



# ANNUAL CONFERENCE

**ASSOCIATION OF MEDICAL COUNCILS OF AFRICA**

REGULATION IN THE ERA OF ARTIFICIAL INTELLIGENCE

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Proudly Hosted By: HEALTH PROFESSIONS COUNCIL OF ZAMBIA

## SPONSORSHIP AND EXHIBITION PROSPECTUS



**#AMCOA2024**

# WELCOME

The 26<sup>th</sup> Association of Medical Councils of Africa (AMCOA) International Conference under the theme “**Regulation in the era of Artificial Intelligence**”. will be hosted by the Health Professions Council of Zambia (HPCZ). It is scheduled to take place from 11 – 15 August 2024 at the Avani Victoria Falls Resort , Livingstone, Zambia.

As a valuable stakeholder, we invite your organisation to take an active part in this conference as exhibitor and sponsor.

The conference will host health regulators, academics, health professionals , policy makers and members of the public. The aim is to facilitate an exchange of information and meaningful collaboration among health practitioners’ regulatory authorities, which will provide for the development of concepts and new approaches in health practitioner regulation.

On behalf of the President of the Association of Medical Councils of Africa, Professor Simon Nmutandani, and the Chairperson of the Health Profession Council of Zambia, Prof. Mulindi Mwanahamuntu, it is our greatest pleasure to warmly invite you to the 26<sup>th</sup> Association of Medical Councils of Africa (AMCOA) International Conference and look forward to insightful and fruitful dialogues.

We trust that you will participate in this meaningful event as a Corporate Sponsor to contribute towards making this Conference a resounding success. To this end, we have consolidated different sponsorship packages and benefits in this prospectus. If there are other ways in which you would like to support the Conference, please contact Dr. Muhumpu Kafwamfwa at [mkafwamfwa@hpcz.org.zm](mailto:mkafwamfwa@hpcz.org.zm). or the AMCOA Secretariat, Ms S. Komey at [amcoa@hpcsa.co.za](mailto:amcoa@hpcsa.co.za).

Thanking you in advance, and we look forward to welcoming you to the Conference.

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**PROF SIMON NEMUTANDANI**  
**PRESIDENT AMCOA**

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**PROF MULINDI MWANAHAMUNTU**  
**CHAIRPERSON HPCZ**



# ABOUT AMCOA

The Association of Medical Councils of Africa (AMCOA) is an Association of Medical Regulatory Authorities in Africa.

