



Health care of tomorrow

Join us at Russia's largest health care event!



RUSSIAN HEALTH CARE WEEK



РОССИЙСКАЯ НЕДЕЛЯ ЗДРАВООХРАНЕНИЯ
RUSSIAN HEALTH CARE WEEK

4-8 December 2017

Zdravookhraneniye Product Sectors

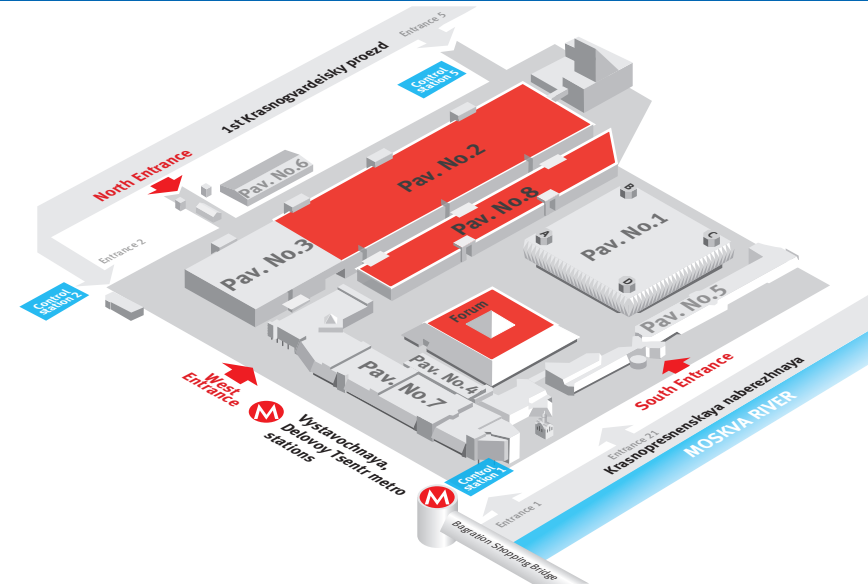


- Medical instrumentation, equipment and diagnostics
- Innovative medical technologies
- Primary health care
- Laboratory medicine (test systems, laboratory equipment, laboratory diagnostics)
- Medical consumables, suture materials, medical clothing, products for patient care and hygiene
- Equipment for health care facilities
- Lease of medical equipment for public and private health care facilities
- Sanitation, disinfection and sterilization equipment, storage of sterile products
- Disinfectants
- Medical furniture
- Maternal and child health. Modern medical technologies
- Dentistry
- Information and telecommunication technologies in medicine
- Medical research institutes, medical schools and departments. Medical literature

Healthy Lifestyle Product Sectors



- Traumatology, orthopedy, rehabilitation
- Diagnostic and physiotherapy equipment
- Prosthetic and orthopedic appliances
- Rehabilitation appliances and technologies
- Fitness
- Sports medicine
- SPA & Wellness
- Regenerative medicine
- Medical aesthetics, cosmetology and dermatology
- Traditional medicine
- Pharmaceuticals, nutritional supplements, vitamin and mineral supplements
- Medical tourism, health resort treatment
- Dietary, bio and natural food, mineral water



Build-up: 30 November – 3 December 2017

Running: 4 – 8 December 2017

Dismantling: 9 – 10 December 2017

Venue:

Pavilions No.2, 8, Forum

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

How to get here by public transport:

- Vystavochnaya, Delovoy Tsentr metro stations, **West Entrance**

By car:

- Krasnopresnenskaya naberezhnaya 14, **South Entrance**

- 1st Krasnogvardeiskiy proezd, **North Entrance**

Phones:

+7 (499) 795-28-71

+7 (499) 795-28-72

+7 (499) 795-41-17

+7 (499) 795-39-43

E-mail:

sev@expocentr.ru

makushkina@expocentr.ru

bedash@expocentr.ru

gureeva@expocentr.ru



ЗА ЗДОРОВИЮ ЖИЗНЬ

For Healthy Life

8th International Forum on Non-Communicable Disease Prevention and Promotion of Healthy Lifestyle



Zdravookhraneniye

27th International Exhibition for Health Care, Medical Engineering and Pharmaceuticals



Healthy Lifestyle

11th International Exhibition for Rehabilitation and Preventive Treatment Facilities, Medical Aesthetics, Health Improvement Technologies and Products for Healthy Lifestyle



www.rnz-expo.ru/en
www.zdravo-expo.ru/en
www.health-expo.ru/en

www.rnz-expo.ru/en

www.zdravo-expo.ru/en

www.health-expo.ru/en



Organized by

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

Assisted by

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



12+

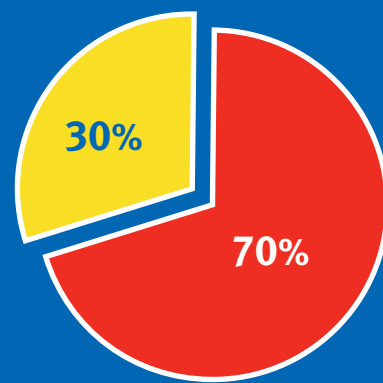
Russian medical market

27,000 health care related establishments in Russia

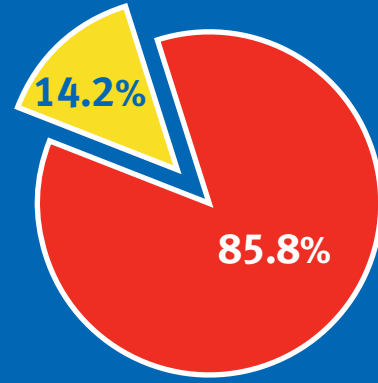
Volume of medical products: over **269 billion** rubles

