



01 – 03 OCTOBER 2013  
EXPO XXI, Warsaw, Poland

WARSAW INTERNATIONAL HEALTHCARE EXHIBITION

# Post-Show Report - Statistics

1<sup>ST</sup> EDITION



01 – 03 OCTOBER 2013  
EXPO XXI, Warsaw, Poland





#### Organizers:



Lentewenc LLC (a part of ITE Group). Our core business activity spans through strategic for Polish economy industries, such as Building & Construction, Transport & Logistics, Healthcare and Food Industry. Lentewenc LLC, through the organization of B2B events, brings completely new and innovative quality to Polish market.



**ITE Group plc.** Established in 1991, ITE is a leading organizer of international trade exhibitions and conferences. The company has 27 offices in 19 countries. ITE organizes over 200 exhibitions and conferences each year, many of which have become market leaders.

The first edition of **Warsaw International Healthcare Exhibition** WIHE Hospital and WIHE Pharmacy has been attended by executives, managers, healthcare professionals and pharmacists. Exhibitors and visitors could benefit from a varied specialist programme which got off to a good start with the National Forum of Presidents, Directors and Managers in Medicinal Entities.

The opening ceremony took place on 1st October at 11 AM. Anna Fałat, Project Manager, WIHE Hospital and WIHE Pharmacy, welcomed exhibitors and guests.

#### The exhibition is supported by reputable trade associations:

- I Department of Anaesthesiology and Intensive Care MUW
- The Mazovian Branch of Polish Society of Anaesthesiology and Intensive Care
- Polish Society of Radiation Therapy
- Polish Society of Angiology
- Europejskie Centrum Przedsiębiorczości
- National Chamber of Commerce of Medical Devices POLMED
- Association of Healthcare Employers
- Polish Pharmaceutical Society
- Union of Polish Pharmaceutical Technicians
- Polish Chamber of Pharmaceutical Industries and Medical Devices POLFARMED

#### Official Partner



#### In association with:







# SECTIONS

## WIHE - Hospital

- Medical equipment
- Laboratory equipment
- Furniture and facilities for hospitals
- E-medicine

## WIHE - Pharmacy

- Medicines & OTC products
- Pharmaceutical raw materials
- Pharmaceutical packaging
- Equipment for pharmaceutical production

## HIGHLIGHTS OF THE EXHIBITION:

- National Forum of Presidents, Directors and Managers in Medical Entities
- Conference „Modern Techniques in Anesthesia and Intensive Care ”
- Asime SA Conference





# NATIONAL FORUM OF PRESIDENTS, DIRECTORS AND MANAGERS IN MEDICAL ENTITIES

Organizer:



Already on the first day a varied specialist programme has been inaugurated. Participants of the National Forum of Presidents, Directors and Managers in Medicinal Entities tried to answer the question: how to pay 20 or even 45 per cent less for medical equipment?

It was the subject of the presentation delivered by Jarosław Dobrzyński, President of AMDG, founder of the [medipment.pl](http://medipment.pl) portal, who discussed *online tools for reducing the costs of medical equipment purchase*.

Participants of the discussion panel organized by Anna Osińska could learn how an efficient hospital IT system can affect the patients' safety and generate considerable savings. The presentation on the subject was delivered by Marek Nowak, Director of Hospital in Grudziądz.



- ***I am happy about the turnout*** – says Anna Osińska (Polish Education Centre, the Forum's Organizer). – ***There were 107 participants in attendance***, mainly presidents, executives and technical directors. Apart from executives of major companies. We also welcomed directors of many small businesses who supply electromedical equipment to healthcare units.



# CONFERENCE „MODERN TECHNIQUES IN ANESTHESIA AND INTENSIVE CARE”

“Modern Techniques in Anesthesia and Intensive Care ” organized by the 1st Department of Anesthesiology and Intensive Care of the Medical University of Warsaw and Lentewenc LLC. The conference was attended by 120 anesthesiologists from all over Poland.

**The conference topics included advances in Anesthesia and Intensive Care with particular emphasis on:**

- Mechanical ventilation and extracorporeal blood oxygenation technique
- Ultrasonography in Anesthesia and Intensive Care
- Minimally invasive techniques in hemodynamic monitoring

**Organizers:**





# OPEN FORUM

There were also vital discussion panels for pharmacists. During the panels the problem of changes in legislation was discussed as well as the summary of the this year in pharmaceutical market was made and discussion about how to improve the earnings in pharmacies was conducted.