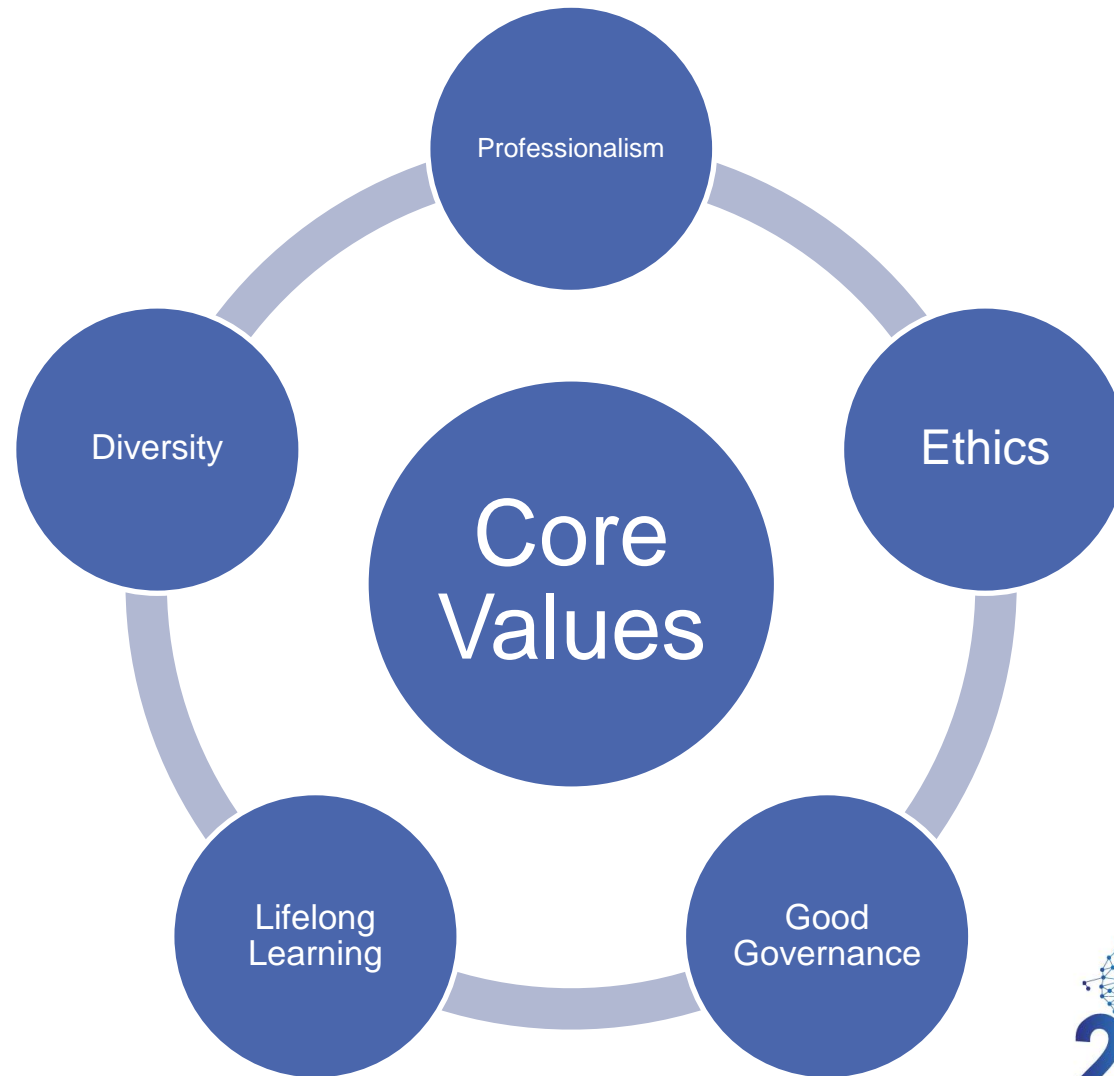
The primary purpose of the association is to support medical regulatory authorities in Africa in the protection of the public interest by promoting high standards of medical education, registration and regulation, and facilitating the ongoing exchange of information among medical regulatory authorities.

The Association further exists to provide guidance to healthcare professional registered by member states with a view to ensure the provision of quality healthcare by the way of guidelines on various aspect of healthcare delivery such as setting standards for education and training, ethics guidelines, encouraging Continuous Professional Development (CPD) among others.



# VISION AND CORE VALUES

To be globally recognized as the leading association for regulatory bodies in protecting the public and guiding health professions in Africa





# MISSION STATEMENT

To create an environment for development and sharing by health professions regulatory bodies in partnership with its members and engagement of other stakeholders through:

- harmonization of standards for medical and dental education, training, practice and fostering compliance thereof
- promotion of professional and ethical practices
- capacity building and information exchange

# AMCOA STRATEGIC GOALS

## PILLAR ONE: INTEGRATED REGULATORY SUPPORT

- To have materially/sufficiently supported the functions of regulatory Councils (bodies) in Africa, through governance based Integrated medical and dental regulation by 2025

## PILLAR TWO: QUALITY AND SAFETY

- To promote and enforce safe and quality healthcare and ethical professional practices

## PILLAR THREE: STAKEHOLDER ENGAGEMENT AND COMMUNICATIONS

- Create effective mechanisms for promotion of AMCOA, stakeholder relations, and reliable sharing and exchanging of information by 2025.

# AMCOA IS AVOWED TO THE FOLLOWING OBJECTS -

to share views and exchange information on matters of common interest.

to promote adoption of best practices amongst member bodies.

to offer a forum for member bodies to liaise with each other in regard to the **standards** for regulation of health practitioners.

to offer a forum for member bodies to share views on relevant **legislation** relating to the regulation of health practitioners.

to promote liaison among member bodies in regard to the standards of education and training of health practitioners registered with the respective member bodies.

