

Global Health Innovation Forum (GHIF) 2025

Connecting minds, sharing solutions.

Collaborating for Impact

Sponsorship Proposal for the Global Health Innovation Forum (GHIF) 2025

An international conference organized by the Institut de Recherche en Santé, de Surveillance Epidémiologique et de Formations (IRESSEF), Sunu MAV+ Project, Dakar American University of Science and Technology (DAUST), in partnership with the Fondation IRESSEF Souleymane Mboup.

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I. Background

Research and Innovation (R&I) are the catalysts for great nations' economic and social development. After considerable investments, they have driven countries in the North American and European continents to a level of sustained development after considerable investments. Moreover, strong governance systems are in place to manage and promote research and innovation effectively and efficiently.

Research and innovation are gaining wide currency in sub-Saharan Africa, yet the gap is still significant. The region accounts for less than 1% of the world's research output while being home to 12% of the global population. On the other hand, most of the funding to support research and innovation activities is mainly provided by international grantors through research proposals. As a result, diseases that may withhold the emerging process of the African continent are not addressed adequately, and this deleterious situation is worsened by brain drain due to the lack of appropriate health research systems. Outstanding measures are necessary to help close the gap between Africa and the rest of the world regarding research and innovation.

Within that framework, a Senegalese scientist named Souleymane Mboup has created the Institute of Health Research, Epidemiological Surveillance and Training (IRESSEF) to promote research and innovation.

IRESSEF is a not-for-profit pan-African center of excellence in health research disease surveillance, training, systems strengthening, and capacity-building programs. It has state-of-the-art equipment and qualified personnel to conduct research aligned to international standards.

In collaboration with the Dakar American University of Science and Technology (DAUST), IRESSEF has established a Research Center for Innovation in Global Health Technologies. This center has been working on a range of initiatives to improve health outcomes and tackle global health challenges through innovation. They have developed several products to improve healthcare in resource-limited settings. These include autonomous VTOL drones, sample transport packaging, digital microfluidics, digital lens-less holographic microscopy, intelligent paramedical cyber-physical telemedicine solutions, automated liquid handling systems, and exoskeletons.

In recent years, the global health landscape has seen remarkable advancements in technology, research, and innovation. However, persistent challenges, such as the affordability and accessibility of healthcare, emerging infectious diseases, non-communicable diseases (NCDs), and healthcare disparities, continue to present significant obstacles. To address these issues, IRESSEF, *Sunu MAV+ Project*, and DAUST, in partnership with the Fondation IRESSEF Souleymane Mboup (FISM), are organizing a Global Health Innovation Forum (GHIF) with the theme "From ego-system to eco-system: Building a collaborative innovation for health."

This three-day conference will focus on sharing a use case ecosystem for the development and implementation of an integrated and sovereign strategy for HPV prevention, diagnosis, and management in Senegal.

The Forum will take place at IRESSEF in Diamniadio, Senegal, from 19-21 November 2025, and is expected to convene over 250 participants, including leading voices in health innovation, government officials, scientists, and private sector leaders.

II. Previous Event Highlights: BRII-Africa 2023

In 2023, IRESSEF and DAUST organized the first edition of the Biennial for Research and Innovation in Africa (The BRII-Africa), which served as a foundation for this Forum, attracting significant attention across sectors. Highlights of BRII-Africa included:

- Inauguration by His Excellency Macky Sall, former President of Senegal
- Participation of the Minister of Higher Education, Research, and Innovation (MESRI)
- Speakers included policymakers, researchers, innovators, business owners, and industry players from around the globe
- Gathering of key players in the innovation value chain, including government, academia, industry, and investors
- Addressing crucial challenges and shaping the future of innovation in Africa, with a focus on public health advancements
- Hosting 30+ exhibitors showcasing their innovations, fostering collaboration and market growth

The Global Health Innovation Forum builds upon the success of BRII-Africa, expanding its scope to feature even more cutting-edge health technologies and transformative ideas for the future of healthcare in Africa.

III. Forum Objectives

The aim of the Global Health Innovation Forum (GHIF) 2025 is to catalyze transformative change by exchanging ideas, fostering collaboration among ecosystem players, and developing innovative solutions to address Africa's most pressing health problems. This year's conference will focus on developing and implementing a sustainable, sovereign, and multisectoral ecosystem to reduce the incidence and mortality of cervical cancer in Senegal.

The forum is expected to bring together stakeholders to mobilize around a shared roadmap, promote equitable access to care, and foster health sovereignty.

General Objective:

To develop and implement a sustainable, sovereign, and multisectoral ecosystem to reduce the incidence and mortality of cervical cancer in Senegal.

Specific Objectives:

- Mobilize ecosystem actors around a common roadmap.
- Decentralized care using innovative technological tools for equitable access.
- Promote health sovereignty through innovation, research, and local production.

