

22th INTERNATIONAL EXHIBITION

PUBLIC HEALTH



22-25 October 2013 / International Exhibition Centre, Kyiv



Post Show Report

WWW.PUBLICHEALTH.COM.UA



New features of the exhibition



The Innovations in Medicine project. A special zone at the exhibition where the latest developments in medicine and pharmaceuticals were displayed.

The Ukrainian Summit on Healthcare and Pharmaceuticals. This European level event took place for the first time, dedicated to the entry of national medicine into the European space and developing Ukrainian medical institutions so that they are closer to modern European standards.

The National Medical Award Votes for the best Doctor of Ukraine and for National Medical Awards Candidate took place as part of the exhibition.

Help from Medical Journalists - A project organised together with the www.med-dovidka.com.ua internet portal, where journalists were on hand to write news about new products offered by the exhibitors. All of the news pieces were placed on the website of the organiser and on the partner's website at www.med-dovidka.com.ua as well as being sent to the electronic database of the organisers. This service was completely free for all exhibitors.

Medical Tourism Exhibition & Conference, Kyiv. The Medical Tourism exhibition took place alongside the Public Health exhibition for the first time.

The Best Medical Media Awards Ceremony. The best specialised medical journals were selected to receive awards as part of the exhibition. Project organiser: Ukrainian Rating Agency. The project had the support of the Ukrainian Marketing Association.

About the exhibition



Total exhibition area	7100 m²
Exhibitors	292 companies
Origin of exhibitors	28 countries (Austria, Belarus, Belgium, Greece, India, Italy, China, Korea, Latvia, Lithuania, Poland, Taiwan, Ukraine and many others).
National pavilions:	Germany, Spain, Russia, Turkey, Switzerland
Visitors	18560 visits , including 3898 from the UITM'2013 Exhibition.
Number of business programme and educational events	16
Official Support from	<ul style="list-style-type: none">➤ The Cabinet of Ministers of Ukraine➤ National Academy of Medical Sciences of Ukraine➤ Kyiv City Administration
Co-organiser	<ul style="list-style-type: none">➤ Ministry of Healthcare of Ukraine



Ukrainian Summit on Healthcare and Pharmaceuticals

Organiser - Euro Convention Conferences, Belgium

Number of attendees at the Summit - 230 attendees from **158 companies** (22 were pharmaceutical companies)

Subjects discussed at the Summit included:

- ✓ The reform of national medicine as an important step towards European integration
- ✓ Medical legislation; Protection of Personal Data
- ✓ Introduction of the "Electronic Health" programme; Investment Prospects
- ✓ New regulations in the pharmaceutical market of Ukraine
- ✓ The state of the market and forecasts for development as well as other subjects.

Speakers at Summit include: **Paolo Belli**, Head of the Department of Development of Human Resources in Belarus, Moldova and Ukraine - Europe and Central Asia, the World Bank; **Tom Lawrie**, Director, Worldwide Health, Microsoft, USA; **Tim Kogan**, Director of Corporate Finance, Capital Times Investment Company; **Danil Fedorchuck**, Senior Partner, Beiten Burkhardt; **Aleksandr Soloviev**, Chairman of the State Service of Ukraine on Medical Drugs; **Sevki Acuner**, Director, Office of the European Bank for Reconstruction and Development in Ukraine and many others.

Event sponsors:

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New Medical Technologies

Paolo Belli, Head of the Department of Development of Human Resources in Belarus, Moldova and Ukraine in Europe and Central Asia, the World Bank: *'The death rate of Ukrainian males at the ages of 50-60 is at the level of African countries and it much higher than the European average. The reason for this is widespread cardiovascular disease. The reformation of the medical industry of Ukraine, preventive medicine and electronic health are extremely strategically important for the development and existence of a nation as a whole. The World Bank is ready to provide 300 million USD towards the 5 year project for the reform of the healthcare of Ukraine.'*



16 scientific events took place as part of the Public Health exhibition with 1450 unique attendees.

Seminars:

▪ Radio diagnostics and treatment

Organisers: Association of Radiologists of Ukraine, UMT - the main distributor of Toshiba Medical Systems in Ukraine

Co-organiser: Premier Expo

Target audience: senior specialists, radiologists, MRI and Ultrasound scan specialists, cardiologists, cardiac surgeons, mammologists.

▪ Cardiology - innovations in treatment and diagnostics

Organisers: Amosov National Institute of Cardiovascular Surgery, National Academy of Medical Sciences of Ukraine.

Co-organiser: Premier Expo

Target audience: cardiologists, family doctors, cardiac surgeons, anaesthesiologists.