# AMCOA MEMBERSHIP



The following regulatory authorities in Africa are present members of AMCOA:

Botswana Health Professions Council	Burundi Medical Council	Eswatini Medical and Dental Council	Medical and Dental Council Gambia	Medical & Dental Council of Ghana	Kenya Medical Practitioners and Dentists Council
Medical, Dental and Pharmacy Council Lesotho	Liberia Medical and Dental Council	Medical Council of Malawi	Dental Council of Mauritius	Medical & Dental Council of Nigeria	Health Professions Councils of Namibia
Rwanda Medical and Dental Council	Seychelles Medical & Dental Council	Medical & Dental Council of Sierra Leone	Health Professions Council of South Africa	South Sudan General Medical Council	Sudan Council
	Medical Council of Tanganyika (Tanzania)	Medical and Dental Practitioners Council of Uganda	Health Professions Council of Zambia	Medical and Dental Practitioners Council of Zimbabwe	



# ASSOCIATE MEMBERS

American Osteopathic  
Association

Allied Health Professions  
Council of Rwanda

Education Commission for  
Foreign Medical Graduates

Uganda Allied Health  
Professions Council

Health Professions  
Authority of Zimbabwe

IAMRA

Kenya Medical  
Practitioners Association

Kenya Dental Association

Kenya Health  
Professionals Oversight  
Authority

Allied Health Professions  
Council Zimbabwe

# ABOUT THE HOST COUNTRY



Located in Southern Africa, Zambia is home of the Victoria Falls, a UNESCO World heritage site and one of the Seven Natural Wonders of the World - the only one in Africa. The country enjoys a tropical climate - offering a 'passport' to sunshine all year round.

Zambia is the birthplace of the Great Zambezi River (Kalene Hills), Africa's fourth largest river, whose 2,700-kilometre journey gives life to the Victoria Falls in Livingstone and Lake Kariba in Siavonga, meandering in a total of 6 countries before forming a delta and releasing into the Indian Ocean..

Zambia is an award winning destination with a list of accolades : most peaceful country in Africa ( Global Peace Index (2015), in the Top 10 of the 50 destinations that will be 'hot' in the next 10 years (Business Insider ), top three fastest growing destinations in the world (UNWTO), surprising places billionaires would like to visit in 2016/2017 (Forbes Magazine 2016), second most attractive destination for French travellers in 2016 (Liloga.com), 11 amazing ways to experience Africa from the air (CNN.com), Top 10 Best swimming pools in the world-the 'Devils pool' (Trip Advisor)

# ABOUT THE HOST



In accordance with the, the Health Professions Act No. 24 of 2009 of the Laws of the Republic of Zambia, the Council is mandated to regulate the Health Sector.

In accordance with the Health Professions Act No. 24 of 2009, the Health Professions Council of Zambia's principal functions are as follows:

- i. Register health practitioners and regulate their professional conduct;
- ii. License and regulate all health facilities both public and private; and
- iii. Accredite health care services which are provided by health facilities

# ABOUT THE HOST



## Vision of the Health Professions Council of Zambia (HPCZ)

A model regulator of health practitioners and healthcare services



## Mission of the Health Professions Council of Zambia (HPCZ)

To regulate the professional conduct of health practitioners, health facilities and health training programmes to ensure quality healthcare services provision for the wellbeing of the people.



# ABOUT THE CONFERENCE

- The 26<sup>th</sup> Association Of Medical Councils of Africa (AMCOA) International Conference is being hosted by the Health Professions Council of Zambia.
- The theme of the conference is “**Regulation in the era of Artificial Intelligence**”. It is scheduled to take place from 11 – 15 August 2024 at Avani Victoria Falls Resort, Livingstone, Zambia
- The aim of the conference is to facilitate an exchange of information and meaningful collaboration among health practitioners, regulatory authorities, which will provide for the development of concepts and new approaches in team-based care and the regulation of healthcare practitioners.
- The conference will provide an opportunity for delegates across all health sectors, health regulators, policy makers, academics, and service providers amongst others; to engage on regulatory matters pertaining to the healthcare environment. This includes the shift in global and local healthcare trends.





