

EXHIBIT WITH THE STATE OF ILLINOIS



AFRICA HEALTH

Cape Town, South Africa | October 17 - 25, 2024

Please join the Illinois Department of Commerce and Economic Opportunity, Office of Trade & Investment on a medical trade mission to South Africa that includes a stop in Johannesburg, and participation in the Africa Health Exposition. The show takes place at the Cape Town International Convention Center.

It is the largest medical trade show in Sub-Saharan Africa. An entry point to the continent where a substantial portion of medical device and lab equipment exports are sent to other parts of Africa. This is the most influential healthcare exhibition on the African continent.

In 2023 there were more than 500 exhibitors from 55 plus countries, 7,000 plus attendees and 3,000 delegates. It is an excellent venue to bring your ideas to high-profile decision-makers, position your products directly in front of buyers, and offer a powerful sales message to prospective clients: public and private buyers, and distributors/dealers. Product categories exhibited include medical equipment and devices, disposable and consumer goods, preventive and post-diagnostic treatments, imaging and diagnostics, healthcare and general services, healthcare infrastructure and assets, IT systems and solutions, orthopedics and physiotherapy/rehabilitation.

"Africa Health brings you face to face with the entire African healthcare community to create unparalleled networking and knowledge sharing opportunities helping your business grow and reach newer heights."

Participation Details:

Companies selected to participate in the mission will receive the following, in accordance with ISTEP eligibility guidelines.

- Exhibit space at Africa Health
- B2B matchmaking in Cape Town and Johannesburg
- 25 – 75% partial reimbursement of lodging and airfare costs in accordance with guidelines
- Briefing material
- Pre-show promotion
- Assistance with travel logistics

Participation Fee: \$1000

Application Deadline: June 7, 2024

Space is limited and qualified Illinois firms will be considered on a rolling basis.

For more information contact:

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U.S. Small Business Administration



Illinois Department of Commerce & Economic Opportunity

JB Pritzker, Governor