



РОССИЙСКАЯ
НЕДЕЛЯ ЗДРАВООХРАНЕНИЯ
RUSSIAN HEALTH CARE WEEK

12+

RUSSIAN HEALTH CARE WEEK

5–9 December 2016

Organized by

- State Duma of the Federal Assembly of the Russian Federation
- Russian Ministry of Health Care
- Expocentre AO

Assisted by

- Council of the Federation of the Federal Assembly of the Russian Federation
- Russian Ministry of Industry and Trade
- Moscow City Government
- Russian Academy of Sciences
- Russian Chamber of Commerce and Industry
- Russian Office of the World Health Organization

www.expocentr.ru
www.rnz-expo.ru



FOR HEALTHY LIFE

7th International Forum on Non-Communicable Disease Prevention and Promotion of Healthy Lifestyle



ZDRAVOOKHRANENIYE

26th International Exhibition for Health Care, Medical Engineering and Pharmaceuticals



HEALTHY LIFESTYLE

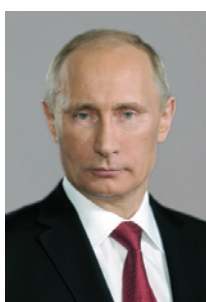
10th International Exhibition for Rehabilitation and Preventive Treatment Facilities, Medical Aesthetics, Health Improvement Technologies and Products for Healthy Lifestyle

 **EXPOCENTRE**
MOSCOW





Zdravookhraneniye 1974



“Your Forum brings together leading developers and manufacturers of medical equipment, doctors, pharmacologists, public health authorities and businessmen from all over Russia and many other countries. The Forum is rightfully considered to be one of the most established and internationally recognized events devoted to medicine and health care. It is very important that this Forum is essential for effectively solving key professional problems. It promotes introduction of the best practices and the latest innovative technologies, high quality vocational education and training.”

Vladimir Putin, President of the Russian Federation



“The Russian Ministry of Health Care traditionally supports and takes active part in the forum. I expect that during its key events – Zdravookhraneniye and Healthy Lifestyle – the exhibitors and visitors will establish direct contacts with international and Russian professionals.”

**Veronika Skvortsova,
Minister of Health Care of the Russian Federation**



“The forum proved its worth as a perfect platform for presentation the best developments of international and Russian medical and pharmaceutical industry.”

**Denis Manturov, Minister of Industry and Trade
of the Russian Federation**



Academician Boris Petrovsky

The history of the Russian Health Care Week started with the launch of the Zdravookhraneniye exhibition for health care in 1974, which was initiated by the USSR Ministry of Health Care headed by Academician Boris Petrovsky.

In 1997 Zdravookhraneniye became an annual event.

In 2016 it became part of the Russian Health Care Week, which is now included in the event calendar of the Russian Ministry of Health Care.



Russian Health Care Week 2015

ZDRAVOOKHRANENIYE PRODUCT SECTORS



- Medical instrumentation, equipment and diagnostics
- Innovative medical technologies
- Primary health care
- Laboratory medicine (test systems, laboratory equipment, laboratory diagnostics)
- Medical consumables, suture materials, medical clothing, products for patient care and hygiene
- Design and facilities for hospitals, physician rooms, health and spa centres
- Sanitation, disinfection and sterilization equipment, storage of sterile products
- Medical furniture
- Maternal and child health. Modern medical technologies
- Dentistry (materials, equipment, instruments)
- Information and telecommunications technologies in medicine
- Medical research institutes, medical schools and departments. Medical literature

HEALTHY LIFESTYLE PRODUCT SECTORS



- Restorative medicine
- Rehabilitation
- Sports medicine
- Medical aesthetics, cosmetology and dermatology
- Health resort treatment
- Nutritional supplements, vitamin and mineral supplements, mineral water
- Alternative medicine
- Medical treatment abroad



Zdravookhraneniye 2015

RUSSIAN HEALTH CARE WEEK

Russian exhibitors:

Amico, Vinar, Zagorsk Optical and Mechanical Plant, Kostromskaya Medtechnika, Aseptica MK, Kron-M, Lomo, Tatchempharmpreparaty, Electron, Ural Optical and Mechanical Plant, etc.

Foreign exhibitors:

Philips, Toshiba, Kodak, Stormoff, MSWestfalia, Physiomed, Storz, Fujifilm, Hitachi, Samsung, etc.

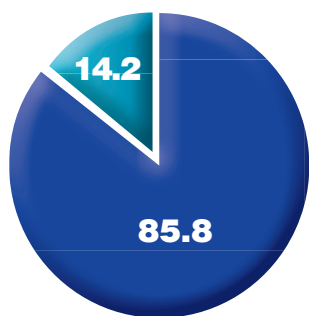
EFFECTIVE PLATFORM TO SIGN CONTRACTS*

Every second professional visitor comes to generate sales leads.

88% Companies rate the exhibition results and commercial efficiency very highly

91% Exhibitors recommend participation to their partners

TOTAL CONSUMPTION OF MEDICAL PRODUCTS IN RUSSIA



- Imported products
- Russian products

Source: Meditex Science and Technology Centre, RBC

- ✓ There are more than 27,000 multi-purpose health care centres in Russia
- ✓ The commercial health care sector is annually growing 13% at average



РОССИЙСКАЯ
НЕДЕЛЯ ЗДРАВООХРАНЕНИЯ
RUSSIAN HEALTH CARE WEEK

Russia's key platform to demonstrate new medical equipment, technology and products

The Forum is a fixture on the event calendar of the Russian Ministry of Health Care.

It brings together Russia's major international health care shows – **Zdravookhraneniye** and **Healthy Lifestyle** – and **150** congresses, workshops and other events.

RUSSIAN HEALTH CARE WEEK 2015

50,000 sq m of total exhibition space

1,000 exhibiting companies

40% foreign exhibitors

38 countries

23,000+ professional visitors

WIDE TARGET AUDIENCE

74% Visitors have buying authority

45% Visitors come from Russian regions and other countries

VISITOR PROFILE

Wholesale of medical equipment and products

38%

Retail of medical equipment and products

18%

State-run medical facility

16%

Private clinic

15%

Production of medical products

9%

Pharmacy, pharmacy chains

4%

JOIN US AT THE LARGEST EVENT OF THE RUSSIAN HEALTH CARE INDUSTRY!



Mounting: 1–4 December 2016
Running: 5–9 December 2016
Dismantling: 10–11 December 2016

Venue

Expocentre Fairgrounds, Krasnopresnenskaya nab., 14, Moscow, 123100, Russia

How to get here by public transport

Vystavochnaya, Delovoy Tsentr metro stations, West Entrance

How to get here by car

Krasnopresnenskaya naberezhnaya 14, South Entrance
1st Krasnogvardeiskiy proezd, North Entrance

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See you on 5–9 December 2016!