▪ The approval process for analytical equipment: stages and documentation

Organisers: Standards of Development Technologies LLC

Co-organiser: Premier Expo

Target audience: heads and staff of pharmaceutical company laboratories

▪ Medical and laboratory equipment

Organisers: UkrTest Scientific Testing Centre, Ukrmetrteststandart State Company

Co-organiser: Premier Expo

Target audience: managers and representatives of medical and laboratory equipment distribution companies

▪ Clinical tests of medical products: practices in contract writing

Organiser: Yurkraft Medical Medico-legal Consulting Company

Co-organiser: Premier Expo

Target audience: heads of contract research organisations, pharmaceutical companies, treatment and prevention institutions, head accountants and in house legal consultants at pharmaceutical companies, contract research organisations and treatment and prevention centres, medical researchers.



16 scientific events took place as part of the Public Health exhibition with 1450 unique attendees.

Conferences:

▪ Public-private partnership in the field of healthcare

Organisers: Ukrainian Federation of Healthcare Employers

Co-organiser: Premier Expo

Official Support from: Ministry of Healthcare of Ukraine, Committee of the Verkhovna Rada on Healthcare and the CREAM Europe PPP Alliance (headquartered in Brussels)

Target audience: heads of Ministry of Healthcare departments, head doctors, clinic directors, insurance companies

The plan for the development of public-private partnership in the field of healthcare in Ukraine was presented at the conference for the first time. The plan was developed especially for Ukraine by leading experts of the European Association for public-private partnership CREAM Europe PPP Alliance.

▪ Modern management and healthcare: Information technology in the management of medical institutions

Organisers: Healthcare Studios educational centre

Co-organiser: Premier Expo

Target audience: heads and managers of medical institutions and state and private hospitals

▪ Innovative Technologies In Medicine (P.L. Shupyk National Medical Academy of Postgraduate Education)

Organisers: P.L. Shupyk National Medical Academy of Postgraduate Education **Co-organiser:** Premier Expo

Target audience: cardiac surgeons, general surgeons



16 scientific events took place as part of the Public Health exhibition with 1450 unique attendees.

Master classes and presentations:

■ **The advantages of using the new Sulfakrilat medical glue** **Organiser:** DENTAUM **Co-organiser:** Premier Expo

Target audience: cardiac surgeons

■ **The modern European approach to weight correction. The PRONOKAL method**

Organiser: PRONOKAL / PNK DISTRIBUTION INTERNATIONALE SA. **Co-organiser:** Premier Expo

Target audience: endocrinologists, therapists

■ **Export potential of the healthcare industry of Siberia round table**

Organiser: The Novosibirsk delegation **Co-organiser:** Premier Expo

Target audience: distributors

■ **The first scientific methodical workshop on 'Modern, ethnic and non-traditional methods used in massage, physical rehabilitation and sports medicine'**

Under the patronage of: Ministry of Youth and Sports of Ukraine

Under the auspices of: The Association of sports medicine and therapeutic physical culture of Ukraine and the Ukrainian medical centre of sports medicine at the Ministry of Healthcare of Ukraine

Target audience: head doctors of sports clubs in Ukraine, rehabilitologists, sports team masseurs

■ **Modern methods of diagnosing melanoma and skin cancer**

Organiser: Institute of dermatology and cosmetology, Olga Vladimirovna Bogomolets, Doctor of Medical Sciences, Professor at the Bogomolets Kiev National Medical University

Co-organiser: Premier Expo

Target audience: therapists, dermatologists, cosmetologists

■ **Diagnosis and treatment of breathing pattern disorders in sleep. Modern methods of non-invasive lung ventilation.**

Organiser: All-ukrainian Society Organisation 'The Ukrainian Association of Sleep Medicine' together with the practical scientific medical centre UkrTeleMed **Co-organiser:** Premier Expo

Target audience: doctors specialising in somnology

The Innovations in Medicine project.

The Innovations in Medicine project was presented at the Publi Health exhibition for the first time. The project introduced the latest solutions for any business in the medical and pharmaceutical industries.

Visitors had the chance to review the latest developments in a special exhibition zone, where they could watch videos of products from the following companies: **Steripak, Integris Dental, UMT, Vinar, Pro Studios, PronoKAI, Dentaum, Akhinora, Scaner, Mortara, ABS Medical, MIDA, National Academy of Medical Sciences of Ukraine, "Doctor Shapovalov's Clinic" medical centre, Filatov Institute of Eye Disease and Tissue Therapy of the Academy of Medical Sciences of Ukraine**

More than **15 videos** demonstrated the latest developments in the field of technologies for the functioning of medical institutions, diagnostics, treatment, new pharmaceutical products and examples of scientific studies.

The visitors also had the chance to see the new developments **at the stands of the exhibitors**. These products were announced before the exhibition in electronic and postal mailouts.



Exhibition to the Doctors of Ukraine

Exhibition to the Doctors of Ukraine - a live webcast of the exhibition and interactive communication with an audience of 40-60 thousand Ukrainian doctors. Teleconferences were available every day of the exhibition. The organiser was the **exclusive Information Partner of the Exhibition - IT Centre**.