The sector of commercial medical services keeps growing. Its annual increase averages **13%**

Origin of registered medical products



Consumption of medical products



Russian Health Care Week 2016

40,000 sq m of total exhibition space
924 exhibiting companies

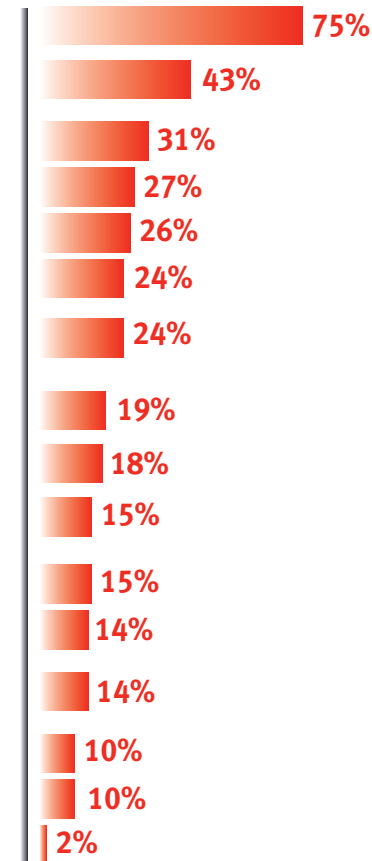
30 countries
21,000 professional visitors

Wide target audience

74% Visitors have buying authority
43% Visitors come from Russian regions and other countries
34% Professional visitors attend exclusively Zdravookhraneniye and Healthy Life Style

Interests of visitors to Zdravookhraneniye 2016*

- Medical equipment
- Consumables, medical clothes, care and hygiene products
- Laboratory medicine
- Rehabilitation and restorative medicine
- Medical furniture
- Equipment for health care facilities
- Information technology in medicine (telemedicine)
- Primary medical assistance/emergency medicine
- Sports medicine
- Pharmaceuticals, nutritional supplements, vitamin and mineral supplements
- Medical aesthetics, cosmetology
- Dentistry
- Medical research institutes, medical schools and departments. Medical literature
- SPA & Wellness
- Medical tourism
- Other

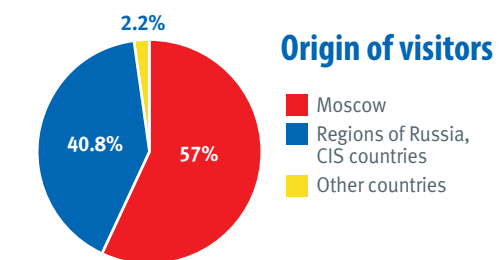
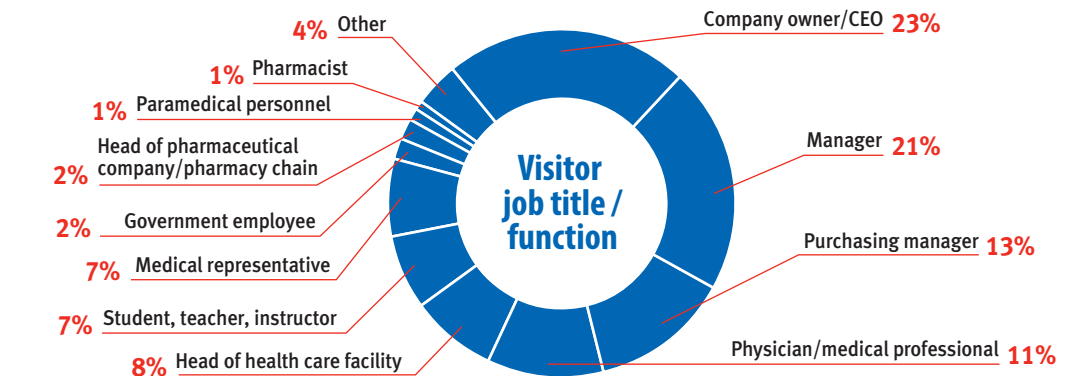


*Source: Russian Public Opinion Research Centre. Multiple replies possible

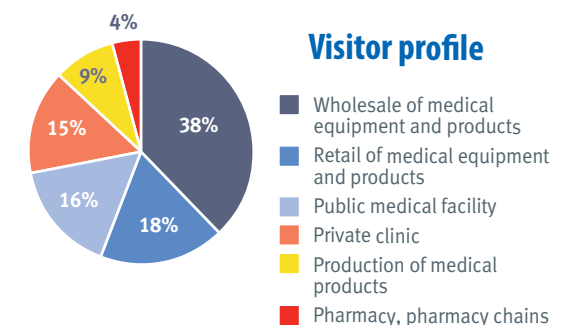
Effective platform to sign contracts**

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



Origin of visitors



Visitor profile

**Official research

The Russian Health Care Week is Russia's main platform to showcase new developments of medical equipment, technology and other products.

The Russian Health Care Week brings together major Russian and EAEU international trade shows for health care.



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.



Origin of exhibitors