



The Russian Ministry of Health Care acknowledges the Russian Health Care Week as the ministry's official event making it easier for this country's medical professionals to actively take part in all its events.

According to health care and medical professionals, Zdravookhraneniye and Healthy Lifestyle are Russia's main platform for selection of medical equipment and other products for purchasing.

## 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



### The Russian Health Care Week 2016:

40,000 sq m of total exhibition space

924 exhibitors

41% of exhibitors are non-Russian

30 countries

21,000+ professional visitors

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Join us at the largest trade show of the Russian medical industry – the Russian Health Care Week!

4–8 December 2017

Expocentre Fairgrounds  
Moscow, Russia

<http://www.rnz-expo.ru/en>

<http://www.zdravo-expo.ru/en>

<http://www.health-expo.ru/en>



Messe Duesseldorf GmbH –  
the organizer  
of the National German pavilion

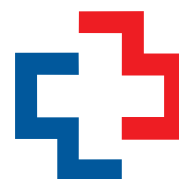
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# THE BEST WAY TO ACCESS THE RUSSIAN MEDICAL MARKET



РОССИЙСКАЯ  
НЕДЕЛЯ ЗДРАВООХРАНЕНИЯ  
RUSSIAN HEALTH CARE WEEK



Together,  
cross the ice.



EXPOCENTRE  
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# Bringing your medical products to the Russian market

As in any other country, if you want to bring new medical products to Russia, you have to undertake some important steps and face some challenges.

What you need to know before entering the Russian market:

- information about market participants
- information about market laws and regulations.

It is essential to learn and analyze all regulations, standards and paperwork related to your products and services.

## Registration of medical products

Most medical products sold and used in Russia must be registered. This process includes a series of tests for compliance with existing regulations and consists of several steps such as preparation of documentation, clinical tests, evaluation of quality, efficacy and safety, etc.\*

\*Source: Meditex Research

# Trade shows: your best gateway to the Russian market

It is no secret that the best way to introduce new products and services is to take part in a trade show.

Trade shows are an all-purpose marketing tool. They reflect market reality and show the state of selected industries at a given time and place bringing together manufacturers, suppliers and consumers.

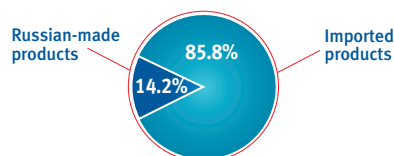
Expocentre Fairgrounds is a major exhibition venue in Russia, its neighboring countries and Eastern Europe. Over more than 50 years the company has staged more than 6,000 trade shows. These shows present high potential industries of Russia, one of which is the medical and health care sector.

## Market trends. Facts&Figures

### Russian medical market

- **27,000** health care related establishments

- **Overall consumption of medical products**



- **Volume of medical products**  
Over **269 billion rubles**  
The expected growth in 2016 is **8-10%**
- The growing sector of commercial medical services: its annual increase averages **13%**

- Ageing of the Russian population, growth of private health care, increased competition among medical facilities for patients, and development of the system of compulsory and optional health insurance ensure both short term and long term **growth of consumption** of medical products and services in Russia. The need for various medical procedures is also expected to grow. As a result we see the demand for medical products grow by **5–6%** a year (not counting inflation).
- Large scale development of the Russian health care and medical industry **stimulates demand** for high-tech materials, equipment and technology which as of today have no Russian-made substitutes. It provides plenty of opportunities for companies engaged in the industry.
- Construction and fitting out of **new medical centres**, including ones related to nuclear medicine and neonatology, generate demand for new technologies.
- State-run hospitals and clinics offer more and more paid services trying to compensate the lack of public funding. It boosts **procurement** of medical equipment and **consumption** of medical consumables (regardless of the lack of public funding).
- It is expected that in 2017 the industry will start gradual decommissioning of equipment purchased in bulk in 2011–2013 and subsequent purchasing of **new equipment**.

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Moscow, Russia**



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RUSSIAN HEALTH CARE WEEK



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. Today, RHCW is Russia's largest series of health care related trade shows and congresses.

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

**Zdravookhraneniye** – the International Exhibition for Health Care, Medical Engineering and Pharmaceuticals,

**Healthy Lifestyle** – the International Exhibition for Rehabilitation and Preventive Treatment Facilities, Medical Aesthetics, Health Improvement Technologies and Products for Healthy Lifestyle,

**For Healthy Life** – the International Forum on Non-Communicable Disease Prevention and Promotion of Healthy Lifestyle.