The National Medical Award

A voting booth was open at the stand of the **National Medical Award** for the duration of the exhibition for the selection of the best medical workers of Ukraine. Every member of the medical community had the chance to take part in the selection and demonstrate their professional and personal opinions.

According to the preliminary reports from the Chief Directorate of the **National Medical Award** competition, the results will not be announced as yet. They will be used in the work of a three level competition jury, which will begin its activities in December. However, we can say that the definite leader of the voting was a medical worker from Kyiv that received the vote of more than 70% of the voters.



The Social Partner of the exhibition, the Rinat Ahmetov Fund "Development of Ukraine" presented the mobile medical unit '**Mobile Women's Clinic**', which is one of the tools for the implementation of the 'We will heal cancer' program. Female visitors and exhibitors could have a free examination in the clinic, including mammography, ultrasound and gynaecological examination and consult doctors from the National Cancer Institute.

More than 106 examinations and consultations took place over the course of the exhibition



The International Medical Tourism Exhibition and Conference MTEC.Kiev

The International Exhibition and Conference MTEC-Kiev is the first project of its kind on the territory of the CIS, which allows all of the players on the medical and healthcare tourism market to meet on one platform through uniting two major projects - the 22nd International Public Health 2013 exhibition and the 20th Anniversary of the International UITM'2013 exhibition.

Organiser: Premier Expo and ITE Group Plc

Co-organiser: Global Healthcare Travel Council (GHTC)

Official Support from: Ukrainian Association of Medical Tourism, Association of Medical Tourism Doctors and the Turkish Healthcare Tourism Council

Exhibitors include - general clinics, rehabilitation and healthcare centres, plastic surgery clinics, reproductive medicine clinics, aesthetic medicine clinics and healthcare resorts, representatives of the Ukrainian sector of healthcare and medical tourism as well as medical tour operators.

Statistics for 2013:

Total exhibition area: **2000 m²**

Exhibitors: **50 companies**

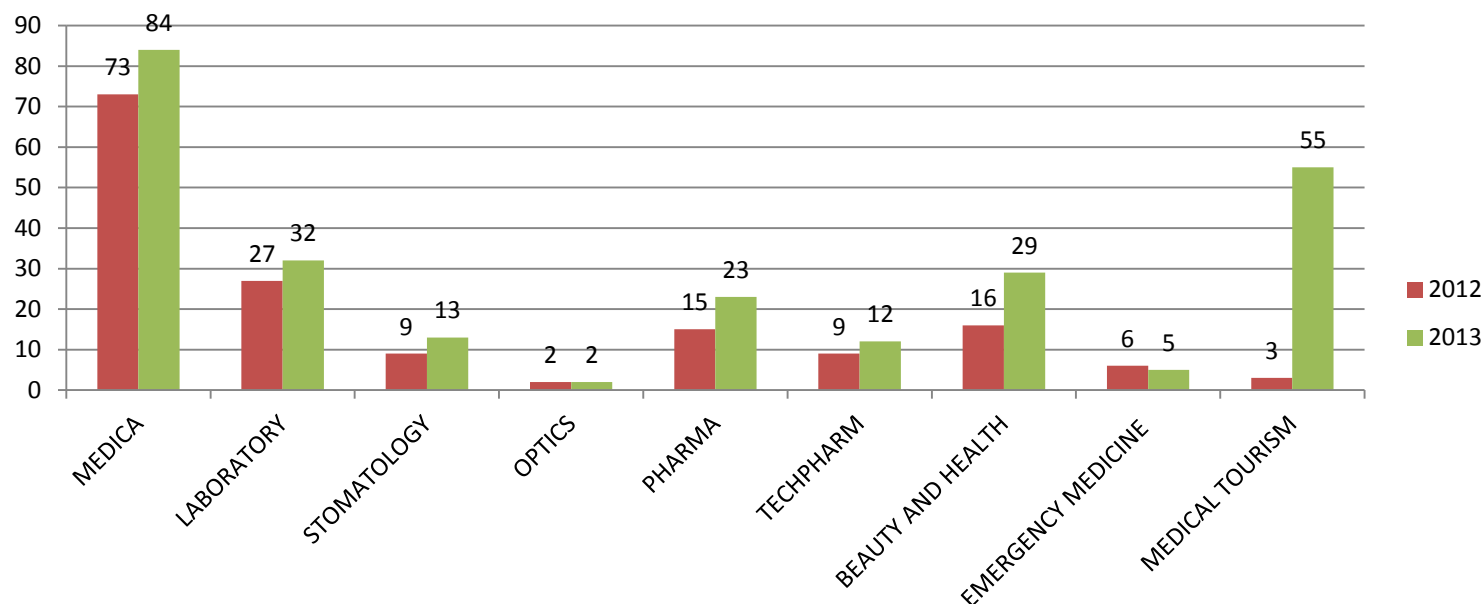
Origin of exhibitors: **12 countries** (Austria, Hungary, Germany, Greece, India, Ireland, Italy, Latvia, Lithuania, Turkey, Switzerland and Ukraine)