## SOME OF TOPICS

- „Pharmacy after twenty months since the introduction of Reimbursement Act”
- „Bundling and supplementary selling in pharmacy”
- „Where to find a pharmacist in the network and how to communicate with him”
- „Pharmaceutical market summary of the year 2012 for tenders published in the drugs branch”
- „Polish pharmaceuticals market in the UK – increasing demand and new opportunities. Practical perspective”





# VISITOR STATISTICS



Poland

Middle Europe

East Europe

Other

**1600** visitors

**20** countries  
represented

**7%** of visitors from  
abroad

## 20 countries represented

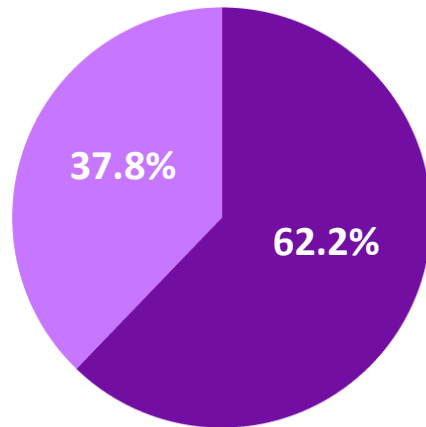
Austria	Croatia	Great Britain	Poland
Belarus	Czech Republic	Greece	Portugal
Bulgaria	Denmark	Italy	Russia
Canada	France	Kazakhstan	Slovakia
China	Germany	Netherlands	Ukraine

The event was visited by over one thousand and six hundred professionals from the medical and pharmaceutical industry.





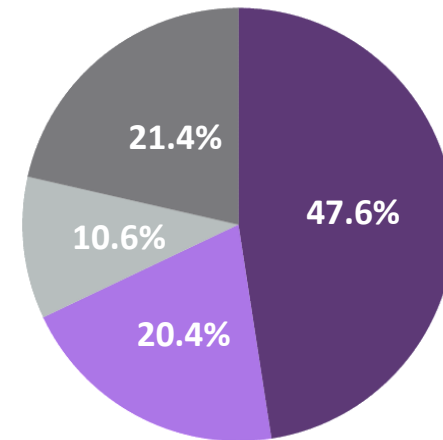
Distribution of participants  
by **themes**:



WIHE- Hospital

WIHE- Pharmacy

Distribution of participants by the  
**size of the company**:



