

# Netherlands Trade Mission to Kenya and Ethiopia

1 - 5 July 2019



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# Foreword



Living long and healthy lives is one of the most important values that people share all over the world. And in many more countries we see that the achievements of healthcare enables people to live active and independent lives much longer than we have ever seen in history. This is of course great news.

However, Kenya, Ethiopia and the Netherlands are facing major social challenges when it comes to accessible, affordable and quality care. This is partly because we are facing a growing number of people with chronic conditions. In Kenya, for example, it is projected that by 2027, Non Communicable Diseases (NCD) will be the main disease burden. In Ethiopia, NCDs are projected to account for almost 70% of the country's disease burden by 2040, up from 17% in 1990.

Nevertheless, the opportunity for Kenya to set its health systems on a path to sustainability is unprecedented. Over the years, Kenya has achieved significant progress in improving health outcomes and utilization of health services. There is an opportunity to follow a different path: Kenya has at its disposal multiple innovations that were not evident or possible for developed economies. Leapfrogging, or taking innovative shortcuts that are cost-effective, scalable and easily accelerated, is the way to achieve an 'ideal' health system. Kenya now has an excellent opportunity under its Big 4 Health pillar to work towards realizing its ambition of achieving 100% universal Access to health by 2022. Such a bold goal requires strong partnerships and innovative approaches.

From 1990 to 2016 Ethiopia outperformed any similar achievement by any currently industrialized country. Ethiopia reduced child mortality by more than two-third, maternal mortality by nearly three quarters and HIV/AIDS prevalence amongst the adult population to 1.5%. These together with high national tuberculosis detection and treatment success rates describe the remarkable success of Ethiopia achieving important Millennium development Goals in 2015. If Ethiopians put their mind to achieve something, chances are significant that they will achieve it, especially in a well-organized and capable sector like health.

Netherlands is a long-standing partner in reaching these goals with providing development cooperation. However, looking towards the future, traditional development aid is not sustainable and we have to identify where the private sector can take over. More investment and coordination is required among public and private sector actors for the (1) improvement of the quality and equity in the health sector, (2) transformation of the health care system, (3) development of human resource development and system capacity and also (4) improvement of the information and communication (ICT) and E-health system.

The Netherlands has a unique position in offering integrated healthcare solutions. The growth and investment in the healthcare sector creates opportunities for interesting and innovative partnerships. Governments will remain key players. Yet in order to keep healthcare accessible, affordable and innovative it is crucial to cooperate with knowledge institutes and private businesses.

It is a privilege and a pleasure to present to you our Dutch business delegation of companies and academia in the field of life sciences and health. They are eager to explore opportunities for cooperation with their Kenyan and Ethiopian counterparts. The Dutch Life Sciences & Health sector selected the East African region, with Kenya as its hub, as one of their focus regions in addition to the USA and China. I am convinced that this mission will further strengthen the relationship between Kenya, Ethiopia and the Netherlands.

**Erik Gerritsen**

*Vice Minister of Health, Welfare and Sport*

# The Netherlands

# The Netherlands



## Locations

1. Amsterdam (and Airport Schiphol) | 2. Arnhem  
3. Assen | 4. Breda | 5. Den Bosch | 6. Eindhoven  
7. Enschede | 8. Groningen | 9. Haarlem | 10. The Hague  
11. Leeuwarden | 12. Lelystad | 13. Maastricht  
14. Middelburg | 15. Rotterdam | 16. Utrecht | 17. Zwolle

# Introducing the Netherlands

Creating resilient and sustainable solutions for local challenges

## How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions to the big challenges facing the world today. The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands. Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges like water, urbanisation, energy, food, health and security. By being inventive, pragmatic and open to new challenges, the Dutch have created a flourishing and resilient land.

The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature, all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking sustainable solutions for the most liveable world.



