



CES2020

# World Bank Group— CES Global Tech Challenge

#CES2020

#GlobalTechChallenge



AN INNOVATION OF



**International  
Finance  
Corporation**

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## IFC TechEmerge Health Challenge—

Matching health tech innovators from around the world with leading healthcare providers in East Africa to conduct pilot projects and build commercial partnerships. Selected innovators receive market-entry support and funding to pilot solutions in the local market.

*Ready to expand into new markets and tackle East Africa's biggest health issues?*

### APPLY NOW

[January 7 to February 25, 2020]

[www.techemerge.org/health](http://www.techemerge.org/health)

Find us at booth #52128



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As part of the World Bank Group (WBG)/CES Global Tech Challenge, IFC, the private sector arm of the WBG, launched TechEmerge Health East Africa, a global challenge for health tech innovators from around the world that are interested in bringing their solutions to the East African market, to improve healthcare delivery and patient outcomes and build commercial partnerships.

Over 20 leading private healthcare providers in Kenya, Uganda, and Ethiopia have signed on to the program (multi-specialty hospitals, primary care clinics, labs, pharma retailers, insurers).



over  
**285**  
facilities



**2,850**  
beds



serving over  
**6.5m**  
patients

IFC provides support throughout the market-entry and tech transfer process for both innovators and healthcare providers—mitigating financial and operational risks associated with market entry for innovators and reducing adoption risks for local healthcare providers.

### WHAT ARE WE LOOKING FOR?

Proven products, commercially installed in at least one health system around the world. We are seeking a wide range of health tech solutions, including:



Point of care



Clinical records



Patient engagement



Quality management



Operational efficiency



Training

Find out more: [www.techemerge.org/health](http://www.techemerge.org/health)

### WHY ENTER THE CHALLENGE?

Innovators address critical development issues, while receiving support and grant funding to build their business and enter the growing African market. Medical imports in Africa are already worth \$3.2 billion per year, and health expenditure is expected to reach \$103 billion by 2022.

### BENEFITS FOR INNOVATORS

- 📍 Access to a robust network of East Africa health systems and potential users/buyers of technology
- 📍 Access to grant funding to support pilot projects in East Africa
- 📍 Guidance from the TechEmerge team and global network of advisors to develop pilot implementation and market entry strategies
- 📍 Potential investment from IFC

### TIMELINE 2020



In partnership with:

