



Online-Event

INVITATION

7. Oktober 2021 9:30 – 11:00 am

[Register here](#)



Your contact persons at SPECTARIS:

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Joint Webinar of EAHP, africon and Western Union Business Solutions and **SPECTARIS** on 7th October 2021

East African Community (EAC) – a promising destination for German medical devices: market overview, donor structures, future market trends and safe payment transactions

The East African Community (EAC) is a regional intergovernmental organisation of 6 Partner States: The Republics of Burundi, Kenya, Rwanda, South Sudan, the United Republic of Tanzania, and the Republic of Uganda, with its headquarters in Arusha, Tanzania. The EAC is home to 177 million citizens, of which over 22% is urban population. The investments in the health sector are a crucial part of the agenda as the EAC for ensuring human and socio-economic development in East Africa. Currently, the EAC maybe not being amongst the top export markets for German medical devices, Germany on the other hand ranks third among the sourcing countries of medical technology, with medical devices imports from Germany to Kenia as the biggest market worth about 10 million euros in 2020. German manufacturers with their high-quality solutions could already achieve good market shares, which can, however, be further expanded. How to address the individual needs of the East African market for medical technology in particular, how to participate in public and private tenders, how to deal with cultural differences, and how to do safe payment transfers, you will learn in our free of cost webinar.

The webinar takes place on **7th October 2021 from 09:30 -11:00 am (CET)**. The webinar will be held in English. Participation is free of charge but requires an electronic registration.



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East African Community (EAC) – a promising destination for German medical devices: market overview, donor structures, future market trends and safe payment transactions

Registration deadline:
October 6th 2021

[Online registration](#)

or via e-mail to:
aussenwirtschaft@spectaris.de

We encourage all participants to send us their specific questions to our panel experts. You can e-mail us your questions until xx September to aussenwirtschaft@spectaris.de.

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<https://www.spectaris.de/datenschutzinformationen/>

Agenda:

■ Welcome and short overview by SPECTARIS (5 min)

Jennifer Goldenstede, Head of foreign trade and export promotion at SPECTARIS

■ EAHP and its role in the EAC health market (15 Min)

Mrs. Jonniah William-Molle, CEO, East African Health Platform (EAHP)

■ Market opportunities for Medical Technologies in the EAC (35 Min)

Market overview, Market entry strategies, admission requirements and responsibilities, trends and opportunities, donor structures and tenders

Harrison Mwaura, africon

■ Safe payment transactions (15 Min)

Best practices and pitfalls for foreign companies, overview of payment options etc.

Till Oberhummer, Head of Sales and Business Development, Western Union Business Solutions

■ Q&A Session (20 Min)

After the webinar you will have the opportunity for previously scheduled one-on-one talks with Mr. Till Oberhummer on payment transaction solutions free of charge. For an appointment please contact Mr. Oberhummer via Mail:

till.oberhummer@westernunion.com

Would you like to register for the webinar? Please follow this link:

<https://eveeno.com/eac-medical-devices>



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Our speakers:

■ Mrs. Jonniah William-Mollel, CEO EAHP

Mrs. Jonniah William-Mollel is currently the Chief Executive Officer at East African Health Platform (EAHP) serving the 6 East Africa Community (EAC) Partner States. Her duty is to oversee the platform's growth while facilitating interaction between the EAC and the health businesses and Non-Profit private operators by promoting cross boarder markets and partnerships. She holds a Master of Science in Research & Public Policy, a Post-Graduate in Management of Foreign Relations and a Bachelor Degree in Political Science and International Relations. Before joining the platform, Ms. Mollel worked for 6 years at EANNASO as a regional Technical Advisor for TB and HIV advocacy. Previously she worked at the UNAIDS Country Office in Tanzania, serving the Development Partners Group on HIV and AIDS to enhance cooperation with the UN family and the Government of Tanzania mainland and Zanzibar

■ Harrison Mwaura, africon

Mr. Harrison Mwaura is based in Kenya and has 5 years of international experience and 5 years of consulting experience. Africon conducted a study for EAHP which gives a comprehensive overview of the EAC health market.



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■ **Till Oberhummer, Head of Sales and Business Development at Western Union Business Solutions**

Mr. Till Oberhummer has been working for Western Union Business Solutions since 2012. As part of the WUBS Austria founding team, he first successfully helped the Austrian market and has developed into a key player over the years. In the course of his work, Mr. Oberhummer focuses on strategic orientation, new partnerships and the development of new business areas, while being actively supported by his teams in Vienna, Frankfurt, Hamburg and Munich.