**The Netherlands**  
Your partner in sustainable solutions

## Worldwide ranking

- 1st** Best performing European Healthcare system (Euro Health Consumer Index, 2017)
- 1st** Production and auctioning of cut flowers and flower bulbs
- 1st** World's largest flower exporter
- 2nd** Number of patent applications per million inhabitants in the world (WIPO, 2016)
- 2nd** Best at Global Innovation Index (GII, 2018)
- 2nd** Largest exporter of agricultural products in the world (WTO, 2017)
- 4th** At WEF's ranking of most competitive economies in the world
- 4th** At RISE's global energy policy ranking
- 5th** Largest exporter of goods in the world (652 billion US dollars)
- 5th** Greatest place to live (World Happiness report, 2017)
- 6th** At World Bank's Logistics Performance Index
- 7th** Largest foreign investor in the world (1,256 billion US dollars)
- 7th** Largest recipient of foreign investment in the world (801 billion US dollars)
- 8th** Largest importer of goods in the world (507 billion US dollars)

## Facts & Figures

- **Official name** Kingdom of the Netherlands
- **Form of government** Constitutional monarchy, parliamentary democracy
- **Head of State** His Majesty King Willem-Alexander, King of the Netherlands, Prince of Orange-Nassau
- **Capital** Amsterdam
- **Seat of government** The Hague
- **Administrative structure** Twelve provinces and the overseas territories of Aruba and Curaçao and St. Martin. The overseas islands of Bonaire, Saba and St. Eustatius, all three of which are situated in the Caribbean, are 'special municipalities of the Netherlands'
- **Surface area** 33.800 km<sup>2</sup>
- **Location** Western Europe, by the North Sea, bordering Belgium and Germany
- **Number of inhabitants** 17.2 million (July 2018)
- **Number of inhabitants per km<sup>2</sup>** 509 (July 2018)
- **Currency** Euro
- **Languages** Dutch and Frisian (On the overseas islands also English and Papiaments)
- **GDP per capita** 42,926 euros (FocusEconomics, 2017)
- **33% of Dutch GDP** is derived internationally
- **1.3 bicycles** for each person in the Netherlands
- **Unemployment rate** 5.4% (average 2007-2018)
- **Moderate inflation** 1.6% (average 2007-2018)
- **90% of all Dutch people** speak English

Sources: The Netherlands Compared, CBS, DNB, World Bank, IMF, OECD, WTO, UNCTAD, EIU, IMD Business School



manage their own health to the best of their ability. Through continued research and development we work to cure disease where necessary. This approach has paid off. The Dutch healthcare system has been ranked #1 in Europe for six consecutive years.

### Working together for healthy lives and well-being at all ages

At the root of our efforts lies our willingness and passion to co-create with others. Decades of healthcare experience have taught us that the best solutions are not found in isolation – they require awareness, action and coordination. We enjoy sharing and working together internationally, that is why 70% of the Dutch LSH companies are already active abroad. We can unite to tackle complex and multi-layered challenges and find solutions that work in local context.



With this mission, our aim is to stimulate businesses, knowledge institutes and governments to develop integrated solutions that deliver practical results. We strive to develop long-term partnerships that contribute to strong primary healthcare systems that are accessible and affordable to all.

## Partnering for impact

Working together towards affordable, accessible and high quality healthcare.

The Dutch are some of the happiest and healthiest people on earth. Why? Because we take care of each other. Because our country was built on cooperation. With this economic mission we hope to exchange knowledge and ideas and foster understanding between our nations to build the healthcare of the future.

### Building a strong healthcare system

For a healthy, happy future we empower patients to be vital citizens. In the Netherlands we define health by functional ability, rather than disease states. This

starts with a strong focus on predictive and preventive care. We look for solutions to predict early, and prevent disease and illness where possible. Through education in disease management, we help citizens



# Company Profiles



**Janharmen Drost**  
Senior Business Developer

Aidsfonds works towards the end of AIDS in a world where all people affected by HIV/AIDS have access to prevention, treatment, care and support. We can only stop the epidemic if we focus on the people and regions most affected. For many years, Aidsfonds has played a pioneering role in focusing the AIDS response on the communities most affected. Aidsfonds is partnering with NGO's, social enterprises and private companies to provide effective and efficient responses to stop the epidemic.

In Kenya and Ethiopia, Aidsfonds has a long history in providing the necessary HIV services within the local communities and seeks to expand its work through new partnerships to end the AIDS epidemic in both countries.

### Aidsfonds

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**Marianne Hangelbroek-Sonneveldt**  
Manager Partnerships



**Romy Harkx**  
Amref Ventures Officer

Amref Health Africa is the leading health organisation in Africa. Within our projects, we train African healthcare workers and we promote healthy lifestyles. We also combat and prevent diseases such as diarrhoea, we improve the quality of local hospitals, and we provide better communication resources. Our work is based on the strengths of the local people, because they have what it takes to improve their own situation.