# CONFERENCE SUB THEMES

## Quality and Safety Assurance



- Regulators need to ensure that AI-driven health practices meet quality and safety standards. This includes validating AI algorithms, monitoring their performance, and ensuring they comply with medical guidelines and ethical standards.

## Health Training in the era of AI



- Regulatory institutions need to develop systems that would detect plagiarism/piracy in healthcare training education and research to promote quality healthcare practitioners from health training institutions.

## Data Privacy and Security



- With AI relying heavily on patient data, regulators must enforce strict protocols for data privacy and security to protect patient confidentiality and prevent misuse or unauthorized access to sensitive health information.

## Ethical and Legal Frameworks



- Regulators need to establish clear ethical guidelines and legal frameworks for the responsible development and deployment of AI in healthcare. This includes addressing issues such as algorithmic bias, patient consent, and liability for AI-driven decisions.

## Continue Monitoring and Adaptation



- Given a rapid pace of technological advancement, regulatory frameworks must be flexible and adaptable to keep pace with evolving AI capabilities and emerging challenges in healthcare.

# HOW DOES THIS CONFERENCE ALIGN TO THE HEALTH AGENDA OF ZAMBIA

- Sustainable Development Goal No. 3 (SDG 3) “Good health and well-being for all” and quality Universal Health Coverage (UHC).

Global Health Agenda



- To improve the health status of the people in Zambia, in order to contribute to increased productivity and socio-economic development.

Zambia Overall Goal 2022-2026



## UNIVERSAL ACCESS TO HIGH QUALITY HEALTHCARE

- Offering a comprehensive health care system
- Expanding upon the Community based Health Insurance Scheme (CBHI), the focus will be on improving the quality of services offered
- Building on expanded coverage and leveraging sustainable financing mechanisms while reducing out of pocket expenditures on health.
- Patients receiving primary care near home and specialized treatment at decentralized levels.
- Promotion of Telemedicine and development and application of advanced health data technologies
- Diagnostic capability of machine learning and artificial intelligence.
- Improved medical research
- Centre for medical tourism, biomedical research and pharmaceutical industries.
- Investing in human resources for health to raise the quality of health care professionals at all levels.

# HOW DOES THIS CONFERENCE ALIGN TO THE HEALTH AGENDA OF ZAMBIA

- **2022-2026 HEALTH STRATEGIC DIRECTION:**

- Strengthen Health Service Delivery in order to Attain Quality Universal Health Coverage (UHC) by 2030
- Strengthen Integrated Health Support Systems to facilitate attainment of the targets under SDG 3 and UHC

Ministry of Health



Ministry of Health

- To regulate the professional conduct of health practitioners, health facilities and health training programmes to ensure quality healthcare services provision for the wellbeing of the people.

Health Professions Council of Zambia



# CONFERENCE EXPECTED VALUE OUTCOMES

International perspectives, and analysis of the current curricular and training for health care professionals, and gaps with the current strategies.

Exchange of experiences and lessons learned on effective training strategies, policies and practices to promote alignment of improved training outcomes.

Opportunity for stakeholder engagement to implement and improve on current information sharing platforms for all areas of regulation (e.g., disciplinary matters, data sharing, migration, accreditation, training) for health regulators

Clear mechanisms for implementation of AMCOA protocols within the various regions



# CONFERENCE EXPECTED VALUE OUTCOMES

Alignment of the health care professional training to the country's changing healthcare needs and to fortify the professional support for Universal Health Coverage agenda.

Strategies and opportunities to strengthen the technical and soft skill competencies and enhance the global competitiveness and future readiness of health professionals with regards to evolving technologies, innovation, research and emerging health and environmental realities.

