

# The Inaugural Lake Region Health Investment Conference and Exhibition

**Kisii University, Kisii County**

**29-31, March 2017**

Strengthening Healthcare Systems through Partnerships for Socio-Economic Prosperity



# CONCEPT NOTE

## Background

On 4 August 2010, 67 percent of Kenyan voters approved a new Constitution in a constitutional referendum, and it was signed into law on 27 August 2010. The new constitution ushered in the “second Republic”, the manifestation of the people’s desire for change, government accountability, and democracy. At the heart of this change is the concept of devolution of political and economic power to 47 newly-created counties.

The promulgation of the constitution of Kenya 2010 brought a devolved system of government that brings decision making structures and processes closer to the people. However, devolution is often challenged by counties that are too small a unit to leverage economies of scale and often unable to tap into a robust pool of skilled labor, natural resources, markets or funding options required to catalyze positive change within the region.

It is this realization that informed the formation of the Lake Region Economic bloc comprising of 13 counties within the western Kenya region. The 13 counties that form the Lake Region Economic Block include;

1. Bomet
2. Bungoma
3. Busia
4. Homa Bay
5. Kakamega
6. Kericho
7. Kisii
8. Kisumu
9. Migori
10. Nyamira
11. Siaya
12. Trans Nzoia
13. Vihiga

These counties have similar ecological zones and natural resources, have analogous cultural histories that date back to historical migrations and trading routes.

To deepen the process of economic integration, the Bloc has developed what is now called the **Lake Region Economic Blue Print** to provide a framework for economic integration. The Blue Print, developed by consultancy firm Deloitte East Africa and funded by the Ford Foundation has identified seven pillars to drive the economic transformation of the region. The seven pillars are: agriculture and tourism (productive), education and health (social) ICT, Infrastructure and financial services (enablers). These pillars are implemented by respective partners under the oversight of Deloitte East Africa.

## Rationale for the event

Under the Health Pillar, the Ministers for health from each county in the region have been meeting to deliberate on how best to address the challenges they face. They concluded that one of the initial milestones should be the hosting of an investment Conference. The Inaugural Lake Region Health Investment Conference and Exhibition to be held in Kisii County 1-3 February, 2017, as the first such conference for the Health Pillar, is both essential and timely and creates a practical framework and platform through which the 13 Lake Region County governments, people, companies, development partners and farmers can be pulled together to share experiences, build on existing strengths and address challenges facing healthcare. The Investment Conference and Exhibition is born out of the understanding that strategic connections between counties with shared interests seated in a desire for mutual benefit can be an effective and intelligent means of increasing the possibility of creating notable development across the 13 counties that form the Lake Region Economic Bloc

By bringing together well researched data and information in addition to well thought out healthcare service provision interventions and related infrastructure development strategies, the conference and exhibition presents a one- stop shop for 13 counties, investors, development partners and healthcare practitioners. By facilitating an understanding of the region, the conference is a prudent point to secure funding and investments that can create and expand access to new markets not only in Kenya but the larger East Africa region.

## Conference Theme and Objectives

The theme for the 2017 conference is:

### **“Strengthening Healthcare Systems through Partnerships for Socio-Economic Prosperity”**

The Objectives of this annual event is to engage and rally investors, private sector technology stakeholders, development partners, counties and national government, healthcare providers (including medical service and research providers, pharmaceutical companies, equipment providers and health insurance), healthcare administrators, non-governmental agencies and various institutions in achieving various specific objectives as outlined below:

The Kenya National Vision 2030 Healthcare Pillar Objectives include:

1. Provision of a robust health infrastructure network countrywide
2. Improving the quality of health service delivery to the highest standards
3. Promotion of partnerships with the private sector and
4. Providing access to those excluded from health care for financial or other reasons

The County strategic healthcare investment objectives include:

1. Harmonize inter-county health investment strategies to achieve scale and inclusivity
2. Attract greater investments in primary, secondary and tertiary health industries in the region
3. Explore healthcare financing models
4. Explore the role of innovation and technological developments in achieving greater healthcare provision
5. Review policies geared towards improving the provision of healthcare services in line with achieving the Healthcare Strategic development goals (SDGs)
6. Improve regional healthcare disaster management and disease prevention initiatives
7. Facilitate access to quality and affordable healthcare in the region
8. Build capacities of youth and women to access healthcare in the region

## Participation

The conference and exhibition will be hosted by H.E. Hon James E. O. Ongwae and officially opened by H.E. Hon. Uhuru Kenyatta, president of the Republic of Kenya.

The Conference and Exhibition will be structured in panel discussions, B2B, B2G and D2G roundtables, networking sessions focusing on county governments' healthcare investment policies, priorities and plans. The private sector will share insights into developing healthcare infrastructure including equipment and service provision and the changing market dynamics.

The exhibition section will provide healthcare stakeholders including private healthcare stakeholders equipment and service providers, county governments, and development partners with opportunity to exhibit their latest products and services, technologies and best practices. Exhibitors from Kenya, Uganda, Tanzania, Rwanda, Nigeria, Ghana, Israel, Argentina, Brazil, European Union, China, India, Japan, South Africa and USA among others are expected to participate.

The conference and exhibition will be funded jointly by the host County government of Kisii and the 12 other counties within the block. Additional funds will be sourced from private sector development partners, national government agencies and exhibitors.