Amref in the Netherlands is called Amref Flying Doctors and has devoted itself to the health of young women in Africa. We want them to be healthy and to receive good quality healthcare, so that they are able to provide for themselves. This is vital, not only for them, but also for their children and their community. We are supported by the Dutch government, Dutch Postcode Lottery, European Union, companies such as Schiphol, Philips, VvAA and Elsevier, and more than 110.000 private donors.

### Our Unique Selling Points:

- We believe in African solutions for African issues. This is why our programmes are developed and implemented in Africa.
- More than 97% of Amref's staff are of African origin.
- We are ambitious and goal-oriented. We continually strive to employ the most efficient methods that will have the greatest impact.
- We have more than 60 years of experience in Africa, meaning we can reach all levels of the system, from tribal chiefs to world leaders, both in Africa and abroad.
- All of this makes Amref unique...  
...and will ultimately help us to make a lasting health change in Africa.

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**Laurens van Hoorn**  
Managing Director

## ahti – Amsterdam health & technology institute

Amsterdam health & technology institute (ahti) brings together people to work on innovation and entrepreneurship in health. Through our extensive network of health and business professionals, we help payers, providers and entrepreneurs develop solutions for better quality of care, higher patient satisfaction and more cost-efficiency in Amsterdam and the rest of the world. We turn data into actionable insights to clarify complex issues and help startups develop their business to accelerate innovation in health.

Founded in 2014 with support of the City of Amsterdam, ahti aims to create a thriving eco system for healthtech innovation and entrepreneurship in the City. Together with partners such as Amsterdam UMC and real estate developers, ahti is bringing healthtech organizations and companies to the Amsterdam Life Sciences District, an inspiring environment for open innovation.

### ahti – Amsterdam health & technology institute

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**Florent Geerts**  
Business Development Manager

## Delft Imaging Systems

Delft Imaging Systems believes that every man, woman and child should benefit from modern advances in healthcare, regardless of where they live. We focus on providing affordable and innovative diagnostic imaging solutions, especially those used for the screening of tuberculosis (TB).

### Our products and services include:

#### X-ray equipment

We offer a portfolio of multi-functional and mobile X-ray equipment, especially designed to perform under the most challenging conditions.

#### Mobile TB screening clinics

The OneStopTB clinic is a mobile solution that can reach remote areas for prevalence surveys and TB case finding. It is an integrated solution for image capturing, storage and diagnosis of TB.

#### Computer Aided Detection for TB (CAD4TB)

The CAD4TB software uses artificial intelligence to automatically detect TB from a chest X-ray image.

#### Computer Aided Detection for Retina (RetCAD)

The RetCAD software uses artificial intelligence to automatically detect diabetic retinopathy (DR) and age-related macular degeneration (AMD) from a fundus image.

Our solutions are used in over 36 countries worldwide. All our solutions are serviced and supported by our headquarters in the Netherlands and our offices in Ghana and South Africa. We are proud that our solutions have supported the screening of over 4 million people for tuberculosis.

In Ethiopia, we have had the pleasure of providing the Ministry of Health with four OneStopTB clinics. In Kenya, the Ministry of Health has implemented our mobile X-ray equipment to aid in the detection of TB.

### Delft Imaging Systems

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**Mohammed Younus Farooqui**

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## EIN Healthcare

Originating from the Netherlands, EIN Healthcare is committed to improve the quality of healthcare by means of cutting-edge technology and know-how. Towards this end, EIN is working in the fields of mobile healthcare, disaster management, artificial intelligence systems and hyperbaric oxygen therapy.

We, at EIN, strive to be trusted partners for our clients by focusing on functional analysis, design, engineering, integrating advanced technologies and technology support while

- Providing total solutions to meet healthcare challenges
- Supporting development of remote areas through public healthcare
- Developing patient-provider interface solutions
- Aligning government needs and business needs

Our mobile healthcare products are of high quality and are manufactured in the Netherlands and the USA. EIN Healthcare has a long-standing track record with more than 20 mobile unit deliveries in the Middle East in the recent years.