IV. Expected Outcomes and Long-term Impact

The forum aims to achieve the following results:

- A viable and innovative project to improve access to early screening, diagnosis, and care.
- National and regional partnerships supporting local biomedical and digital innovation.
- A sustainable multisectoral coordination mechanism.

V. Target Audience and Beneficiaries

The forum will engage key stakeholders from multiple sectors who are critical to building an effective ecosystem for cervical cancer prevention and control. These include:

- Ministry of Health, Higher Education, IRESSEF – Leadership and strategy adoption.
- Universities and Start-ups – Research, innovation, and technology transfer.
- NGOs and Civil Society – Awareness and community mobilization.
- Health Professionals – Implementation, training, and monitoring.
- Technical and Financial Partners – Technical support, funding, and capacity building.
- Sectoral Ministries (Education, Women, Youth) – Integration into public policies.

Overall, this forum provides a unique opportunity for these stakeholders to connect, share knowledge, collaborate, and explore innovative strategies to address global health challenges. The insights and partnerships forged here will benefit a wide range of beneficiaries, from local communities and national healthcare systems to the global population at large.

VI. Forum Architecture

The GHIF 2025 will include the following activities:

- Conduct a situational analysis on HPV and cervical cancer in Senegal.
- Organize co-creation, design thinking, and ecosystem-building workshops.
- Develop a strategic plan covering prevention, screening, treatment, innovation, and financing.
- Present innovative health technologies.
- Identify partnerships for local vaccine and medical technology production.
- Produce comprehensive reports

The forum will adopt an innovative and participatory approach based on evidence, co-creation, design thinking, and transition design. Core principles will include community inclusion, operational efficiency, financial and institutional viability, and impact measurement through clear indicators (vaccination coverage, screening rates, mortality rates).

VII. Pillars of the Forum:

- Public-private partnerships (PPP)
- Emerging Technologies
- Policy
- Innovation Adoption
- Additional focus areas as identified
- Community Health Innovation

VIII. Sponsorship

We plan to achieve this endeavor in collaboration with potential sponsors who are keen to support innovation drivers for sustainable health systems in Sub-Saharan Africa. We are therefore submitting this proposal to request your support and invite you to become a partner to ensure the success of

the conference. Our proposal includes three sponsorship schemes, each of which offers unique advantages, as outlined in the below section.

a) Opportunities for Sponsorship

Sponsors have the opportunity to increase their visibility through participation in the conference. There are various avenues for sponsor promotion available at the event.

Onsite promotion

Press Area: Opportunities for visibility among media representatives.

Session Room Entrances: Branding displayed at the entrances to session rooms.

Restaurant: Promotional materials featured in the conference dining area.

Conference materials

Conference bags: Inclusion of promotional items in participants' conference bags.

b) Packages for sponsors

Platinum Sponsor – USD 35,000

Includes all benefits from the Gold Package, plus:

Exclusive Add-On: Satellite Session Hosting

Satellite Session Opportunity

- Opportunity to host one satellite session during the conference, targeting up to 50 participants.
- Session can be open to all attendees or invitation-only, at the sponsor's discretion.
- The sponsor has full autonomy to define the agenda, select speakers, and moderate the session.
- Option to brand the session under the sponsor's theme or strategic messaging.
- Session title and description will be included in the official conference program and website.

Session Logistics Support

- Access to a fully equipped meeting room for up to 90 minutes, including:
 - Projector and screen
 - Microphones and a sound system
 - Seating setup (Classroom style)
 - On-site technician to support the setup and smooth operation
- On-site signage and direction boards promoting the satellite session.
- Dedicated support staff to assist with registration, guest management, and hospitality.

Promotion & Visibility

- Advance promotion of the satellite session through the conference website, social media, and email newsletters.
- A dedicated spotlight post featuring your session on the conference's LinkedIn and Twitter/X accounts.
- Inclusion of session flyer or promotional insert in the participant bag (to be provided by the sponsor if needed)
- Highlight in the post-conference summary report.

Complimentary Registrations

- 8 free conference passes for the sponsor team or invited guests to attend the full conference.

Gold – USD 25,000 and above

Before the Conference

- Your logo in the TV advertisements with the mention "official partner".
- Your logo visible on all posters and banners on conference website
- Broadcasting (radio and TV) on the event will mention your name and/or logo.
- Insertion of your logo in the press announcements

During the Conference

- Free stand of 18m².
- Display your logo at strategic locations on the conference site: on the tarpaulins at the main entrance, at the coffee breaks, lunches, and corridors leading to the entrance of the meeting room
- Your logo in the background and visible on the screen in the interview area
- Your brochure in the participants' bag
- Your sponsor logo on all promotional materials: posters, flyers, invitations, programs, newspapers and other publications

Public relation

- One interview with local and/or regional newspapers
- Sending of a press release.