Visitors: 22458 visits (18560 from the Public Health 2013 exhibition, 3898 visits from UTIM'2013)

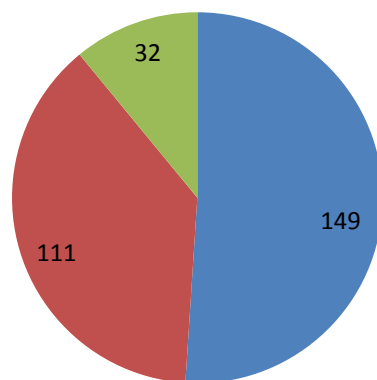


Exhibitors

Profile of exhibitors



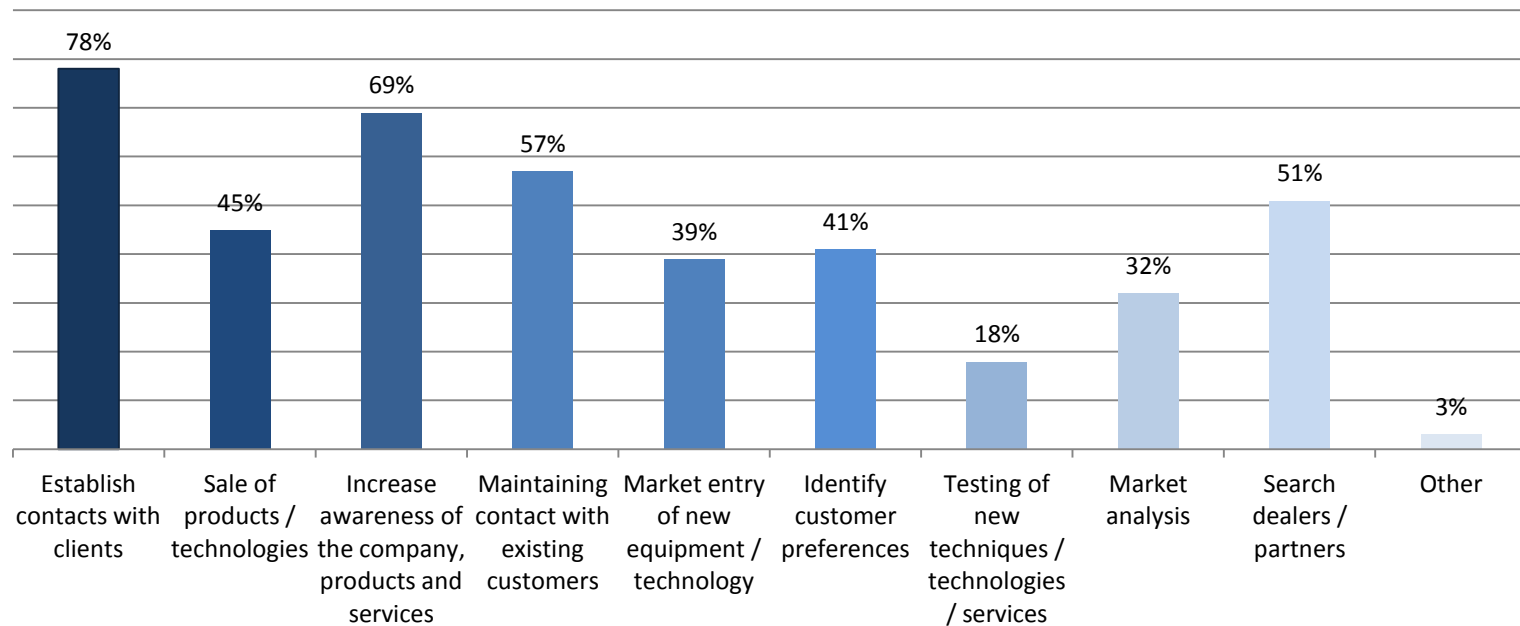
Frequency of exhibiting



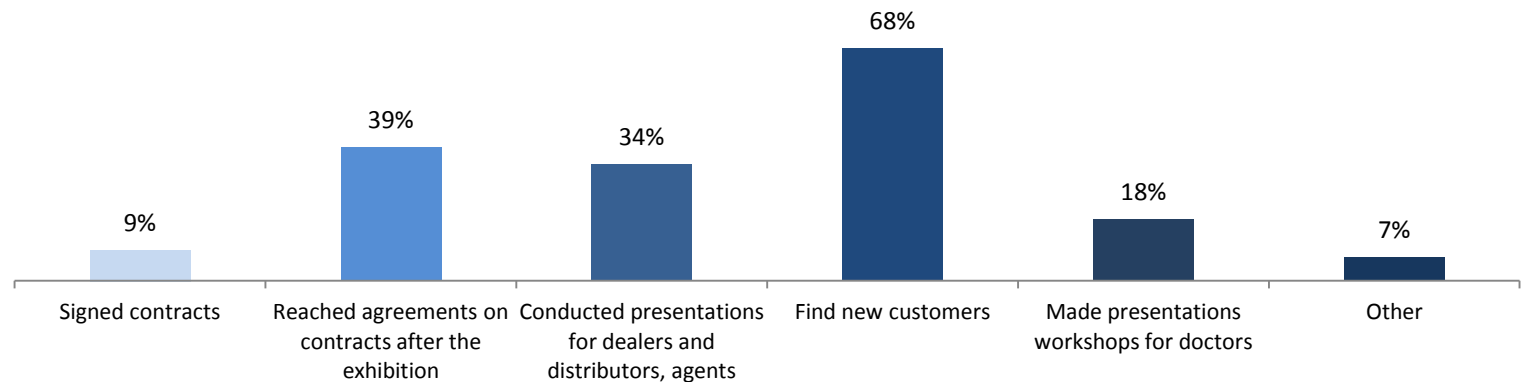
- Companies that participate for the first time (of which 54 companies - a new section of "Medical Tourism")