- Mobile healthcare solutions include:
- Mobile mammography, clinics, dialysis, etc.
- Dialysis and visa screening
- Trailer & expandable trailer types, trucks & buses
- Moveable modular hospital facilities

#### Disaster Management Solutions include:

- CBRNE decontamination units
- Emergency field hospitals

#### Diagnostic & Telemedicine Solutions include:

- NeuroCenter – AI Solution for automated diagnosis of EEG/EEG monitoring.

#### Hyperbaric Oxygen Therapy Units [HBOT]

- Multi-place Hyperbaric Oxygen Therapy Units from 4 to 16 person modular with stretcher and ancillary equipment.
- Medical Equipment for use in HBOT chambers.

## elevate



**Sietske Zagers**  
Managing Director

### Elevate Health

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## Elevate Health

**Elevate Health** is an academic partner in online learning.

Elevate's team of educational specialists develops online and blended learning solutions for medical and healthcare professionals. In doing so, we aim to increase knowledge and understanding of health sciences among health care professionals and medical researchers worldwide.

#### Products and Services Offered:

We offer evidence based online healthcare & life sciences courses and programs. The high quality of our accredited educational programs is founded in our academic roots. The standard we set through our programs and courses is strengthened through our intense cooperation with our founders, Utrecht University and the University Medical Center Utrecht. Our tailor made Elevate learning platform makes learning accessible all over the world. Over 10,000 students from 70 countries have already benefited from our flexible and personalized learning approach.

#### Unique Selling Points:

- Accredited academic online courses: Elevate offers an academic curriculum with a broad portfolio of courses, in close collaboration with our partners;
- Design, development, teaching and moderation of tailor-made online courses: Elevate manages the complete process of tailor-made online and blended courses;
- Advice on strategic, didactic and technical e-learning issues: Elevate advises on all issues related to offering e-learning: how to design and develop courses, which learning concepts will maximize study results and how to activate and guide participants during their course.

#### Elevate would like to collaborate on:

- Innovation of education
- Development of online and blended courses
- Set-up of train-the-trainer programs



**Mohamed Tanamly**  
Sub Sahara Sales Manager



**Ahmed Salama**  
Regional Sales Director Middle East  
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## Elsevier

Elsevier is a global information analytics business that helps institutions and professionals advance healthcare, open science, and improve performance for the benefit of humanity. Our health solutions cater for the entire healthcare continuum taking students from class to clinic and ensuring that care delivery is streamlined and up to international standards every time.



**Len de Jong**  
President & CEO

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## Enraf-Nonius

Enraf-Nonius (1925) manufactures and supplies advanced high quality products for Rehabilitation and Physiotherapy. These products are distributed and supported by network of distributors in over 100 countries.

The company has a large research and engineering department for the continuous development of new products and cooperates closely with universities and leading Rehabilitation institutes.

Enraf-Nonius stands for the highest quality, reliability and service, enabling health specialist to look after their patients and clients in the most effective and efficient way. Quality of life is our corporate social responsibility.

EN-Projects, a division of Enraf-Nonius, specializes in Turn-Key integrated projects (Design- Build- Equip-Maintain-Train). EN-Projects realizes large-scale global hospital projects and Rehabilitation Centres. With many years' experience and proven reliability, EN-Projects is a valued partner for Ministries of Health or private hospitals.

Integrated projects have been realized in Europe, Latin America, Asia and the Middle East.



**Inge Hutter**  
Rector / Professor



**Sandra Nijhof**  
Marketing & Communication  
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### International Institute of Social Studies (ISS)

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## International Institute of Social Studies (ISS)

The International Institute of Social Studies (ISS) is a world-renowned centre for research and teaching focussed on global development and social justice. Based in The Hague and part of Erasmus University Rotterdam, the high quality and societally relevant research, teaching and engagement activities aim to inform best practice in development studies and promote social justice and equity around the world.

ISS is a diverse global university institute, with researchers and students from all over the world. ISS has a thriving, dynamic community of over 13,000 alumni in over 100 countries, many of them in positions of responsibility in social justice and development roles.

#### The four research themes are:

- migration and diversity
- social protection & inequality
- environment and climate change
- conflict and peace

The core of ISS teaching programme is the MA and PhD in Development Studies.

