For Healthy Life
VIII 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

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

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

Post Show Report

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Russian market of medical products and equipment

The following trends ensure both short term and long term growth of consumption of medical products and services in Russia:
- ageing of the Russian population,
- development of the system of compulsory and optional health insurance,
- development of private health care.

As a result we see the demand for medical products grow by 5-6% a year (not counting inflation).

Population (million, 2017) 146.8
Population increase (%, 2016) 0.19
Average life expectancy in Russia (years, 2016) 72.06
Share of health care expenditures in GDP (%, 2017) 4.0

Russian market of medical products

The share of imported medical products remains high in Russia.

Origin of registered medical products

- 30% Russian-made products
- 70% Imported products

85.8% Consumption of medical products
14.2%

Priorities of the Russian health care are primary and first aid care, focus of disease prevention, maternal and child welfare, better affordability of health care services, creation of the environment for high-tech medicine, promotion of healthy lifestyle.

Budget spending on health care in Russia

Volume of nominal expenditures will grow from 3,269 billion RUB in 2016 to 3,899 billion RUB in 2019 (19.3%).

In 2017 the total spending on health care is expected to be 3,463 billion RUB, which is 194 billion RUB more than in 2016 (5.9%). The share of expenditures for health care in the total expenditure of the budget system will grow from 10.6% to 11.1%.

Russian medical market trends

- Growing range of paid medical services in state-run and private clinics
- Build-up of infrastructure as part of the Government Program of Health Care Development
- Construction and commissioning of perinatal centres and multi-purpose medical centres (including using public private partnerships and private clinics)
- Development of nuclear medicine (more demand for new equipment and instruments)
- Preparations for the 2018 World Cup (additional upgrade of the health care system of cities and regions hosting the games)
- Increased competition for patients between state-run and private clinics
- Increased demand for consumables
- More paid services in state-run clinics (it compensates for insufficient budgetary funding, boosts demand for new equipment and increases use of consumables)
- Demand for medical products by private clinics (driven by public private partnerships)
- Demand for medical products used by private clinics does not depend on public health care funding and is generally steady
- Renewed demand for equipment caused by gradual decommissioning of equipment purchased in bulk in 2011—2013, i.e. starting in 2017 as part of the modernization program
About Russian Health Care Week

Russian Health Care Week: the key event for the Russian health care industry

The history of the Russian Health Care Week started with the launch of the Zdravookhraneniye exhibition for health care in 1974. Today it is the largest block of trade shows and congresses in Eastern Europe, which cover the most relevant trends of the global and Russian health care.

The Week brings together the Zdravookhraneniye International Exhibition for Health Care, Medical Engineering and Pharmaceuticals, and the Healthy Lifestyle International Exhibition for Rehabilitation and Preventive Treatment Facilities, Medical Aesthetics, Health Improvement Technologies and Products for Healthy Lifestyle. According to industry professionals, both events are a perfect platform for choosing the right suppliers.

40,000 sq m of floor space

21,085 visitors

924 companies from 30 countries
The Week covers the most relevant trends and issues of medicine and health care development in Russia. This year key topics are promotion of healthy lifestyle, and non-communicable disease prevention and control. One more important issue to discuss is how to improve access and quality of health care, particularly the doctor-patient relationship in the primary health care setting.

For over 40 years this event has been bringing together practicing doctors, pharmacists, government representatives and businessmen. It gives a clear picture of achievements and development trends of the global and Russian health care.

The Week is Russia’s largest business and showcase platform which brings together scientists, medical professionals and manufacturers. It encourages Russian manufacturers to carry out innovative projects.
Exhibitors feedback
Product Sectors

- Medical instrumentation, equipment and diagnostics
- High medical technologies
- Primary health care
- Laboratory medicine (test systems, laboratory equipment, laboratory diagnostics, laboratory furniture)
- Medical consumables, suture materials, medical clothes, care and hygiene products
- Design and fitting out of hospitals, physician’s rooms, health and spa centres
- Sanitation, disinfection and sterilization equipment; storage of sterile products
- Medical equipment
- Information technologies for medicine
- Maternal and child health. Modern medical technologies
- Dentistry
- Medical research institutes, medical schools and departments. Postgraduate medical education and professional development. Medical literature, medical e-magazines

Countries

Argentina, Australia, Belarus, Bulgaria, China, Cuba, Denmark, Finland, Germany, Hungary, India, Italy, Japan, Kazakhstan, North Korea, Kyrgyzstan, Lebanon, Lithuania, Luxembourg, Malaysia, the Netherlands, New Zealand, Poland, Russia, Slovakia, Switzerland, Turkey, the USA