- Companies that are participating in the 2-3 years
- Companies that are participating in the 3 years or more



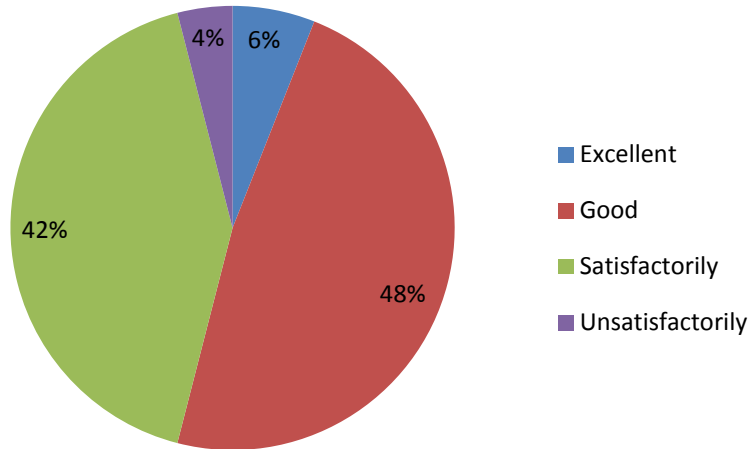
Purpose of exhibiting



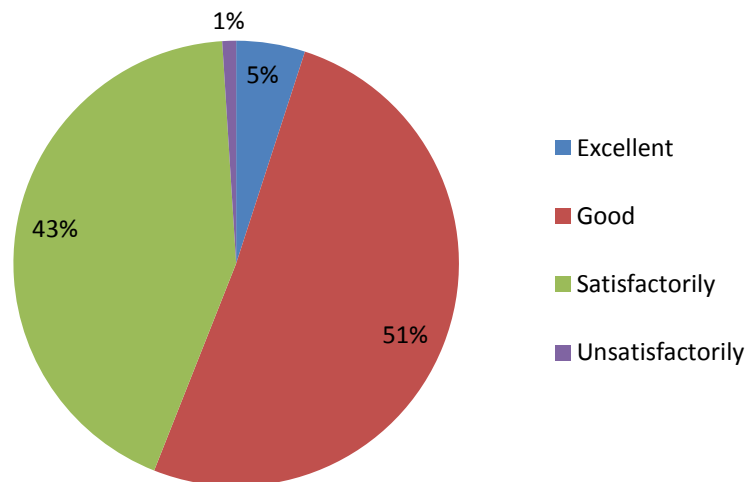
Results of exhibiting



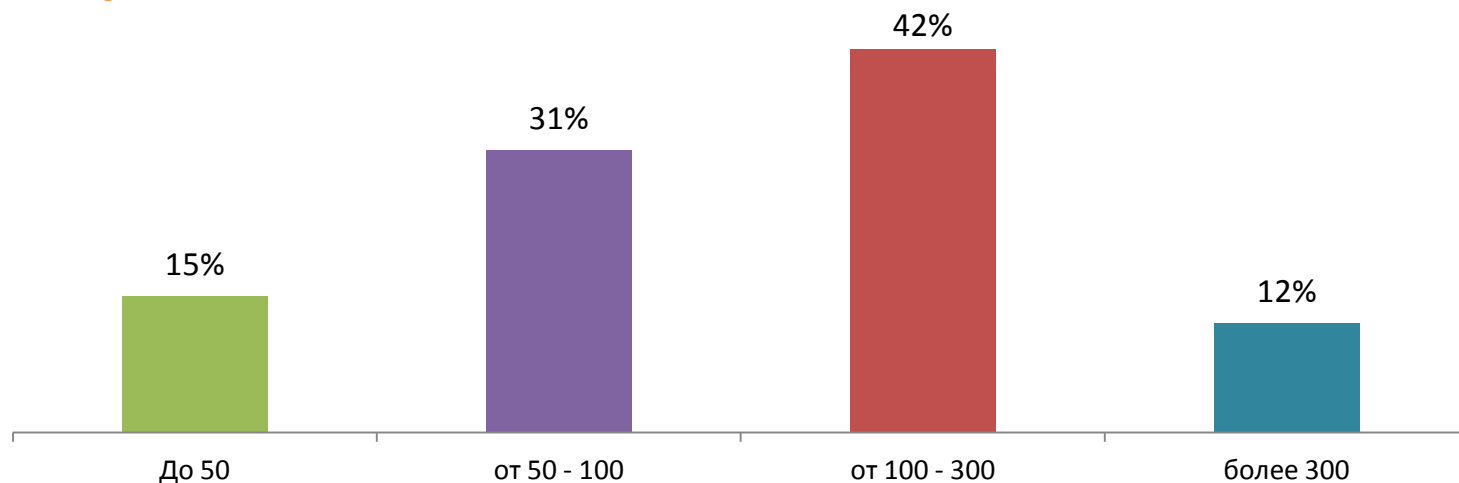
How exhibitors rated the number of visitors