In research, ISS collaborates in the Rotterdam Global Health Initiative together with Erasmus Medical Centre, Erasmus School of Health Policy and Management and Erasmus School of Economics. Health issues studied are: global health systems, impact of health insurance schemes, reproductive and sexual health and rights, health policies and governance. ISS also coordinates and hosts the Centre for Frugal Innovation in Africa, a so-called LDE centre (universities of Leiden, Delft, Erasmus) with a focus on bottom-up / social innovations, also in the area of health.



**Zeki Hamid**  
Director

## Inzek

Inzek is a manufacturer in the field of in-vitro-diagnostics, Point-of-Care testing and Immunoassay systems under the brand name Biozek. We have high quality medical equipment available for general practitioner's, laboratories and hospitals.

- Specialized in Rapid Tests, immunoassay Point-of-Care testing systems and laboratory equipment.
- Rapid Test are focused on Women's health, infectious diseases, drugs of abuse, tumor- and cardiac markers and urine strips.
- The Biozek DCR1000 Immunofluorescence quantitative analyzer is a premium Point-of-Care testing system with test aimed at inflammation, renal function, diabetes and heart failure.

#### Advantage

- Suitable for use in different test environments
- High efficiency and accuracy
- User friendly, easy-to-use tests
- High specificity and sensitivity
- Reliable and fast test results
- Cost effective in comparison with other measurement methods

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## KNCV Tuberculosis Foundation



**Kitty van Weezenbeek**  
Executive Director



**Ahmed Bedru Omer**  
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Whereas in the Netherlands tuberculosis (TB) is practically eliminated, TB remains the deadliest infectious disease worldwide. In 2017, 10 million people fell ill with TB, and 1.6 million died from the disease.

The Dutch KNCV Tuberculosis Foundation (KNCV) is the world's leading TB expert organization and supports more than 25 countries in strengthening their national strategic TB programs and introducing innovations. Established in 1903, KNCV believes in a programmatic and patient-centered approach. We offer technical assistance worldwide and generate evidence for policy development.

KNCV introduces technical innovations at country level that save many lives. Examples are the introduction and scale-up of laboratory connectivity and new drugs and shorter treatments for patients with multi-drug resistant TB. KNCV also aims to lift societal barriers such as (self) stigma through stigma measurement and reduction. We focus on childhood TB, digital health solutions and finding and treating persons who are infected with TB. We believe that treating latent TB is key to ending TB.

### KNCV Ethiopia

In 2017, 117.705 people were diagnosed with TB in Ethiopia. The USAID-funded, KNCV-led Challenge TB project (CTB) is a major partner of the National Tuberculosis Program in Ethiopia. In 2018, CTB supported the NTP in 9 of Ethiopia's 11 regions. The USD 525 million 5 year project (2014 - 2019) played a key role in ensuring services for the care of TB-patients, including those who are HIV-infected or suffer from drug resistant forms of the disease.

KNCV is looking for matchmaking with companies in the Dutch corporate sector. We see opportunities for workplace TB programmes in Ethiopia and collaboration on technical innovations.

## Levels Diagnostics



**Mark Schoonderwoerd**  
Co-Founder



**Blandine Le Tallec**  
Co-Founder

The Dutch startup Levels Diagnostics is developing a rapid diagnostic tool that allows healthcare professionals to rapidly assess the nature of an infectious disease -being bacterial or viral- and hence allows them to prescribe antibiotics only when needed. This tool only requires one drop of blood, a few minutes, does not run on electricity and hence can be used everywhere in the world. Levels Diagnostics is currently performing clinical studies to identify bacterial biomarkers in patients and is developing several hardware solutions with international partners. The rapid diagnostic test developed by Levels Diagnostics does not only add value to the caregiver and the patient, but also to society as a whole by reducing misuse of antibiotics worldwide.

Next to researching novel biomarkers for the diagnostic of bacterial infections, the company is using known biomarkers on capillary and lateral flow assays to launch its first product in 2020. The Kenyan market has been mentioned by several advisors as antibiotic consumptions is -in most cases regulated by prescriptions- and because awareness about antimicrobial resistance is high. the need for rapid diagnostic tools is high, especially when it relates to infectious diseases.

Our main objectives are to find partners for our next projects (field studies, market studies and potentially clinical studies) and to understand if our product currently under development meets the requirements of potential customers in Kenya. In addition, several other products are in our pipeline and we wish to discuss those as well.

