



ICPPA
International Conference on PEN-Plus in Africa
2026



3rd International Conference on the PEN-Plus Regional Strategy to address Severe NCDs in Africa (ICPPA 2026)

“Advancing progress toward SDG targets for NCDs in Africa by 2030: Reflections on PEN-Plus implementation, progress, challenges and the future”



23 to 25 June 2026



Dar es Salaam, Tanzania

Co-host



Strategic partner



Supported by



Exhibition opportunities at the International Conference on PEN-Plus in Africa (ICPPA 2026)

Venue: Julius Nyerere International Convention Centre, Dar es Salaam, Tanzania

Organizer: World Health Organization (WHO) – Regional Office for Africa

Expected Attendance: 500

EOI Submission Deadline: 29 May 2026 23:59 CET

1. Introduction

Noncommunicable diseases (NCDs), such as cancer, cardiovascular diseases, diabetes, and chronic respiratory diseases, are becoming the leading cause of mortality in sub-Saharan Africa, where these diseases were responsible for 35% of deaths in 2021, rising from 24% in 2000. In addition, other NCDs, such as sickle cell disease (SCD), genetic disorders, mental disorders, violence and injuries, oral, hearing, and eye disorders, also significantly contribute to premature mortality and morbidity in the region.

Although countries have intensified efforts to address NCDs, achieving Sustainable Development Goals (SDG) target 3.4 by 2030 will require accelerated expansion of integrated NCD services. As almost 60% of the African population lives in rural areas, many populations still face challenges in accessing timely diagnosis, treatment, and

continuous follow-up care, especially at the primary care and district hospital levels, where service availability remains limited.

NCDs also impose a substantial economic burden on households and health systems. Out-of-pocket payments for chronic care frequently led to financial hardship and catastrophic expenditure, particularly for severe and complex NCDs requiring long-term treatment and follow-up at higher levels of care. Strengthening district-level NCD services, including associated primary healthcare facilities, is therefore critical to reducing late presentations, preventing avoidable complications, and improving the efficiency and resilience of health systems.

Advancing towards achieving the SDG targets for NCDs in Africa by 2030 will not be possible without implementing PEN-Plus strategies at the secondary level and WHO PEN at the primary level. PEN-Plus integrated care model is designed to decentralize services for people with severe chronic NCDs,

Conference theme and audience

The 3rd ICCPA aims to consolidate the momentum generated by raising the profile of the overall NCD agenda with a focus on scaling up PEN-Plus implementation within Africa. It will bring together national and international experts and stakeholders from the public and private sectors, the academic and business worlds, and international development experts to exchange knowledge and ideas and scale up regional efforts towards an inclusive, patient-centered, equitable, and high-quality NCD response. It will also bring the heads of state and Government in Africa, who can significantly contribute to scaling up PEN-Plus implementation by prioritizing it in national health policies and adopting the regional commitments made by all 47 WHO African Member States in 2022

Building on lessons and commitments made, ICCPPA 2026 will be organized to foster the generation of additional innovative ideas to progressively reach all people by 2030. This includes ensuring access to quality essential health services as well as safe, effective, affordable, and essential medicines, vaccines, diagnostics, and health technologies for the prevention, screening, early diagnosis, and treatment of severe NCDs, within the PEN Plus Framework.

The exhibition component is designed to showcase innovative programs, technologies, products, services, research, digital health solutions, financing mechanisms, policy approaches, and community interventions that contribute to NCD prevention, treatment, and control.

2. Objectives of the Exhibition

The exhibition aims to:

1. Promote innovative and evidence-based NCD interventions and solutions.
2. Facilitate partnerships among governments, NGOs, academia, donors, and private sector stakeholders.
3. Showcase new technologies, research findings, and best practices.
4. Increase visibility of organizations contributing to global NCD action.
5. Create networking opportunities for exhibitors and conference delegates.
6. Encourage investment and collaboration in sustainable NCD programs.

3. Eligible Applicants

EOIs are invited from:

- International and local NGOs
- Government ministries and public institutions
- Academic and research institutions
- Healthcare providers and hospitals
- Development agencies and UN organizations
- Professional associations and networks
- Pharmaceutical and medical technology companies
- Digital health and innovation companies
- Nutrition and wellness organizations
- Foundations and donor agencies
- Social enterprises and startups

Applicants must demonstrate alignment with ethical standards and public health principles related to NCD prevention and control.

