19th - 21st November 2018
African Union Conference Center,
Addis Ababa, Ethiopia

AU NEPAD/ DFS Africa Pharma Conference Partner Sponsorship Package

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DEAR PARTNER

On behalf of the African Union Commission, NEPAD and DFS Africa, I cordially invite you to participate as a sponsor of Africa Pharma Conference 2018 which is being held at the African Union Conference Center, Addis Ababa, Ethiopia on Monday 19th November - Wednesday 21st of November, 2018.

We believe that Africa Pharma Conference is the largest congregation of professionals and experts across pharmaceutical, healthcare and financial organisations across Africa.

This conference creates an avenue for public authorities, policy makers, project sponsors, Fund managers, HNIs and investors in Pharma and healthcare both Private and institutional to come together to discuss best practices and the most efficient ways to scale Pharma production, structure healthcare projects and funnel private finance into the healthcare sector across Africa.

The overall aim of the conference is to facilitate concrete action that will improve access to affordable essential medicines and catalyze local production in Africa by harnessing highlevel political commitment, workable solutions and private sector financing that will contribute significantly to a healthy African society. It is our intention that the conference will contribute to 2 key UN Sustainable Development Goals; Goals 3 and 9.

Sponsorship of the Africa Pharma Conference will provide your company with unparalleled visibility across all the 55 countries in Africa, and within Africa's investor universe, alongside providing huge networking opportunities and valuable business development insights into Africa's healthcare sector.

DFS Africa has successfully developed a reputation for providing opportunities for global investors to meet a wide range of attractive and suitable African investment opportunities. As a result, the DFS Africa annual summit is attended by important global financiers investing into Africa and by venture capitalists interested in learning more about the recent emergence of Africa as one of the world's most promising investment destinations. DFS Africa focuses predominantly on attracting investment into Africa's critical sectors and this conference will be attended by policy makers and investors from across the globe and most importantly local Banks, Insurance Companies, Micro-finance Companies and Leasing companies, as well as a wide array of innovation and technology driven companies.

The geographical focus of DFS Africa attracts companies from all parts of Africa, including North, East Southern and West Africa with companies from over 45 different African countries expected to attend in 2018. This document demonstrates the exciting benefits that you will enjoy as a sponsor. Don't miss this unique opportunity to use NEPAD/DFS Africa Pharma Conference 2018 as a business development opportunity.

I look forward to meeting you at the Africa Pharma Conference 2018.

Best regards,

Bankole Eniola

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THE AGENDA

DAY 1

09:00 – 12:00	**Official Opening - Launch of the Africa Industrialization Week** **Welcome Remarks - Commissioner Industry** **High Level Statements –** • Private Sector • UNECA – Executive Secretary • UNIDO – Director General • WHO – Director General • NPCA – Chief Executive Officer • AUC Chairperson • AU Chair
10:00 – 10:10	**Short video** Africa Industrialization - 5 Mins Local Production – 5 Mins
10.15 – 12.00	**Moderated Panel Discussion and Questions from the Audience (High Level)** **Panelists:** 1. H.E President (tbc) 2. H.E President (tbc) 3. Dr Akinwumi Adesina (AfDB) 4. Private Pharma Sector 5. H.E Michel Sidibe 6. H.E Bience Gawanas (UN-SAA) Issues • Political Will, National Vision and Strategies • National Policy coherence and Inter-governmental coordination for seamless execution • National Champions to drive Infant industry development • Commitment of resourcing and incentive framework
12.00 – 1.00	**Highlights of relevant continental policy and programmes** • Commissioner of Trade and Industry • Commissioner for Social Affairs • Continental Private Sector (Bank)
14.00 – 15.15	**Leadership in Local Production in Africa - USP** • The next frontiers in the delivery of essential medicines, from QA to production close to the area of need (J Nwokike / E Kane) • General Discussions
15.15 – 16.00	**Universal Access to Quality Assured Essential Medicines** • Malaria Futures for Africa at a Glance – Novartis • Mylan – a global leader in ART provision: The Case for Dedicating Capacity to the production of ARV (H Bresch) • Novartis – A history of game changing engagement in Africa (P Matchaba) • Bangladesh Pharma – From 80% reliance on imports to 97% production of all essential medicines - the next phase taking on India and China in the world (BAPI Rep)
16.00 – 16.30	**TEA BREAK**
16.30 – 18.00	**Technology Transfer as a Catalyst for Local Production of Medicines and other Technologies** • Setting up a Condom Manufacturing Facility in Africa – Lessons from Nulatex SA (K Tloubatla) • Quality Chemicals and Cipla – WHO prequalification and quality production of essential medicines (G Baguma) • Juhel Pharma and Oxytocin Production in Nigeria (Dr I Okoye) • IFPMA and Technology Transfer to Africa based manufacturers (G Perry)