Internal communication

- Articles and photos of the event in your publications and website
- Registration of 5 participants from your company

Silver – USD 20,000

Before the Conference

- Your logo visible on all posters and banners of the conference
- Spots, TV, radio, or Internet in the prelude to the event, mention your name and/or logo

During the Conference

- Free 9m² booth.
- Display of your logo in strategic areas of the site: coffee break areas, lunches, dinners, and corridors leading to the entrance of the meeting room.
- Distribution of your promotional items during the tasting session and at the closing ceremony.
- Your sponsor logo on all promotional materials: posters, flyers, invitations

Public relation

- One interview with local and/or regional newspapers

Internal Communication

- Articles and photos of the event in your publications and on your website

Bronze – USD 10,000

Before the Conference

- Your logo visible on all conference posters and banners

During the Conference

- Display of your logo in strategic areas of the site: coffee breaks, lunches, dinners, and corridors leading to the entrance to the meeting room,
- Distribution of your promotional items during the tasting and the closing ceremony

Public Relations

- 1 interview with local and/or regional newspapers

Internal communication

- Articles and photos of the event in your publications and on your website

In-kind sponsorship is also available, which may include providing technical equipment, media support, transportation, or hospitality services. Your in-kind contributions will be acknowledged at the event and across all promotional materials.

c) Next Steps for Sponsorship

To secure your sponsorship, please follow the steps below:

- Contact Us – For further inquiries or to confirm your sponsorship, reach out to the contact details below:
 - Contact person: Lat Demba Faye or Ruth Girma
 - Email: latdemba.faye@iressef.org or girma.ruth@iressef.org
- Confirm Sponsorship Level – Indicate your preferred sponsorship package (Platinum, Gold, Silver, Bronze, or In-Kind), and provide the required details for invoicing and logo submissions.
- Submit by Deadline – To ensure your company is included in the event website, promotional materials, and onsite branding, please confirm your sponsorship by **September 15, 2025**.

IX. Registration dates and fees

	Deadline	Participant Type	Fees in USD
Registration before the Forum	18 November 2025	Regular international	350
		Regular national	150
		Student	100
On-site registration	19-21 November 2025	International	500
		National	250

X. Conference site

The GHIF 2025 will be hosted at the Institute of Health Research, Epidemiological Surveillance, and Training (IRESSEF) in Diamniadio, Senegal.

XI. Budget

The table below provides an overview of the costs associated with the requirements necessary to deliver a successful event.

Conference Estimated Budget Breakdown		
	Item	Total cost
1	Venue related fees	
	Set up fees	\$20,000
	Medical cover (incl. First aid and medical supplies)	\$2,500
	Opening ceremony	\$3,000
2	Equipment Rental Fees:	
	Chairs and tables	\$5,000
	Sound system and screens	\$5,000
	Translation equipment	\$10,000
	Lighting equipment	\$2,000
	Staging and podiums	\$1,500
	Video equipment (cameras, video recorders)	\$3,000
	AV technician fees	\$1,500
	Wi-Fi access for attendees	\$1,000
	Attendee and abstract management software (WHOVA)	\$3,000
3	Food and Beverage Costs:	
	Catering costs (lunch, snacks, and beverages) incl tent, chair, table, utensils, etc	\$50,000
4	Transportation Costs:	
	Shuttle service for attendees	\$9,000
5	Sponsorships	
	Speaker Fees and sponsored guests:	
	Registration fee	\$12,000
	Per diem	\$12,000
	Air ticket	\$30,000
	Accommodation	\$30,000
	Sponsorship fee for international participants	
	Registration fee	\$8,800
	Air ticket	\$22,000

	Accommodation	\$17,952
	Per diem	\$11,000
	Sponsorship fee for National participants	
	Registration fee	\$4,400
	Transportation allowance	\$1,980
6	Printing and Stationery Costs:	
	Document design (Concept note, sponsorship document, flyer and save the date)	\$6,000
	Design and printing of brochures, flyers, and other promotional materials	\$5,010
	Design and printing of name tags, badges, and other identification materials	\$5,250
	Programs, agendas, and schedules	\$3,500
7	Marketing and Advertising Costs:	
	Social media advertising costs	\$7,000
	Media cost	\$15,000
	Website development and maintenance costs	\$5,000
	Promotional video cost	\$3,000
8	IRESSEF Staffing Costs:	
	Ushers and volunteers	\$1,800
	Event planners and coordinator	\$10,000
	Technical and admin support staff time	\$10,000
	Advocacy visit budget (including trip to USA)	\$53,600
9	Miscellaneous Expenses for planning phase	
	Office supplies and equipment	\$1,000
	Fuel + telephone	\$1,000
	Grand Total Expense	\$393,792