### Levels Diagnostics

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## Mediproma



**Rick Meerkkerk**  
Operations Manager

We believe everyone should have access to medical equipment when needed. That is our drive. Every day!

Mediproma sells high quality medical equipment which has been pre owned by West-European hospitals. Therefore, the condition of the equipment is still very high. Mediproma sells all kind of medical equipment; in a nutshell here are the systems we can deliver any time: X-ray equipment, Ultrasound, Anesthesia, Ventilator, Defibrillator, Patient Monitor, ECG, Vital signs monitor, Microscope, Infusion and Syringe pump, Endoscopy, OT table, OT light and many other types of medical equipment.

All Equipment is stored in our conditioned warehouse, so we sell direct from our inventory. Which means that we can deliver very fast.

We are also experienced in packing and shipping of medical equipment. We have our own engineers to test the equipment, but also to pack the equipment.

Since 2012 we are in this business and from the first day we sell to any country in the World. Now we are looking for hospitals or dealers to sell the medical equipment we have available, also in Kenia and Ethiopia.

### Mediproma

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## MeduProf-S



**Diederik van Prooijen**  
Director of Development &  
Behavior Change

MeduProf-S is a social enterprise specialized in sustainable medical education for healthcare professionals in emerging countries and has been active in Africa for more than 20 years. We provide tailor made training programs for every aspect of the healthcare sector.

Our portfolio consists of more than 150 courses, spread over the following subject areas:

- **Healthcare:** courses on Nursing, Ultrasound, Laboratory, NICU and others, aimed at medical staff.
- **Engineering & IT:** Bio-medical Engineering and Hospital Maintenance.
- **Management:** includes topics like Human Capacity, Financial and Facility Management.
- **Didactics & Curriculum Development:** improving health education systems and taking it to the next level.
- **Quality & Change:** training and consultancy to reach the desired level of quality.
- **Food & Hygiene Safety:** courses on Infection Control, Hospital Waste Management and Hygiene.

In addition to our training programs, we also provide consultancy services in the field of Behavior Change. Through evidence-based methods we build tools and provide skills to achieve effective behavioral change, for example with regard to NCD-prevention and malaria.

We always strive for sustainability through local capacity building with train the trainer programs and activating existing knowledge. Our clients range from Ministries of Health to hospital integrators and private health associations to hospital groups and single hospitals.

### MeduProf-S

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**Weite Oldenziel**  
CEO

## Ofichem Group

Manufactures, develops and distributes active pharmaceutical ingredients (APIs) for both the veterinary and human market. Our mission is to be all-round in APIs.

The group consists of eight independent companies that are driven to improve the health of both humans and animals.

<b>Lab Ofichem</b>	Production of human and veterinary APIs
<b>R&amp;D Lab Ofichem</b>	Development of human and veterinary APIs
<b>Ofichem</b>	Distribution of veterinary APIs
<b>Ofipharma</b>	Distribution and repacking of human APIs
<b>Incopharm</b>	Distribution of human and veterinary APIs in specific regions
<b>Ofidit</b>	Pharmaceutical quality audits
<b>Lean Sports</b>	
<b>Nutrition</b>	High protein food
<b>Ofinext</b>	Cannabinoid extraction

### Additional information:

- In house made APIs: 45
- API's in the R&D pipeline: 15 – 20
- Trading APIs: 600
- Active in approx. 60 countries
- Turnover approx. 60 Mio
- Employees: 70, of which more than 50 % with a BsC / MsC / PhD
- EU-GMP / FDA / ISO 9001:2008 / . FAMI-QS / AEO / KNMP approved

### Ofichem Group

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**Femke Smeets**  
Head of Business Development



**Faith Muigai**  
Regional Director, SafeCare

## PharmAccess Group

PharmAccess Group aims to make African healthcare markets work for everyone. Working with the private sector and in public private partnerships, PharmAccess Group has introduced innovative financing mechanisms such as health insurance for the informal sector, 'SafeCare' standards to assess quality of care, and the Medical Credit Fund, a blended financing vehicle which collaborates with local financial institutions to provide loans and capacity building to health SMEs.