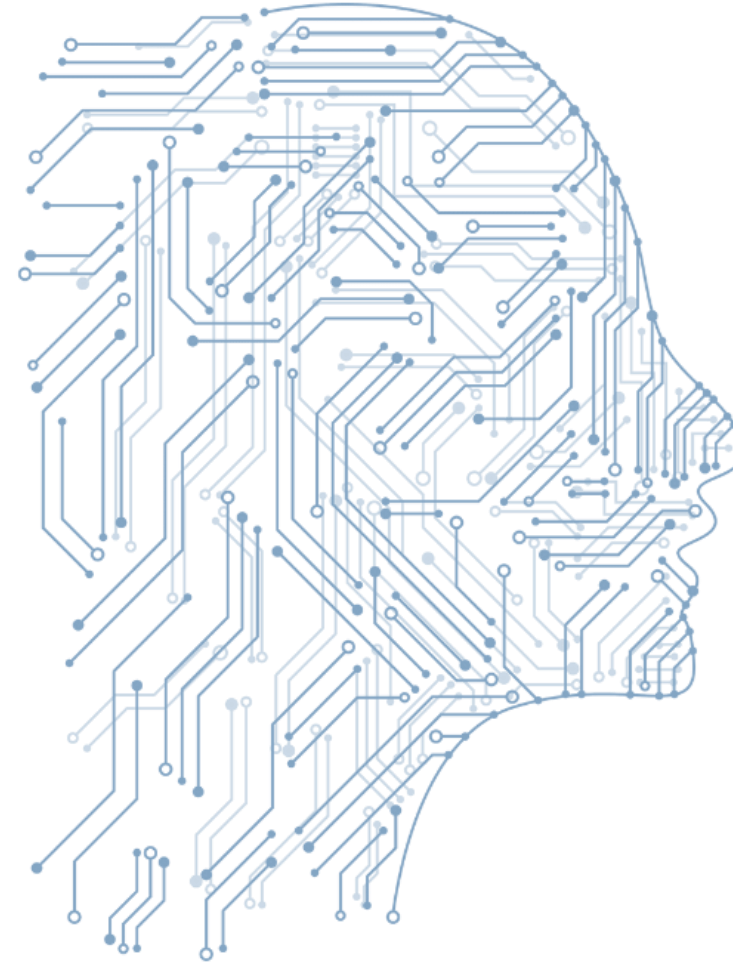
Harmonization of curricular, examinations eligibility requirements, and the standardization of training and training costs, scope of practice schemes of service and emerging cadres, specialties and sub-specialties across all health cadres.

Formulation of policy, regulatory, intergovernmental and legal frameworks to support strengthened training and development of health professionals.

# DELEGATE PROFILE

Approximately **350 participants** are expected to attend both physically and virtually. The conference is estimated to attract delegates from the various disciplines within the health fraternity, including but not limited to:

- Presidency
- Ministry of Health
- World Health Organisation
- Representatives of Ministries around the globe
- Representatives of health regulatory authorities around the globe
- Healthcare Practitioners
- Associations and Societies
- Educational and Training institutions
- Representatives of Medical schemes
- Government agencies who are involved in medical workforce and regulation
- The entire health fraternity
- Opinion Leaders and Health commentators globally
- Students and Interns in the health environment
- Media (local and international)



# VIPs TO BE INVITED

1. Minister of Health as Chief Official Guest
2. World Health Organization Director Africa
3. Minister Technology and Science and Minister of Commerce
4. Ministers of Health in Africa

# CONFERENCE HIGHLIGHTS



Saturday, 10 Aug

- Exhibition & Registration Build up

Monday, 12 Aug

- Official Opening Full Day Conference

Wednesday, 14 Aug

- Half Day Conference
- Conference Closure
- AMCOA Technical Meetings

Sunday, 11 Aug

- Registrations
- Welcome Reception

Tuesday, 13 Aug

- Full Day Conference Gala Dinner

Thursday, 15 Aug

- AMCOA Annual General Meeting Execution





# CONFERENCE VENUE

- Experience Zambia's Tourist capital from **Avani Victoria Falls Resort**, conveniently located near the Victoria Falls, one of the world's top wonders.
- An impeccable 4-star luxury hotel that boasts an array of facilities that cater to the needs of discerning travelers.





# SPONSORSHIP PACKAGES

The Conference will offer your organisation an opportunity to be directly involved by means of sponsorship and exhibiting. If your organisation would like a customised package, we will gladly tailor the benefits to match your needs.