How exhibitors rated the quality of visitors



Number of specialists visiting the stands of the exhibitors

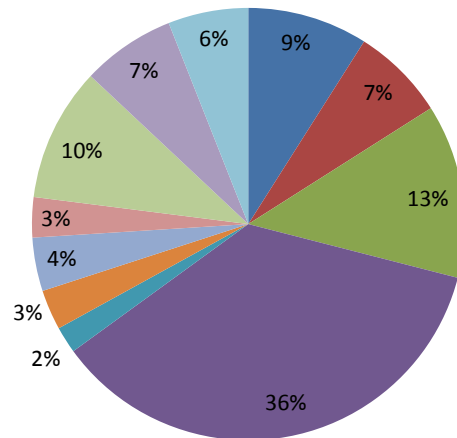


89% of exhibitors consider the exhibition to be an important event for the development of their business

97% of exhibitors are interested in exhibiting at Public Health 2014

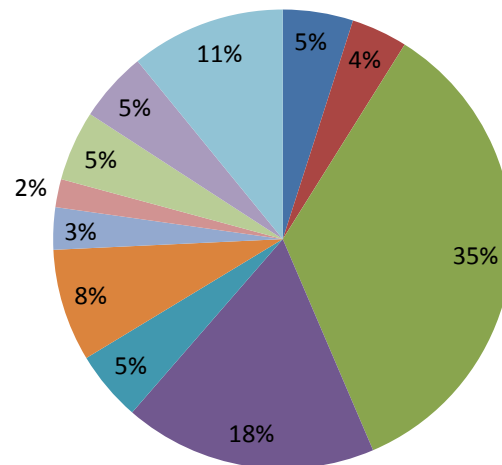


Visitor job titles



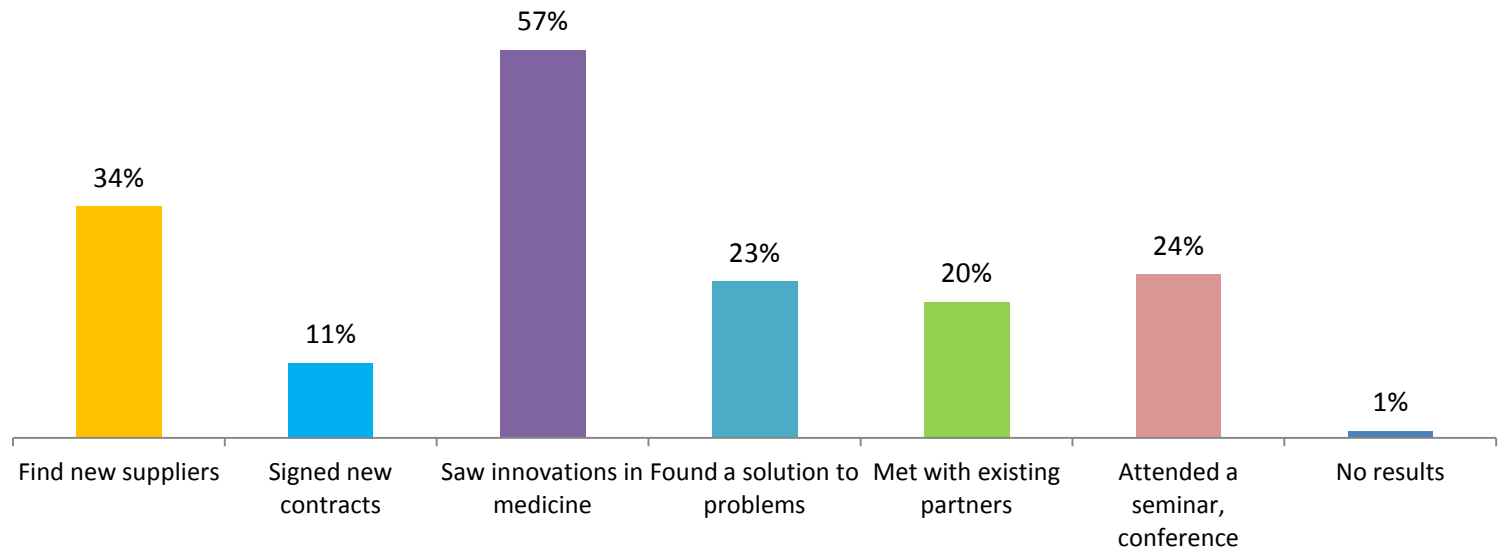
- Directors of medical institutions
- Chief doctors
- Directors of the companies
- Doctors
- Pharmaceutical chemists
- Laboratory directors
- Engineers, chemists
- Technical managers
- Sales managers
- Purchasing manager
- Other