## Expected Results

The Investment Conference and Exhibition are expected to yield the following results:

1. Recognition and respect for the significant role played by the County Governments in the provision of healthcare in the Lake Basin Region
2. Measures to ensure that the business environment is conducive to streamlining the healthcare sector to facilitate growth within the Lake Region counties so as to attract new investments
3. An analysis of the regional Healthcare sectors and identification of specific impact areas and how they can be used to improve the lives of the County citizens as well as contribute to the National as well as Global healthcare investment targets
4. Concrete actions to remove obstacles to investment to provide quality and affordable healthcare
5. Initiatives to support the development of a sufficient pool of funding to drive sustainable provision of healthcare at all levels in the Counties
6. Proposals on suitable infrastructure required to support equipment and personnel in the healthcare sector
7. Proposals of Public Private Partnership (PPP) framework development policies that will ensure that all investment stakeholders are skilled to meet both immediate and future demands of the Healthcare sector
8. Practical ways to remove unnecessary regulation, bureaucracy and corruption which raise the cost of doing business and limit growth of investment
9. A wider regional health development policy into which sectoral strategies are embedded
10. Strategies to nurture and develop entrepreneurship and innovation as well as ensure that new opportunities are identified, harnessed and utilized.

## Conference Partnership (Sponsorship)

### **Title sponsor (One slot) KES 10,000,000**

- One Speaking slot on the opening day of the conference
- One moderator slot for one of the conference panels
- Speaking opportunity at governors networking cocktail/dinner
- Acknowledge Sponsor as a Sponsor for the Event
- Logo, company 100 word profile on the Event brochure and URL conference website
- Receive post-registration list (job title, Company name)
- Sponsor Logo added to all event sales collateral and marketing material
- Sponsor to be introduced to the Content Lead prior to the event
- LREB to consult with the Sponsor and facilitate introductions where possible to 5 key delegates during the event.
- Sponsor recognition in the relevant press releases for the event
- Sponsor logo included on any print ads for the event
- Sponsor Logo included on the stage sets and all relevant event signage and conference holding slides
- Acknowledgement during the Welcome speech/keynote
- Sponsor to be promoted on social media on each LREB social media site
- Acknowledgment sponsor in the conference report and include a one-page company profile
- Full-page editorial space in the newspaper supplement following the conference
- Complimentary exhibition space within a prime area of the event networking area
- Invitation of 5 delegates to the governors networking cocktail/dinner

### **Gold (Five slots) KES 5,000,000**

- One panelist slot for one of the conference panels
- Acknowledge Sponsor as a Sponsor for the Event
- Logo, company 100 word profile on the Event brochure and URL conference website
- Receive post-registration list (job title, Company name)
- Sponsor Logo added to all event sales collateral and marketing material
- Sponsor to be introduced to the Content Lead prior to the event (does not guarantee speaking session)
- LREB to consult with the Sponsor and facilitate introductions where possible to 3 key delegates during the event.
- Sponsor recognition in the relevant press releases for the event
- Sponsor logo included on any print ads for the event
- Sponsor Logo included on the stage sets and all relevant event signage and conference holding slides
- Acknowledgement during the Welcome speech/keynote
- Sponsor to be promoted on social media on each LREB social media site
- Acknowledgment sponsor in the conference report and including a half-page company profile.
- Half-page editorial space in the newspaper supplement following the conference
- Complimentary exhibition space within a prime area of the event networking area
- Invitation of 3 delegates to the governors networking cocktail/dinner

**Silver (ten slots) KES 1,000,000**

- Logo, company 100 word profile on the Event brochure and URL on the conference website
- Sponsor Logo added to all event sales collateral and marketing material
- Sponsor logo included on any print ads for the event
- Sponsor Logo included on the stage sets and all relevant event signage and conference holding slides
- Acknowledgement by the MC during the conference
- Sponsor to be promoted on social media on each LREB social media site
- Acknowledgment sponsor in the conference report and a quarter page profile
- Quarter-page editorial space in the newspaper supplement following the conference
- Complimentary exhibition space within event networking area
- Invitation of one delegate to the governors networking cocktail/dinner

**Bronze (15 slots) KES 500,000**

- Logo, company 50 word profile on the Event brochure and URL on the conference website
- Sponsor Logo added to all event sales collateral and marketing material
- Sponsor logo included on any print ads for the event
- Sponsor Logo included on the stage sets and all relevant event signage and conference holding slides
- Sponsor to be promoted on social media on each LREB social media site
- Acknowledgment sponsor in the conference report and a quarter page profile
- Complimentary exhibition space within event networking area

**Exhibitor KES 20,000**

- Sponsor logo, on the Event brochure
- 2 full conference passes included in this package
- Sponsor to be allocated an exhibition space, within event networking area; including structure, stool, name board, lighting.

**Special sponsorship: Lunch/Dinner sponsorship @ KES 1,000,000**

- Acknowledge Sponsor as a Sponsor for the Event
- Logo, company 100 word profile on the Event brochure and URL on the conference website
- Sponsor Logo added to all event sales collateral and marketing material
- Sponsor Logo included on the stage sets and all relevant event signage and conference holding slides
- Acknowledgement by the MC during the conference
- Sponsor to be promoted on social media on each LREB social media site
- Branding of the lunch/dinner area in the duration of the event
- Introductory remarks during the lunch/dinner
- Complimentary exhibition space within event networking area
- Invitation of one delegate to the governors networking cocktail/dinner

## **Conclusion**

This will be the 1st Regional Health and Exhibition Conference to be held in the country and will bring together critical health players in the sector. It will provide an opportunity to share experiences and propose solutions to health care in the Region. We therefore urge you and welcome you to be part of this trail blazing experience.

The Conference is supported by Deloitte East Africa who will act as the Fund Manager for the Conference.