# REASONS FOR SPONSORSHIP

## Brand Visibility

- We offer our sponsors brand visibility. Your brand will be seen and associated with organisations dedicated to building a safer and stronger health workforce of the future by protecting the public and guiding the health professions.

## Making a Difference

- Beyond all the numbers and business reasons for becoming a sponsor, we would be remiss if we did not reiterate that every monetary value for support goes to ensuring the achievement of the Africa health agenda that translates to Good Health and Well-being for all.

## Communication

- Our contracts detail all the deliverables and lay out exactly where you can anticipate visibility. We always deliver what we promise. We want to build and strengthen our relationship with our sponsors, creating a partnership that will benefit both of us.



# REASONS FOR SPONSORSHIP



## Recognition

We recognise our sponsors' generosity. We will invite you to take photos for the local journals, participate in interviews and ask our staff/volunteers to thank sponsors on their individual social media platforms. We also offer our sponsors VIP tickets to our social events

## Creativity

We understand the value of your brand and the importance you place on approving materials that feature your logo. Your most important asset, your brand, will be respectfully represented

## Targeted Marketing

The AMCOA conference aims to attract highly interested customers in the industry. This event will cater to niche audiences and members of organizations and associations. As a sponsor you will gain opportunities to engage with people looking for your tailored product solutions.



# DIAMOND SPONSORSHIP

## ZMW 400,000.00



### CONFERENCE PASSES AND VIP ACCESS

Conference Pass x 4

Gala Dinner Pass x 4

### CO- BRANDING / EXHIBITION

Co-Branding conference bags

Branded Signage in Prominent Areas

Exhibition Table

### LOGOS ON CONFERENCE MATERIAL & COMMUNICATION PLATFORMS

Logo to be on the Conference Website

Logo in Email Communications

Logo on Gala Dinner Programmes

Logo on holding screens

### ADVERTISEMENTS

A single page for a Generic Advert in the Programme Book

### RECOGNITION / THANK YOU

Acknowledgement letter

Acknowledgement During Opening and Closing Ceremony

Acknowledgement at Gala Dinner

Slot at Gala Dinner (15 min)

Meet & Greet VIPs, AMCOA & HPCZ President & Management



# PLATINUM SPONSORSHIP

## ZMW 300,000.00



### CONFERENCE PASSES AND VIP ACCESS

Conference Pass x 3  
Gala Dinner Pass x 3

### CO- BRANDING / EXHIBITION

Co-Branding conference lanyard  
Branded Signage in Prominent Areas

### LOGOS ON CONFERENCE MATERIAL & COMMUNICATION PLATFORMS

Logo to be on the Conference Website  
Logo on Gala Dinner Programmes  
Logo on holding screens

### ADVERTISEMENTS

A half page for a Generic Advert in the Programme Book

### RECOGNITION / THANK YOU DURING OPENING AND GALA DINNER

Acknowledgement letter  
Acknowledgement at Opening Ceremony  
Meet & Greet AMCOA & HPCZ President & Management