PharmAccess believes that mobile technology can be a game changer in accelerating Universal Health Coverage in Kenya. Together with Safaricom and IT company CarePay, it developed a digital payment platform for healthcare that directly connects patients with providers and payers and exchanges money and data between them, through a mobile health wallet. It was launched as M-TIBA in Kenya in 2016, and has now connected about 4 million people and 1000 clinics. Building on the M-TIBA platform and other technologies, PharmAccess is now supporting innovative digital service and finance models for healthcare: for insurance, maternal and child care, and diabetes and hypertension care, amongst other.

PharmAccess works closely with public and private partners, internationally and locally. Whilst headquartered in Amsterdam, we are firmly rooted in Africa with over 60% of our staff based in Kenya, Tanzania, Ghana and Nigeria. Our partners in Kenya include the Ministry of Health and county governments, the National Health Insurance Fund (NHIF), Sidian Bank and other financial institutions, the World Bank's Health in Africa Initiative, Safaricom and M-PESA, CarePay, Strathmore Business School, Amref and KMET, amongst other.

### PharmAccess Group

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**Roelof Assies**

Business Development Director

**Wilma de Groot**

Business Development Manager

**Royal Philips**

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**Royal Philips**

Royal Philips is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips operates in over 100 countries. We create a new quality in many dimensions of life experience, both in the field of daily care for hygiene and nutrition, through promotion and prevention of health care up to the most technologically advanced solutions focused on treatment and rehabilitation. Philips Royal is a company with a wide range of solutions and products for the health care sector, especially in the field of oncology, cardiology and medicine for children. Key figures about our business activity:

- Employees 77,400, 120 nationalities (in production 30,925, in R&D 10,528)
- Manufacturing sites 39
- Total assets EUR 26.0 billion; Equity EUR 12.1 billion
- Invested in R&D EUR 1.76 billion (Green Innovation EUR 228 million)

Royal Philips has an office in Nairobi, Kenya and Addis Ababa, Ethiopia. Philips offers the full portfolio of equipment and services to both countries, and is looking to expand its business in primary, secondary and tertiary care.

**Ceylan Tatli**

Manager Indirect Sales

**Morten Frantzen**

Regional Sales Manager

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**Sakura Finetek Europe**

Sakura, at heart, is a company driven by innovation and technology that caters to the needs of pathology professionals. By understanding their needs and by focusing on emotional benefits, we empower pathology professionals.

We distribute products through our network of more than 60 Sakura sales entities and distributors to over 100 countries in Europe, Middle East, Africa and India.

As the original manufacturer of Tissue-Tek® products, that have become industry standards over the years, we strive to be the first to fully automate anatomic pathology.

**Profile of commercial contacts wanted:**

We are looking for companies who are established in the field of medical devices and interested in becoming our partner as the local distributor.



**Jan van Leeuwen**  
Director/Owner

## Skills Meducation

Skills Meducation is specialized in supplying simulators, task trainers and equipment for medical skills training to skillslabs, medical schools and nursing & midwifery schools. Instruction and maintenance are crucial aspects of our business.

Skills Meducation is serving their main markets in The Netherlands and Germany. Since its founding 25 years ago however, Skills Meducation has also been involved in lots of global projects. Mainly in cooperation with Maastricht and Nijmegen University, Universities of Applied Sciences Groningen and organizations like CINOP and Cordaid. Problem Based Learning has always been the basis for newly developed curricula and the needed equipment for skills training.

These projects have financially been supported by the Dutch Government following the strategic decisions of the Ministry of Foreign Affairs (NUFFIC) and the last 15 years the focus has mainly been Africa. Recently Skills Meducation is involved in projects in Burundi, Kenya, Ghana and Tanzania.

Skills Meducation has a staff of 14 dedicated colleagues. Before founding the company the director/owner worked in the same market for over 10 years, which brings a total of 35 years of experience in the area of medical skills training.

Currently Skills Meducation is investigating the possibility of opening a local entity in Kenya, in order to offer her portfolio and services throughout the region. The basic principle will be a price structure according to local costs, with the aim to improve the usability and lifecycle of the supplied goods in the past and in the future.

In other words: Sustainable Medical Skills Training!

### Skills Meducation

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**Frans Hermes**  
Managing Director



**Sheila Owen**  
Business Development Manager

## Spectator Video Technology

For more than 15 years Spectator Video Technology develops and commercializes video control and service centres worldwide. Our solution reaches a wide range of applications in Security, Healthcare and Communication.

