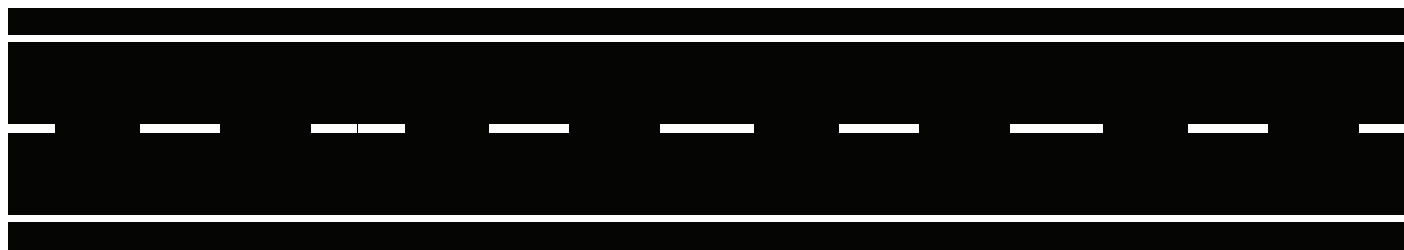
Who will You meet ?

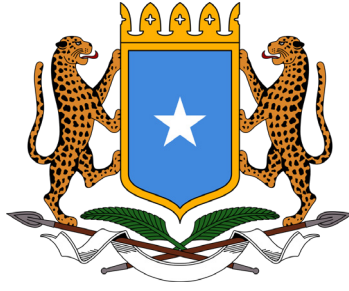
Somali Health Exhibition And Congress



Conclusion

The Somalia National Health Exhibition and Congress aims to promote collaboration, knowledge-sharing, and innovation in the Somali health sector. The congress provides an opportunity for stakeholders in the health sector to showcase their products and services, learn from each other, and find ways to improve healthcare delivery in Somalia.





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