# GOLD SPONSORSHIP

## ZMW 250,000.00

### CONFERENCE PASSES AND VIP ACCESS

Conference Pass x 2

Gala Dinner Pass x 2

### CO- BRANDING / EXHIBITION

Co-branding on USB

Branded Signage in Prominent Areas

Exhibition Table

### LOGOS ON CONFERENCE MATERIAL & COMMUNICATION PLATFORMS

Logo to be on the Conference Website

Logo on holding screens

### ADVERTISEMENTS

A quarter page for a Generic Advert in the Programme Book

### RECOGNITION / THANK YOU DURING OPENING AND GALA DINNER

Acknowledgement letter

Acknowledgement at Closing Ceremony

Meet & Greet AMCOA & HPCSA President & Management



# GALA DINNER PARTNER

## ZMW 200,000.00

### CONFERENCE PASSES AND VIP ACCESS

Conference Pass x 3

Gala Dinner Pass x 4

### CO- BRANDING / EXHIBITION

Co-Branding conference bags

Branded Signage in Prominent Areas

Exhibition Table

### LOGOS ON CONFERENCE MATERIAL & COMMUNICATION PLATFORMS

Logo to be on the Conference Website

Logo in Email Communications

Logo on Gala Dinner Programmes

Logo on holding screens

### ADVERTISEMENTS

A single page for a Generic Advert in the Programme Book

### RECOGNITION / THANK YOU

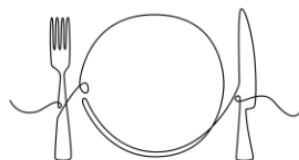
Acknowledgement letter

Acknowledgement During Opening Ceremony

Acknowledgement at Gala Dinner

Slot at Gala Dinner (10min)