4. Exhibition Categories

Applicants may apply under one or more of the following categories:

A. Public Health and Policy

- Health promotion campaigns
- National NCD strategies

- Community-based interventions
- Advocacy and policy initiatives

B. Clinical Care and Service Delivery

- Integrated care models
- Diagnostic solutions
- Patient management systems
- Telemedicine and digital health

C. Research and Innovation

- Research institutions and consortia
- Scientific publications and data systems
- AI and health analytics solutions
- Innovation hubs and startups

D. Pharmaceutical and Medical Technology

- Medicines and treatment innovations
- Medical devices and screening technologies
- Laboratory solutions
- Monitoring and wearable technologies

E. Nutrition, Lifestyle, and Wellness

- Nutrition programs
- Healthy lifestyle interventions
- Physical activity initiatives
- Workplace wellness programs

F. Youth and Community Engagement

- Youth-led initiatives
- Community mobilization models
- Peer education approaches
- Grassroots advocacy platforms

5. Exhibition Packages

Standard Booth Package

Includes:

- 3m x 3m exhibition space
- One information desk
- Two chairs
- Electrical connection
- Wi-Fi access
- Company name signage
- Two exhibitor badges
- Listing in conference programs and website

Detailed pricing and technical specifications will be shared with shortlisted applicants.

5. Selection Criteria

Applications will be evaluated based on:

Criteria	Weight
Relevance to conference theme	25%
Innovation and impact	20%
Scientific or programmatic evidence	15%
Global or regional significance	15%
Ethical compliance and public health alignment	15%
Diversity and inclusive considerations	10%

The organizing committee reserves the right to prioritize exhibitors that contribute to balanced geographic representation and thematic diversity.

7. Ethical and Compliance Requirements

All exhibitors must comply with the conference's ethical standards and conflict-of-interest policies.

The following are prohibited:

- Promotion of tobacco products
- Promotion of harmful alcohol consumption
- Misleading health claims

- Unapproved medical products or services
- Activities inconsistent with WHO public health principles

Exhibitors may be required to submit supporting documentation regarding product approvals, certifications, or regulatory compliance.

8. EOI Submission Requirements

Interested applicants must submit the following documents:

1. Completed EOI Application Form
2. Organizational profile (maximum 3 pages)
3. Description of proposed exhibition content and objectives
4. Description of products, services, or innovations to be displayed
5. Evidence of previous relevant work or impact
6. High-resolution logo and promotional materials (optional)
7. Any special technical or space requirements
8. Signed declaration of compliance with conference ethics policy

Submissions should not exceed 10 pages excluding annexes.

9. Submission Process

All EOIs must be submitted by 29 May 2026

Expression of interest portal; [ICPPA 2026 – Exhibition Space Application Form – Fill out form](#)

Email Subject Line

EOI Submission – Exhibition – [Organization Name]

Late submissions may not be considered.

For more information, visit [The 3rd International Conference on PEN-Plus in Africa \(ICPPA 2026\) | WHO | Regional Office for Africa/](#) or email the PEN-Plus Secretariat: icppa@who.int

10. Evaluation and Notification Process

The Exhibition Review Committee will assess all eligible submissions.

Shortlisted applicants may be contacted for additional information or clarification.

Successful applicants will receive:

- Official confirmation letter
- Exhibition guidelines manual
- Payment instructions
- Logistics and setup information
- Branding and communications toolkit

The organizer's decision shall be final.

11. Exhibition Logistics

The organizer will provide:

- Exhibition hall security
- General cleaning services
- Standard booth setup
- Internet access in common areas
- Onsite exhibitor support desk

Exhibitors will be responsible for:

- Travel and accommodation costs
- Shipping and customs clearance
- Insurance for exhibition materials
- Staffing and booth management
- Compliance with venue regulations

12. Data Protection and Media Consent

By submitting an EOI, applicants consent to the use of organizational information for conference administration, promotion, and communication purposes.

Photography and video recording may occur during the conference and exhibition.

13. Disclaimer

The organizer reserves the right to:

- Accept or reject any EOI without obligation to provide reasons
- Modify exhibition arrangements if necessary
- Cancel or postpone the conference due to unforeseen circumstances
- Reassign exhibition spaces based on operational requirements

Submission of an EOI does not constitute a binding agreement.

14. Contact Information

Conference Secretariat

International Conference on PEN Plus in Africa (2026)
WHO Regional Office for Africa

Email: icppa@who.int

Website: [The 3rd International Conference on PEN-Plus in Africa \(ICPPA 2026\) | WHO | Regional Office for Africa](#)