1-10 employee

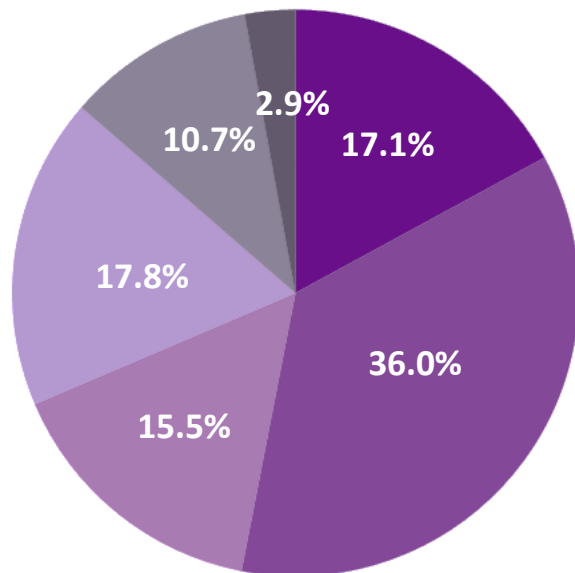
11-50 employee

51-100 employee

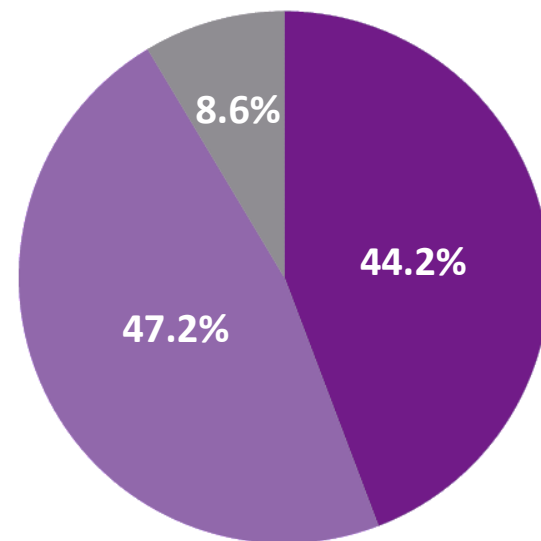
>100 employee



## Visitors breakdown by position in the company

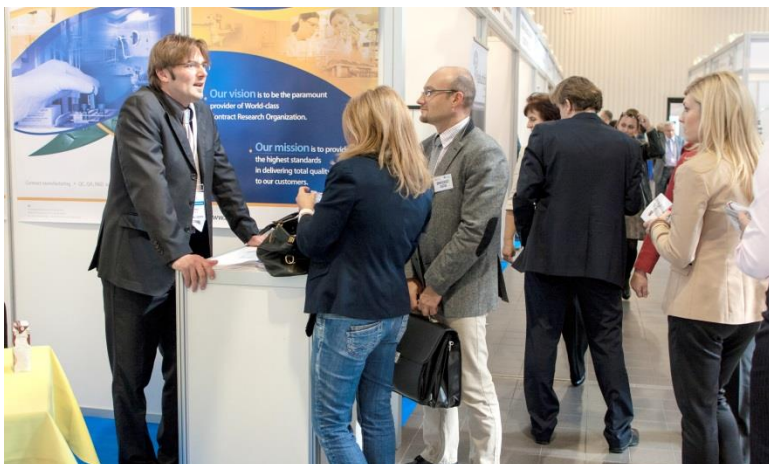


Owner/ CEO   Deputy CEO   Manager/ Specialist   Doctor/Pharmacist  
Employee   Other

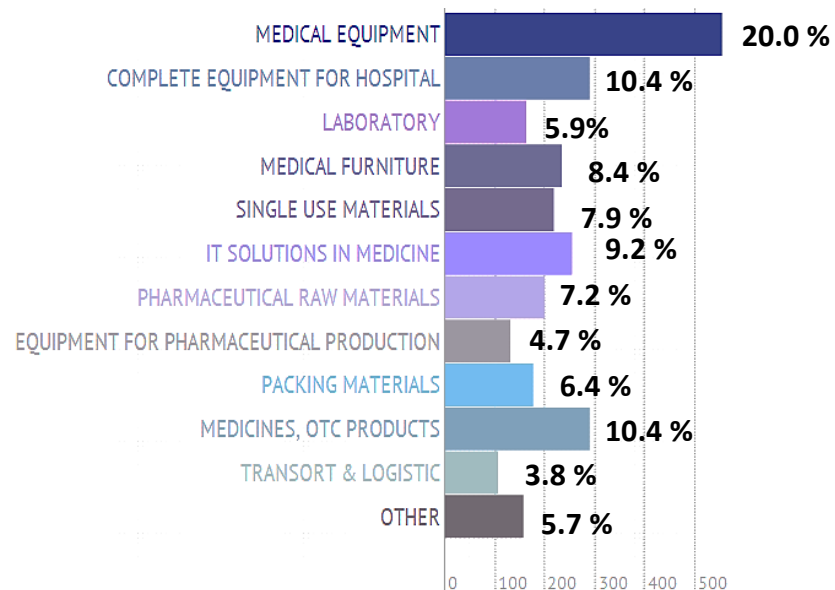
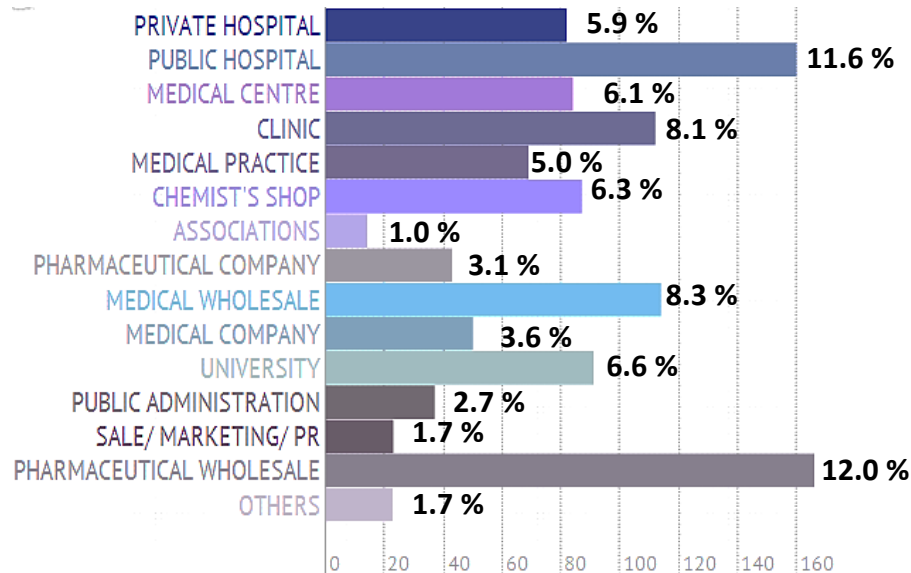