Meet & Greet VIPs, AMCOA President & Management



# SILVER SPONSORSHIP

## ZMW 150,000.00



### CONFERENCE PASSES AND VIP ACCESS

Conference Pass x 1  
Gala Dinner Pass 1

### CO- BRANDING / EXHIBITION

Co-Branding on Notebook  
Branded Signage in Prominent Areas

### LOGOS ON CONFERENCE MATERIAL & COMMUNICATION PLATFORMS

Logo to be on the Conference Website  
Logo on holding screens

### ADVERTISEMENTS

A single page for a Generic Advert in the Programme Book

### RECOGNITION / THANK YOU

Acknowledgement letter  
Acknowledgement at Closing Ceremony



# BRONZE SPONSORSHIP

## ZMW 100,000.00

### CONFERENCE PASSES AND VIP ACCESS

Conference Pass x 1

### CO- BRANDING / EXHIBITION

Branded Signage in Prominent Areas

Bag Insert

### LOGOS ON CONFERENCE MATERIAL & COMMUNICATION PLATFORMS

Logo to be on the Conference Website

Logo on holding screens

### RECOGNITION / THANK YOU

Acknowledgement letter

Acknowledgement at closing ceremony



# OTHER SPONSORSHIP PACKAGES

**Bag Inserts x 10 companies ZMW5000  
(Sponsor to provide material, 1 item only)**

**50,000.00**

**Gala Dinner Delegates Gifts**

**62,500.00**

**Mobile App**

**87,500.00**

**Branded Conference Bags**

**168,750.00**

**Branded Notepads**

**112,500.00**

**Branded USB**

**56,250.00**





# EXHIBITOR STAND – 10 SPOTS @ ZMW 50,000.00



## CONFERENCE PASSES AND VIP ACCESS

Conference Pass x 1

Gala Dinner Pass x 1

## EXHIBITION

1 x Table

2 x Chairs

1 x Electrical Plug

Daily Refreshments

## LOGOS ON CONFERENCE MATERIAL & COMMUNICATION PLATFORMS

Logo to be on the Conference Website

Logo on holding screens

## ADVERTISEMENTS

Inclusion of sponsor's marketing material in delegates conference packs

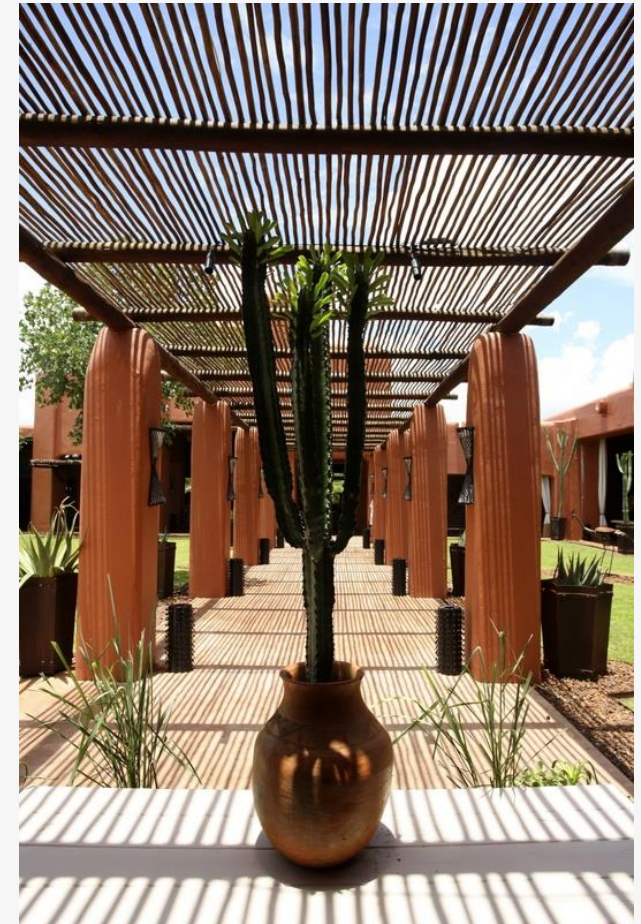
## RECOGNITION / THANK YOU

Acknowledgement at Closing Ceremony



# EXHIBITION AREA

- The foyer will be utilised for the exhibition venue as well as the tea-breaks venue to ensure adequate foot traffic to the exhibitors.
- The space offers adaptability and a high-level of amenities that lends itself to practically any venue requirement.
- The venue is technologically advanced and discreetly offers exhibitors full connectivity
- The venue is air-conditioned and fully equipped with electrical outlets.



# THE PROCESS

## Step 1

Complete and send the booking and indemnity form

## Step 2

Receive, sign and send back the exhibition / sponsorship contract

## Step 3

Receive invoice and payment

## Step 4

Pre-conference support and services

## Step 5

Sponsors: enjoy your sponsorship benefits  
Exhibitors: stand



# TERMS AND CONDITIONS

The Terms and Conditions relating to the Exhibitors as printed in this prospectus forms part of the Agreement. All exhibitors and their representatives must abide by these regulations. Acceptance of exhibiting organisations and assignment of the exhibition space will be coordinated by the Exhibition Manager. Verification of acceptance will be sent to the Exhibitor.

1. Sponsorship packages and exhibition space will be allocated ONLY on receipt of a signed booking form. The space allocation will be done on a first come, first served basis.
2. Confirmation of the booking will be sent to the Sponsor and Exhibitor together with a tax invoice for the full 100% payment. The payment is due on receipt of invoice and bookings will ONLY BE confirmed once payment is received.
3. Proof of payment should be emailed to the Conference Organising Committee email address: [info@hpcz.org.zm](mailto:info@hpcz.org.zm)
4. It is important to note that no sponsor/exhibitor will be allowed to set up their exhibitions and at the conference venue until full payment has been received by the Conference Organising Committee.
5. All exhibitors must comply with the Exhibition Rules and Regulations as determined by Conference Organising Committee and any other applicable legislations.

**Important: The AMCOA and the Health Professions Council of Zambia will not be held liable for any misfortunes, thus it is highly recommended that all Exhibitors/Sponsors should take out Public and Product Liability insurance at their own expense.**



# RESERVED RIGHTS

The Conference Organising Committee reserves the right to rearrange the floor plan and/or reallocate any exhibit without notice. The Conference Organising Committee will not discount or refund any facilities not used or not required.

The Conference Organising Committee reserves the right to final approval of all artwork, advertising copy, pictures, publications, brochures, leaflets, signage and corporate promotional giveaway items. Artwork is to be supplied to conference specifications.

No exhibitor shall assign, sublet or apportion the whole or any part of their booked exhibition space, advertising space or sponsorship commitment except upon prior written consent of the Conference Organising Committee.

Exhibition constructions and materials must be contained within the marked area allocated to the booth. Exhibitors should move their exhibition stands and materials in and out of the Exhibition Centre according to the timetable.



# READY TO BOOK?

Don't miss out on this opportunity to connect and collaborate with the health regulatory community.

Secure your space for #AMCOA2024 by emailing

Host Country Organizing Committee:

[info@hpcz.org.zm](mailto:info@hpcz.org.zm)

AMCOA Secretariat: [Amcoa@hpcsza.co.za](mailto:Amcoa@hpcsza.co.za)



**SEE YOU IN  
LIVINGSTONE**

# CONTACT US

## AMCOA SECRETARIAT

**Dr MA Masike**

**c/o Ms Sadicka Komey**

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## HOST COUNTRY ORGANIZING COMMITTEE

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