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DAY 2

8.30 – 10.00	**Creating the Right Financial instruments for LPP, Financing initiatives: Origination, Structuring and Execution** • Fund for Africa's Pharmaceutical Sector Development (FAP-D) • AfDB • IFC • AFRIEXIM Bank • Abraaj Group • The Indian Pharmaceutical Industry – government incentives for global competitiveness (S Chaudri) • Video from a continental bank
10.00 – 10.30	**TEA BREAK**
10.30 – 11.45	**Research and Development and Harnessing the Diaspora Capacity** • Leveraging Africa based research competencies (S Nwaka) • An Africa developed blockbuster in the horizon? (K Chibale) • Policy incentives to attract Diaspora investment and develop local talent (Dr C Niyikiza) • Harnessing Diaspora scientific talent (P Lartey) • Accelerating Excellence in Science in Africa (AESA) – Tom Kariuki (ASS) and Prof Ambali (NEPAD) • Tackling Infections to Benefit Africa (TIBA) – Francisca Mutapi
11.45 – 13.00	**API Production in Africa – From Dream to Reality** • The Lagray Experience with Azithromycin (P Lartey) • Competing in an Uneven Playing Field (Fine Chemicals) • Egypt and the March to self-sufficiency (S Helmy) • Is Leap-frogging possible for Africa: Adopting Faster, Cleaner, Greener Technologies and Process (J Fortunak)
13.00 – 14.00	**LUNCH BREAK**

14.00 – 15.30	**Developing LPP – What is the Evidence from Around the World**
	• Leveraging government Procurement as a financial asset for local companies (G. Banda)
	• TRIPS Flexibilities and other Patent Mechanisms
	  • Bangladesh Speaker (BAPI Rep)
	  • Medicines Patent Pool (Sandeep Juneja)
	  • Voluntary Licenses and Technology Transfer – from a local African company to global leader: the case of Aspen (Stavros Nicolaou)

15.30 – 16.30	**Towards Policy Coherence for LPP – Selected Country Experiences** • The Ethiopia Case Study (M Wolde - Miriam) • Ghana • Algeria • Bangladesh Case Study
16.30 – 17.00	**TEA BREAK**
17.00 – 18.30	**Leveraging International Development Support for Local Pharmaceutical Production:** *- Inclusive procurement practices* *- Carve-outs and set-asides for local manufacturers*
	• WHO pre-qualification (R Kuwana) • IFPAM (G Perry) • Global Fund (A Pratt) • UNFPA (CSB) • UNDP (T Avafia) • UNIDO (Alastair West) • UNAIDS

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DAY 3

8.30 – 10.30	**Health and Human Rights – No one left behind** • Access to Essential Medicines in Africa • Reproductive Health Commodities and Family Planning – Making Universal Healthcare a reality – (BMGF) • (PPP and) Universal Health Care - • Non - Communicable diseases and Local production - • Falsified and Substandard Drugs – Africa's silent Pandemic - WHO • Anti-microbial resistance in Africa – the evidence and newer treatment options • Neglected Tropical Diseases; "Neglected Human Beings" – John H. Amuasi (ARNTD)
10.30 - 11.00	**TEA BREAK**
11.00 – 12.00	**Growing Sustainable Supportive/Allied Industries and Services** • Technology and artificial intelligence • Supply Chain Management • Legal and Intellectual property related services • Multi-sectoral infrastructure and services • 5 Minutes video of commercial bank or related business
12.00 – 13.00	**Strategic Continental Initiatives** • Regulatory systems and harmonization: Foundation for establishment of the African Medicine Agency and AMRH • Africa CDC • Africa Continental Free Trade Area (AfCFTA)
13.00 – 14.00	**LUNCH BREAK**
14.00 – 15.30	**Replicating and Scale Up of Good Practices, Successful Approaches, Methodologies and Interventions for Universal Access/Local Production**

	• UNIDO GMP Roadmap and Lean Manufacturing: The Real-World Experience
	• Medicines Regulatory Systems strengthening and harmonization
	  • The ZAZIBONA Experience
	  • EAC
	  • WHO Collaborative Procedure
	• Technology Transfer experiences
	• USAID and the Bioequivalence study assistance
	• Expedited registrations – The Ghana Experience
	• Bangladesh and the API Brokerage