I take the decision   I influence decision   I do not influence the decision





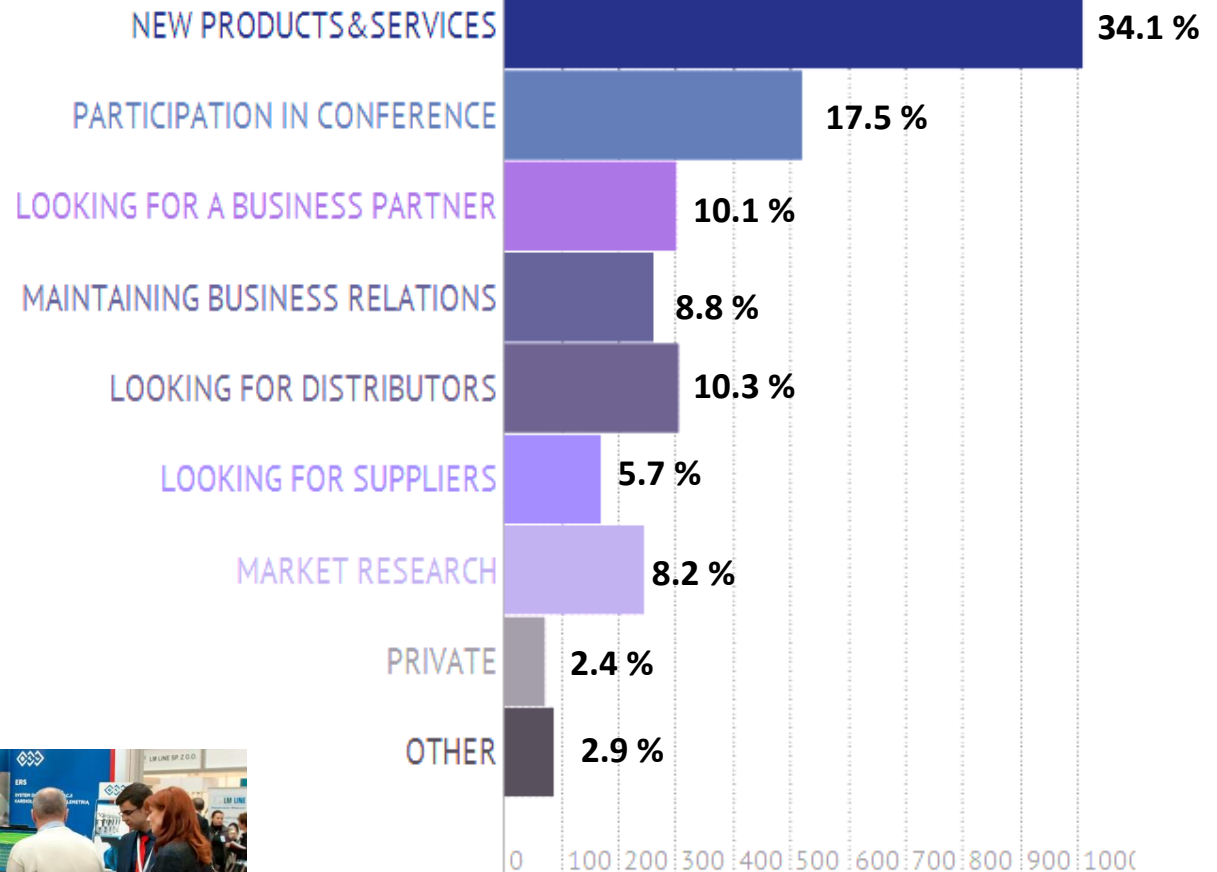
Visitors breakdown by **range of activity**







# GOALS OF ATTENDING THE EXHIBITION





# EXHIBITOR STATISTICS



Poland

Middle Europe

East Europe

Asia

**107** exhibitors

**15** countries represented

**52** foreign companies

## 15 countries represented

Belgium	Hungary	Portugal	Switzerland
China	Italy	Romania	Turkey
Czech Republic	India	Russia	Taiwan
Germany	Poland	Slovenia	

**74%** of exhibitors were satisfied with the services provided by organizer



# EXHIBITOR TESTIMONIALS



**Hubert Kowalski**  
BTL POLSKA

„We made some new contacts, of course we would love to see even more, but I’m aware that this is only the first edition of the Exhibition. There will be a time to draw some final conclusions, but I can already say that we are really glad we could make it here.”