Sphere of activity of visitors



- Manufacturer of equipment
- Manufacturer of medicines
- Medical public institution
- Medical private company
- Research Enterprise
- Distributor of medical equipment
- Pharmaceutical institution
- Dental institution
- Sanatorium care facility
- Consulting and financial services
- Other

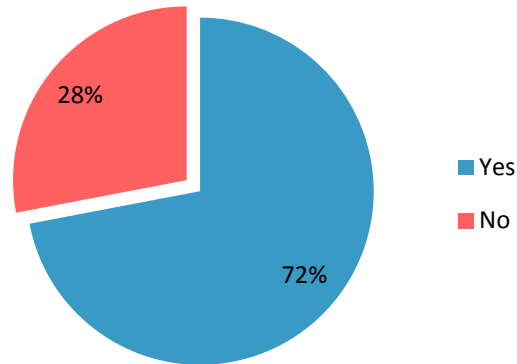
Results of visiting the exhibition



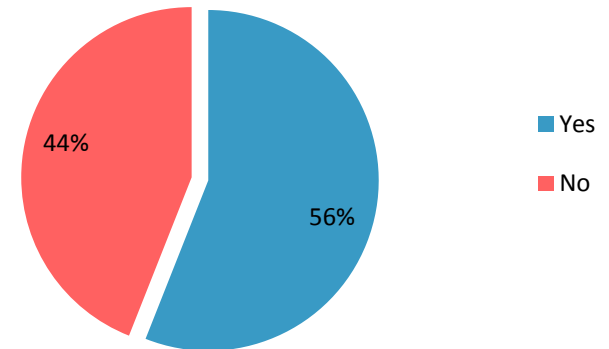
92% of exhibitors would recommend their colleagues to visit the exhibition

*Data acquired by carrying out a survey at the exit

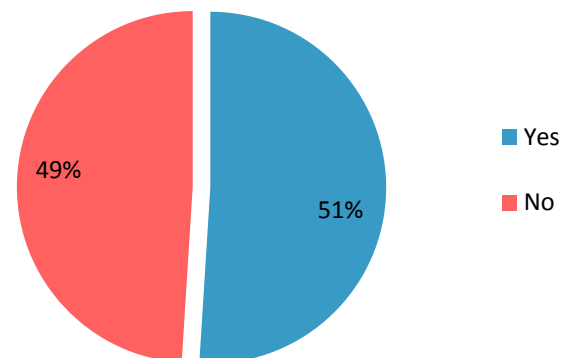
Have you visited this exhibition before?



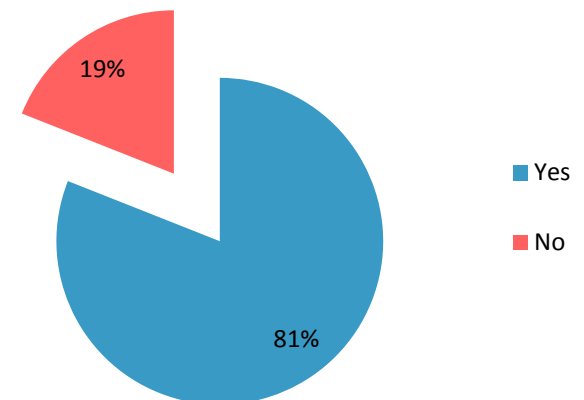
Did you make purchases at the exhibition?



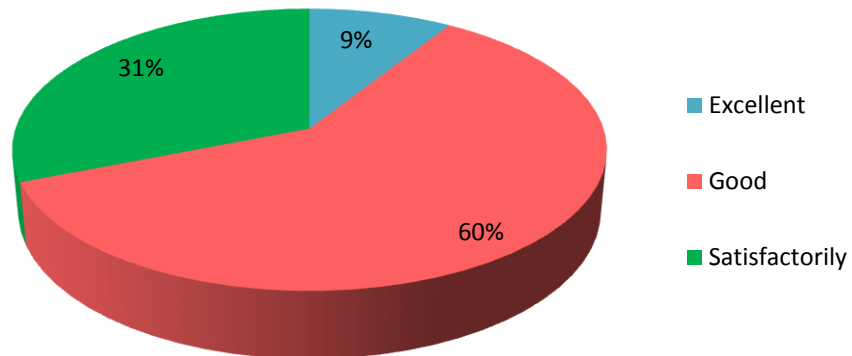
Are you planning to make purchases as a result of agreements made at the exhibition?