15.30 – 17.00	**Africa Beyond Condom Donations/Local Manufacturing**
17.00 – 17.30	**COFFEE BREAK**
17.30 – 18.30	**Closing Ceremony** • FAPMA • United Nations • NEPAD CEO • Commissioner for Social Affairs • Commissioner for Trade and Industry • Govt of Rwanda – (Minister/Amb)

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BENEFITS OF PARTNERING WITH NEPAD/DFS AFRICA

Africa Pharma Conference 2018 is going to attract more than 500 delegates from 45+ African countries. We have secured the commitment of 4 seating African presidents, 58 cabinet ministers across Africa and a host of policy makers keen to attract private investment into Pharma and healthcare. This event is a perfect environment for developing relationships, exploring ideas, developing opportunities and expanding into new markets.

Why you should attend Africa Pharma Conference 2018:

Africa Pharma Conference 2018 is Africa's "go- to" event for Pharma and healthcare services companies. This event will offer you the opportunity to promote your company to a wide range of African Pharma and health services companies, global banks, insurance companies, debt and equity companies, major African and global investment houses and other interested parties.

- Access a very wide range of financial and healthcare services executives from across Francophone, Lusophone, English and Arabic Africa
- Meet many of Africa's leading institutional investors, both debt and equity, private equity and listed equity
- Attend the stream of presentations most relevant to your business
- Gain visibility for your company at this high profile event in a high footfall arena
- Explore business deals with directors, executives and other key participants in Africa's Pharma and healthcare services sector

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ABOUT THE AFRICA PHARMA CONFERENCE 2018

The NEPAD Agency, African Union Commission (AUC), and key stakeholders including the Consortium of Partners (in support of the PMPA) will convene a high-level, pan-African forum on improving access to essential medicines and facilitate local production. The meeting will focus on establishing clear priorities for specific, coordinated and effective actions as well as Business to Business Platforms with support and commitment of senior policy makers to realize the vision of the African Heads of State and Government.

The overall aim of the forum is to facilitate concrete action that will improve access to affordable essential medicines and catalyze local production in Africa by harnessing high-level political commitment and workable solutions. The forum will;

- Examine the evidence as it relates to constraints, opportunities and examples of good practices;
- Consider a broad range of related issues including those of harmonization of regulatory protocols, research and development, production, quality control, distribution, testing and diagnosis and health care capacity development, as well as incentives that can boost local production on the African continent such as the African Medicines Agency and other health systems initiatives;
- Facilitate and forge business to business partnerships;
- Articulate a set of recommended actions; The outcomes of the forum will be presented to African Union Organs such as the Assembly of Heads of State and Government for consideration.

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SPONSORSHIP OPPORTUNITIES

Leading Organizations continues to play a major role in addressing the various developmental challenges faced by Africa. The High-Level Pan-African Conference on Access to Medicines and Health Commodities provides a unique opportunity to showcase your organization's support and effort towards advancing Africa's development.

The Conference organizers are seeking a mutually beneficial sponsorship deal with a brand that resonates with the cause of accelerating an industrial development structured business climate in Africa.

SPONSORSHIP OPTIONS

PLATINUM SPONSORSHIP - INVESTMENT $250,000 BENEFITS

- Event name attachment e.g. 'AU-NEPAD Pharma Conference by 'Company X'.
- Conference website updated with brand logo (on every page) and hyperlink to Brand's website.
- Full Page advert in Conference Brochure (Inside front cover or inside back page)
- 50% Co-Branded Show Bags - Position your company as an industry leader in front of the whole Pharma industry and senior policy makers. Visitors will use these throughout the conference days to carry all their event information and promotional items, giving your brand ultimate visibility.
- 50% Lanyards – Your company logo will be printed on 50% of lanyards. This will give maximum visibility of your brand because every attendee will wear them for the duration of the exhibition.
- 50% Visitor Badges – this is an item every single visitor and exhibitor will carry for the duration of the whole event. This is printed on two sides with company logo and distributed at the registration desks
- Banner display at the Exhibition Hall
- Free Standing Sign / Banners Outside Halls and in Exhibition
- Exhibition Booth table
- 5 Conference passes

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GOLD SPONSORSHIP - INVESTMENT $200,000 BENEFITS

