



PRESS RELEASE

**First Indian Medical Tourism Destination (IMTD) Exhibition
(IPHEX Ethiopia)**

The first Indian Medical Tourism Destination (IMTD) Exhibition - **IPHEX Ethiopia** - was held at Millennium Hall, Addis Ababa on 20 & 21 February 2017. The Embassy in collaboration with the Pharmaceuticals Export Promotion Council of India (PHARMEXCIL), Federation of Indian Export Organization (FIEO) and Department of Tourism of India organized IPHEX Ethiopia. More than 30 pharmaceutical companies and 28 major hospitals across India participated in the event with their senior representatives. The objective of the exhibition was to share with Ethiopian companies, organizations, agencies, etc. the Indian experience, technology, knowledge and expertise in developing a strong Pharmaceutical and Health industry in India over the last decade.

H.E. Prof. Yifru Berhan Mitke, Minister of Health of Ethiopia graced the occasion as the Chief Guest. Hon'ble Minister briefed the delegates about the growth of healthcare sector in Ethiopia and the possibilities of Indian collaboration for meeting the priorities of the Ethiopian Government in the field of healthcare delivery. The Minister highlighted the vast potential existing in Ethiopia for investment by Indian pharmaceutical manufacturers for domestic market as well as for export to neighboring and COMESA countries.

H.E. Mr. Anurag Srivastava, Ambassador of India to Ethiopia addressing the gathering, highlighted the fact that India-Ethiopia cooperation in the healthcare sector was a meeting point for mutual economic interests as well as common development aspirations. Stating that India would remain a partner of choice because of its strength in pharmaceutical manufacturing and providing quality healthcare at affordable rates, he also referred to traditional medicine and capacity building as potential areas of cooperation. The Ethiopian Investment Commission and the Ethiopian Medical Association also participated in the exhibition and presented the scope and opportunities in Ethiopia.

A large number of Ethiopian nationals are visiting India for medical treatment, including critical surgeries, and more than 1500 medical visas were issued to Ethiopians by the Embassy last year. The Embassy had recently facilitated the visit of an Ethiopian Government study team to India under the guidance of the Hon'ble Prime Minister's Office to collaborate for the development of pharmaceutical sector in Ethiopia, especially to set up

pharmaceuticals manufacturing units in Kilinto Pharma Park. A large number of Ethiopian companies and business organisations from pharmaceutical and healthcare fields attended the exhibition. The event extended an opportunity for relevant entities from both countries for networking for future collaborations. The B2B engagements helped the delegates to understand functioning of the healthcare sector in Ethiopia and related policy regulations, incentives for investments and manufacturing offered under GTP-II.

The delegation also had an interaction with the Indian Business Forum (IBF), Addis Ababa to better understand the opportunities and challenges of doing business in Ethiopia.

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