



HEALAfrica Festival 2024

RWANDA

Unleashing the Longevity Tech and Regenerative Health Potential of Africa



HEALAfrica Festival 2024

Bridging Continents, Empowering
Health, and Creating Opportunities for
Business & Culture Exchange

2-Day Event

OCTOBER 2024

Norrskén Kigali House, Kigali, Rwanda



www.healincsummit.com

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EVENT BRIEF

Introduction:

HEALAfrica Festival 2024 is more than just a conference—it's a transformative experience designed to bring together healthcare pioneers, entrepreneurs, cultural enthusiasts, and innovators from across Africa, America and the Caribbean. The first ever HEALAfrica Festival will take place in Kigali, Rwanda, and promises to be a celebration of collaboration, innovation, creativity, and cultural exchange.

Theme:

The theme of HEALAfrica Festival 2024 is “Bridging Continents, Empowering Health, and Creating Opportunities for Business & Culture Exchange.”

HEAL stands for **H**ealth, **S**elf-**E**fficacy through **A**ctionable Data and **L**ife-Design. This theme encapsulates our vision to foster dialogue, partnership, and mutual collaboration between Africa, the Americas and the Caribbean, with a focus on innovative healthcare segments that inspire **h**ealth, **s**elf-**e**fficacy and **a**ctions that support positive transformative shifts in how we live our lives (**l**ife-design), such as healthy longevity, regenerative healthcare, and sports medicine.

Objectives:

- **Promote Collaboration:** Facilitate networking and collaboration between healthcare professionals, entrepreneurs, and policymakers from Africa and the Caribbean.
- **Showcase Innovation:** Highlight cutting-edge solutions and technologies in longevity, regenerative healthcare, and sports medicine. Create innovative ways to connect the dots between creativity and overall health.
- **Explore Business Opportunities:** Uncover untapped business opportunities and investment potential within the healthcare sectors of both regions.
- **Cultural Exchange:** Foster cultural appreciation and understanding through immersive experiences, showcases, and workshops, and inspire cultural changes that support healthy longevity.

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Key Features:

- **Business Matchmaking & Investment Forums:** Connect with potential partners and investors to explore business opportunities in healthcare innovation.
- **Cultural Immersions & Exchanges:** Experience the rich cultures of Africa and the Caribbean through culinary delights, artistic showcases, and interactive workshops.
- **Innovative Healthcare Expo:** Explore a diverse array of healthcare products, services, and technologies, with a focus on longevity, regenerative healthcare, and sports medicine.
- **Panel Discussions & Keynote Addresses:** Engage with industry experts and thought leaders in insightful discussions on healthcare innovation, business opportunities, and cultural exchange.
- **Sports Medicine Workshops & Demonstrations:** Participate in hands-on workshops and demonstrations highlighting advancements in sports medicine and performance enhancement.
- **Cultural Excursions & Tours:** Embark on guided cultural excursions and tours in Kigali and beyond, discovering historical landmarks, natural wonders, and cultural treasures.

Join Us:

We invite healthcare professionals, entrepreneurs, investors, cultural enthusiasts, and all those passionate about shaping the future of healthcare and cultural exchange to join us at HEALAfrica Festival 2024. Together, let's bridge continents, forge partnerships, and create lasting impact.

Conclusion:

HEALAfrica Festival 2024 promises to be an inspiring and enriching experience where healthcare innovation, business exploration, and cultural celebration converge. Join us in Kigali as we embark on this journey of collaboration, discovery, and transformation.

Dr. Desirée Cox, MD, MPhil, PhD
CEO and Founder, The HEALinc and HEALinc Summit
Affiliate Faculty Member, Rutgers University,
New Jersey, USA

Dr. Desirée Cox, MD, MPhil, PhD is a Rhodes Scholar, medical doctor, creative artist, and internationally respected thought leader in future health and regenerative medicine. She is the first Rhodes Scholar from The Bahamas and the first woman Rhodes Scholar from the British Caribbean. Educated at McGill University (Canada), Oxford University (UK) and Cambridge University (UK), Dr. Desirée is the founder and CEO of The HEALinc and The HEALinc Future Health Innovation Summit (www.healincsummit.com), and an affiliate member of Rutgers University, Graduates Studies Faculty, New Jersey, USA. HEALinc is a future health research and development (R&D) organization with a mission of advancing the future of healthcare through cutting-edge technology, mentorship of future leaders, education on scientific breakthroughs and creative healing products.

Dr. Desirée is a thought leader in future health innovation with 20+ years in the healthcare space. Her career in the UK, Europe, North America, The Bahamas, and Latin America has spanned clinical medicine, academia, research and development, regulatory sciences, and the design, development, and implementation of high-impact health and social enterprises. More recently, she has spearheaded the creation of laws on stem cell, longevity and regenerative medicine, as well as a regulatory structure in The Bahamas for accelerated patient access to stem cell, regenerative medicine and other future health technologies manufactured in the US, Europe, Latin America and Asia.

She has received numerous awards and honors from all over the world. Her honors include being one of six alumni to have their portrait hung in the Great Hall at Pembroke College, Oxford University; presenting at the 2018 Vatican 'Unite to Cure' Conference; and being one of 5 recipients of the 2019 International Advocacy Action Award at the World Stem Cell Summit in Miami, Florida.

In 2013, The Bahamas Government honored Dr. Desirée by issuing a 70-cent stamp into circulation bearing her photograph in 2013. In 2023, The Bahamas government granted her the Golden Jubilee Independence Award of Supreme Honor, an award bestowed on 101 individuals over the 19th, 20th and 21st centuries who represent the "best blood" of the country since its inception.

Dr. Desirée splits her time between the USA and The Bahamas. She is a member of the International Women's Forum (IWF) in New York and The Bahamas.



Pascal Murasira
Managing Director,
Norrskén East Africa

Pascal Murasira has led the transformation of an abandoned school in Kigali into Africa's largest startupdedicated campus. As a Rwandan-Dutch business leader with over a decade of experience in African entrepreneurship, he is on a mission to attract more resources and support for entrepreneurs across the continent.

Currently, Pascal serves as the Managing Director of Norrskén East Africa, where he is deeply immersed in real estate investing, asset management, events organization, stakeholder collaboration, talent cultivation, and building a robust entrepreneurship ecosystem in Rwanda and beyond. His work with entrepreneurs has been featured in Forbes, CNN, BBC, TechCrunch, and Financieele Dagblad, among others.

In the last decade, Pascal has worked with entrepreneurs in his native Rwanda, Burundi, Congo, Ghana, Ivory Coast, Kenya, Nigeria, Tanzania, Uganda, Sweden, and the Netherlands, where he currently resides with his wife and two beautiful children.