- Sub-Event name attachment e.g. 'AU-NEPAD Pharma Conference Deal Room by 'Company X'.
- Conference website updated with brand logo (on every page) and hyperlink to Brand's website.
- Full Page advert in Conference Brochure
- 50% Co-Branded Show Bags - Position your company as an industry leader in front of the whole Pharma industry and senior policy makers. Visitors will use these throughout the conference days to carry all their event information and promotional items, giving your brand ultimate visibility.
- 50% Lanyards – Your company logo will be printed on 50% of lanyards. This will give maximum visibility of your brand because every attendee will wear them for the duration of the exhibition.
- Free Standing Signs / Banners Outside Halls and in Exhibition
- Exhibition Booth table
- 3 Conference passes

SILVER SPONSORSHIP - INVESTMENT $150,000 BENEFITS

- 50% Visitor Badges – this is an item every single visitor and exhibitor will carry for the duration of the whole event. This is printed on two sides with company logo and distributed at the registration desks
- Conference website updated with brand logo (on every page) and hyperlink to Brand's website.
- Half Page advert in Conference Brochure
- Free Standing Signs / Banners Outside Halls and in Exhibition
- Exhibition Booth table
- 3 Conference passes

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KNOWLEDGE PARTNERS - INVESTMENT $75,000 BENEFITS (4 SOLD, 4 REMANING)

- Own a thematic session in line with Conference Concept Notes. Opportunity to shape agenda and output of conference
- Conference website updated with brand logo (on every page) and hyperlink to Brand's website.
- Half Page advert in Conference Brochure
- Exhibition Booth table
- 3 Conference passes

EXHIBITION BOOTH - INVESTMENT $10,000 - $25,000 BENEFITS

- Own Exhibition table / cubicle
- Banner / Free standing sign at Exhibition hall
- Conference website updated with brand logo (on every page) and hyperlink to Brand's website.
- Half Page advert in Conference Brochure
- 2 Conference passes

Other Promotional Opportunities

- Exhibition Hall Sponsor – company branding on walls, free standing signs and printed exhibition hall map - $20,000
- Brochure Advert (half page) - $10,000 (7 REMAINING)
- Flyers included in Conference Bags - $10,000
- Sponsored Op-Ed Video Sponsor - $10, 000 (to be distributed on social media, newsletters and all post-conference publicity channels

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DECISION MAKERS

AU	20 (Led by the Chairperson)
Head of States	4 Confirmed so far
Development Partners	6
Cabinet Ministers	58

DELIGATES

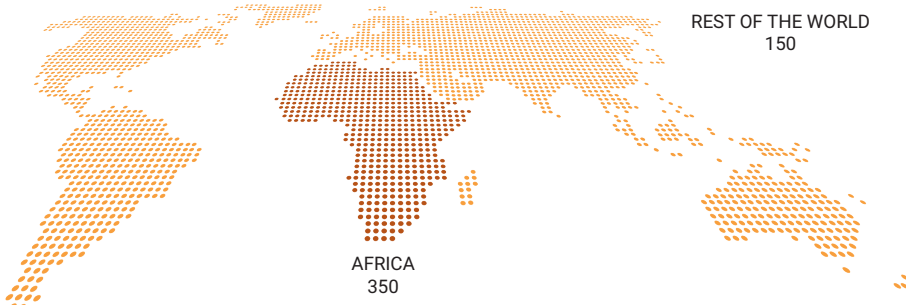
500+

CEO's and Industry Stalwarts	55
Senior Managers	145
Senior Policy Makers	180
Investors	20
End Users	160
Others	48

TOPICAL PARTICIPANTS

- Pharma Manufacturing
- Devices
- Pharma & Healthcare Financing
- Health Technology

DELEGATE REPRESENTATION



INTRODUCING THE DEAL ROOM

INVESTORS

20

CURATED COMPANIES

50

DFS Africa working to attract $10 billion in investments into the Africa Pharmacy and healthcare sectors

www.africapharma2018.com

SPEAKERS

VIP	4
Keynote	4
Moderators	6
Session Speakers	30

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PARTICIPANTS AND DELEGATES TO THE CONFERENCE WILL INCLUDE:

SENIOR GOVERNMENT OFFICIALS such as Line Ministers; (Health, Industry, Trade, Finance etc)

REGIONAL ECONOMIC COMMUNITIES (RECs) i.e ECOWAS, SADC, COMESA, AMU, EA

PRIVATE SECTOR Pharmaceutical, Medical Devices; Diagnostics; Investments etc

NATIONAL MEDICINES REGULATORY Authorities

UNITED NATIONS AGENCIES

AFRICAN ACADEMIC AND RESEARCH INSTITUTIONS

CIVIL SOCIETY

DONORS AND DEVELOPMENT PARTNERS

REGIONAL AND INTERNATIONAL FINANCE INSTITUTIONS Pharmaceutical, Medical Devices

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Who do I contact?

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