**Minister Marek Balicki**  
HEAD OF THE MENTAL HEALTH CENTRE AT THE WOLSKI  
HOSPITAL IN WARSAW

„This is so far the biggest event of this kind in Warsaw. Our hospital would not be able to implement new technologies without hands-on knowledge of new trends on the market. This is one of the reasons why exhibitions of this kind are so much needed. I have already seen a couple of innovations which I would be happy to see implemented at my own hospital.”



**Sławomir Mika**  
OPTOTECH MEDICAL

„I am positively surprised with the number of visitors at our stand. We already have 25 entities interested in our ultrasound machines: hospital representatives as well as doctors running their own private practices. The device which has stirred the biggest interest is the Ezono 400 anasthetic machine with the needle detection system – there is a high chance for signing contracts on this device. I have already promised the organizers that we will come here again next year.”



# EXHIBITOR TESTIMONIALS



**Mario Pontremoli**  
SENGWALD HEALTHCARE INNOVATIONS

„I have made some contacts before and the WIHE Exhibition has also been a chance to meet potential business partners face-to-face. We are a German company; we consider our presence here as a good opportunity to promote our brand. What is important, the registration costs were not high, the organization was really top-notch, so it was a good place for us to be.”



**Robert Jagodziński**  
INSEL

„We are satisfied. We have managed to make a lot of new contacts which will certainly win us some contracts. The crucial thing is that we could talk to industry professionals face-to-face. We met directors, managers and hospital purchasing specialists. We also had a chance to establish interesting relations with other exhibitors.”



**Beata Pietrak**  
NEXRAD TELECOM

„We observed considerable interest in our speciality – electronic medical documentation systems. Many visitors came to us and left their business cards. It was mostly people who were just about to choose the system for their outpatient clinic, ward or hospital – precisely our target audience.”



# MEDIA SUPPORT

The event was supported by

## 35 trade media

**Healthcare management**  
MAGAZYN MENEDŻERÓW OCHRONY ZDROWIA

SERWIS KADRY  
ZARZĄDZAJĄCEJ **ZOZ**

**Gabinet**  
prywatny

Wiadomości  
Lekarskie

**INFOMEDIX**  
INTERNATIONAL

**medicalonline.pl**

**Nowoczesna**  
klinika

**OPM**  
OGÓLNOPOLSKI PRZEGŁĄD MEDYCZNY

Medycyny  
FIZYK

ASIAN HOSPITAL &  
**Healthcare**  
MANAGEMENT

**BORGIS**  
Sp. z o.o.  
Wydawnictwo Medyczne  
www.wydawnictwo.borgis.pl

magazyn  
**aptekarski**

**PressInfo**  
Inwestycje i Przetargi

**SŁUŻBA**  
ZDROWIA

**PHARMA**  
FOCUS ASIA

Przemysł  
**Farmaceutyczny**  
www.farmacja.e-bmp.pl

**KlinikiwPolsce.pl**

**Medinfo**  
CZASOPISMO DLA SZPITALI

**Med**  
express

farmacja.pro

**Zdrowie Publiczne**  
Pierwszej pomocy w ostrym  
www.zdrowie-publiczne.edu.pl

medicalnet.pl

**MEDtube**  
sharing  
medical  
knowledge™

**LEK W POLSCE**  
DRUG IN POLAND

farmacja.hr

**Biotechnologia.pl**

**UCYFROWIENIE**

**ekliniki.pl**  
katalog ośrodków medycznych z całej Polski

Biuletyn Informacyjny  
KIEROWNIKA APTEKI

farmacja.net

**PMR**

**MONEO**  
PHARMA GROUP

**termedia**

**Proven**  
Trade Contacts

farmacja.edu.pl



# SEE YOU AT THE SECOND EDITION!



## 8 – 10 OCTOBER 2014

### WARSAW INTERNATIONAL HEALTHCARE EXHIBITIONS