Using advanced technologies and implementing a sustainable business model based on long-term partnerships, enables Spectator to help Healthcare organisations increase efficiency and reduce costs. The company supports improving Healthcare access and the Quality-of-Life for customers, independent of gender, race, religion, social status and geographical location.

The state-of-the-art Spectator Communication Platform (SCP) is THE future-proof eHealth, mobile Care and Tele-medicine Solution for remote Primary Care, Chronic Care and Elderly Care services. The SCP receives, manages, records and distributes mobile personal alarm calls, patient data and video consultations in one secure environment.

### Connected products and services:

- Traditional Personal Alarm Systems (PAS)
- Spectator's BiDiApp for mobile devices
- Video supported personal Alarm Systems (VAS)
- Biosensors for diagnostic and clinical solutions

### Spectator Video Technology

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**Erik Pentinga**  
Programme Manager

Task Force Health Care (TFHC) has been representing the Dutch Life Sciences & Health sector since 1996. Our various TFHC Platforms consist of partners from industry, knowledge institutes, NGO's, healthcare providers and the government, all active in the Dutch Life Sciences & Health sector. These partners provide innovative and sustainable solutions to global (and local) healthcare challenges and are active all over the world. In the last decade we visited and maintained relationships with more than 30 countries and created a sustainable & special focus on: Africa, Asia, Europe, Latin America, North America and the Middle East.

TFHC Partners are looking forward to broaden and strengthen their network!

### Task Force Health Care

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## Task Force Health Care



**Marcel Claessen**  
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**Mike van Eck**  
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## The Medical Export Group

The Medical Export Group (MEG) supports UN, local public institutions and non-governmental organisations in their efforts to improve access to good healthcare. Since 1980, we provide medical and laboratory equipment, medication and medical supplies to people in low and middle-income countries all over the world.

MEG is an ISO-certified and GDP-compliant pharmaceutical wholesale organisation with more than 100 professional, dedicated and knowledgeable employees working from our integrated office and warehouse in Vuren, the Netherlands. We are AEO certified and USAID-approved (A-rating). MEG offers a full-service partnership which puts all this expertise to use delivering customised, turnkey solutions.

### Products & services

MEG customers benefit from fast, worldwide access to a wide range of quality medical supplies and medicines for HIV/Aids, Tuberculosis, Malaria, emergency response, reproductive health, mother and child healthcare, personal protective equipment, infectious and non-communicable diseases.

Our standard kits, containing items specified by organisations like UN and large NGO's, include: Interagency Emergency Health Kits (IEHK), Cholera Kits, TESK, Emergency Reproductive Health Kits (ERH), Voluntary Medical Male Circumcision Kits, Midwifery Kits, Mama Kits, NCD Kits, Fistula Repair Modules and Severe Acute Malnutrition Kits.

### Unique Selling points

- MEG has been providing complete pre-packed medical kits to customers dealing with disrupted availability of medical supplies, typically in emergency situations such as war, natural disasters and virus outbreaks.
- Fully equipped QA/QC department
- All our storage, handling and packing of temperature-sensitive products and dangerous goods is carried out in-house.
- Our local sourcing approach supports local capacity building, strengthens local supply chains and supports local industry.



**Albert Fieret**  
CEO

## TTAF Foundation

The TTAF Foundation is a Dutch foundation that has been active in the field of health care, income generating activities and support of education in Ethiopia and Zambia since 2003.

In recent years, the focus has increasingly been on health care.

One of the objectives of the TTAF Foundation is to realize a number of health centres in the south of Ethiopia. In addition to general medicine, these health centres focus on mother and child care, ophthalmology and the screening and treatment of TB. In addition, permanent availability of medicines for the most common diseases is essential for proper care.

The health centers will operate under the name 'Burka Faya Health Center'. Each health centre will have at least 6 beds and will be served by approximately 35 employees.

### **The Unique Selling Points of this initiative are:**

- sustainable and a financially independent business model
- profit is invested in scaling up the program
- 20-25% of patients receive free help

### **Profile of Commercial Contacts Wanted:**

- Suppliers of medical equipment for small-scale clinics
- Suppliers of EMR and Clinic Management Software
- Suppliers of medicines
- Educational institute for physicians

## TTAF Foundation

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# Official Delegation

## Official Delegation

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