

Market Access & Localization MedTech for Mutual Growth Europe & Africa Partners in Healthcare

Local Medtech solution – Global Business Growth

2 July 2026, 09:30 – 14:00

Venue: GHA - German Health Alliance

BDI – Haus der Deutschen Wirtschaft, Room 1002/1006

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09:30 – 10:00	<i>Registration</i>
10:00 – 10:15	Welcome & Opening Remarks <ul style="list-style-type: none"> Mr Armin Smajilovic, Vice Chairman, GHA - German Health Alliance Ms Claudia Voß, CEO, Afrika Verein der Deutschen Wirtschaft e.V. Dr Hisham Stait, Chairman, The Egyptian Authority for Unified Procurement, Medical Supply and Technology Management Min. Plen. Ms Youmna Osman, Deputy Chief of Mission, Embassy of the Arab Republic of Egypt in Berlin
10:15 - 10:45	Tour de Table
10:45 - 11:00	Introduction to the German Healthcare Industry <ul style="list-style-type: none"> GHA DMD, Mr. Alexander Boxler Africa's MedTech, Opportunities and Challenges for German Industry <ul style="list-style-type: none"> GHA MD, Dr. Lara Peterson
11:00 – 11:20	Market Access and Localization Strategy <ul style="list-style-type: none"> UPA, Chairman Dr. Hisham Stait
11:20 - 11:40	EBRD strategy and development contribution for strengthening the services and manufacturing in Africa / Egypt <ul style="list-style-type: none"> Ms Milton Stefani, Head Manufacturing and Services, EBRD Ms Menna Zekralla, Deputy Head Egypt, EBRD
11:40 – 12:00	Q&A Discussion
12:00 - 12:20	<i>Coffee Break</i>
12:20-12:40	Facilitating EDA/MDR compatibility and brand and technology recognition of Medical Technology Devices trade and localization in Egypt <ul style="list-style-type: none"> EDA virtual
12:40 – 13:00	Q&A Discussion
13:00 – 14:00	<i>Lunch & Networking</i>
14:00 – approx. 18:00	Bilateral meetings

Moderation: D. Waked, GHA – Representative Egypt / Alexander Boxler, DMD, GHA