Did you see new products or services at the exhibition?



Quality and number of exhibitors



97% of visitors are planning to visit the exhibition next year.

78% have said that the exhibition met all of their expectations.

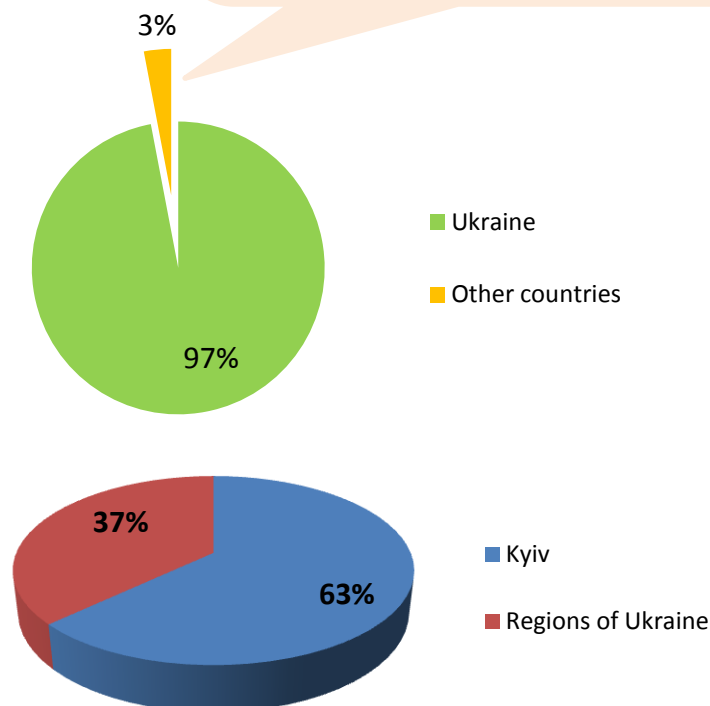
Visitors

Origin of visitors from the regions of Ukraine*



Visitors from the following countries attended the exhibition:

Austria, Azerbaijan, Armenia, Belarus, Germany, Greece, Egypt, Georgia, Israel, Italy, Kazakhstan, Canada, Kyrgyzstan, China, Moldova, Nigeria, Norway, UAE, Poland, Romania, Russia, Turkey, USA, Uzbekistan, France, Czech Republic



Testimonials



Kristina Avallone, International Relations Advisor at the Spanish Federation of Healthcare Technology Companies (**FENIN**):

'We liked the results of exhibiting , and I will recommend Public Health as an effective promotional tool to other medical companies. The Ukrainian market is very interesting for Spanish exporters in the medical industry, even though it is less well known to us and is of a lesser priority than the Russian market. However, I am sure that the situation will become better once Ukraine integrates with the European Union.'

Valentina Ilienکو, Head of Sales, **Vector BiAlgam CJSC** (Novosibirsk Region, Russia):

- 'Our company has exhibited at the exhibition in Kyiv for the first time. We presented our latest developments for the prevention and correction of dysbacteriosis and secondary immunodeficiencies various probiotics and bioproducts and a series of dairy products for functional nutrition, as well as technologies and starter cultures for the dairy industry. These attracted a lot of lively interest from the visitors – doctors and representatives of medical distribution companies. I can say that we have taken the first step to enter the local market – now we need to go through registration and certification.'

Aleksei Krahmalov, CEO of **Med Exim**:

Public Health has been the main exhibition for the promotion of our company image for many years. Here, we make a great investment into the future of our business Med Exim uses the exhibition to increase market share – as a launch pad into new regions, for the demonstration of new equipment and for broadening and strengthening business contacts. I t pleases me that the exhibition has grown by approximately one and a half times this year, even though the situation in the medical market and the country as a whole is not very good.

The company presented the new 3D/4D ultrasound Esaote scanner for the screening for the screening of mother and foetus and for the early detection of pregnancy pathologies. Another new product product appearing for the first time was the unique compact O-Scan MRI scanner for orthopaedic and sports medicine.

Andrey Lakhnovskiy, Commercial Director of **Медгарант** (Kyiv, Ukraine):

- We are happy with the way that the exhibition went for the company this year. The exhibition is noticeably bigger, you can see that the market has become more lively. There are more visitors, and we were constantly speaking to existing and potential partners at our stand. We had many productive meetings and signed a profitable contract. We will definitely be exhibiting again next year, and we have already signed the preliminary application.



23rd INTERNATIONAL EXHIBITION **PUBLIC HEALTH**

UKRAINE HEALTHCARE WEEK



Organisers:

PREMIER



30 September-2 October` 2014

IEC • Kyiv • Ukraine

See you next year!