National pavilions

China, Cuba, Czechia, Germany, South Korea
Healthy Lifestyle

Product Sectors

- Rehabilitation medicine
- Rehabilitation equipment
- Orthopedic supports and devices
- Compression therapy
- Medical equipment for trauma departments
- Physiotherapy equipment
- Furniture and equipment for health resorts and rehabilitation centres
- Sports medicine
- Gym facilities
- Balneology
- SPA & Wellness technology, equipment and supplies
- Aesthetic medicine, cosmetology and dermatology
- Natural cosmetics
- Personal hygiene products
- Vaccination immunization
- Cold training
- Psychological hygiene
- Ways and methods to enhance immunity
- Massage equipment and technology
- Certification and patenting of new technology, equipment and medicine for rehabilitation and preventive treatment
- Aromatherapy and herbal therapy
- Healthy food technology and products
- Dietary products
- Organic and bio food
- Dietary supplements
- Vitamin and mineral supplements, antioxidants
- Mineral waters
- Certification of organic food
- Equipment for packaging of health food and drinks
- Homeopathic medicine
- Alternative medicine
- Insurance medicine, individual medical plans
- Medical treatment abroad
- Social investment projects aimed at raising living standards and life quality
- Sports clubs, associations, federations
- Treatment of drug, alcohol and tobacco abuse
- Environment protection products
- Health-friendly building and finishing materials

Countries

Australia, Belarus, China, Germany, India, Italy, Japan, South Korea, Latvia, Poland, Russia, Switzerland, Turkey, the USA

National pavilions

China, Germany

Exhibitor survey

- 81% are satisfied with the quality of sales leads
- 83% are satisfied with the number of sales leads
- 88% intend to come back next year
- 95% would recommend their partners to participate

Visitors

21,085 visitors

74% have purchasing authority or influence
43% come from Russian regions and other countries
34% visit Zdravookhraneniye and Healthy Lifestyle only

Interests of visitors to Zdravookhraneniye 2016*

- Medical equipment: 75%
- Consumables, medical clothes, care and hygiene products: 43%
- Laboratory medicine: 31%
- Rehabilitation and restorative medicine: 27%
- Medical furniture: 26%
- Equipment for health care facilities: 24%
- Information technology in medicine (telemedicine): 24%
- Primary medical assistance / emergency medicine: 19%
- Sports medicine: 18%
- Pharmaceuticals, nutritional supplements, vitamin and mineral supplements: 15%
- Medical aesthetics, cosmetology: 15%
- Dentistry: 14%
- Medical research institutes, medical schools and departments: 13%
- Medical literature: 13%
- SPA & Wellness: 10%
- Medical tourism: 10%
- Other: 2%

* Source: visitor questionnaires

Visitor profile

Business field

- Wholesale of medical equipment and products: 38%
- Retail of medical equipment and products: 18%
- Public medical facility: 16%
- Production of medical products: 9%
- Pharmacy, pharmacy chain: 4%
- Private clinic: 15%

Job title / function

- Company owner/CEO: 23%
- Manager: 21%
- Purchasing manager: 13%
- Physician / medical professional: 11%
- Head of health care facility: 8%
- Student, teacher, instructor: 7%
- Medical representative: 7%
- Government employee: 2%
- Head of pharmaceutical company / pharmacy chain: 2%
- Paramedical personnel: 1%
- Pharmacist: 1%
- Other: 4%

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Associated events

- The 7th International Forum on Non-Communicable Disease Prevention and Promotion of Healthy Lifestyle – For Healthy Life
  Organized by the Russian State Duma, Russian Ministry of Health Care, Expocentre AO

- The 16th Russian Forum on Circulation of Medical Products in Russia
  Organized by Imperia Congress and Exhibition Company, Expocentre AO

- The Conference on the Most Relevant Issues of Laboratory Facilities in Russia
  Organized by the Association of Laboratory Specialists and Organizations “Federation of Laboratory Medicine”

- The Session on Medical Education: Credit History as part of the 7th Annual Russian Conference on Non-Governmental Health Care: Current State and Development Prospects
  Organized by the Association of Private Clinics of Moscow, St. Petersburg and Nizhny Novgorod, Opera Rossii, Business Russia, Expocentre AO

- The Session on Treatment in Health Resorts in Russia: Current State and Prospects
  Organized by the Russian Association of Health Tourism, Russian Guild of Managers and Developers, ZDRAVO.RU, Expocentre AO

- The Session on Medmarketing 2.0 as part of the 7th Annual Russian Conference on Non-Governmental Health Care: Current State and Development Prospects
  Organized by the Association of Private Clinics of Moscow, St. Petersburg and Nizhny Novgorod, Opera Rossii, Business Russia, Expocentre AO

Associated events

- **The Symposium on Stroke Prevention in Outpatient Care**
  Organized by the Department of Health Care of the City of Moscow, National Medical Society of Preventive Cardiology

- **The 18th Annual Scientific Forum “Dentistry 2016”**
  Organized by the Central Research Institute of Dental and Maxillofacial Surgery of the Russian Ministry of Health Care, Expocentre AO

- **The 11th International Conference on the Current State and Prospects of Medical Development in High Performance Sport “SportMed 2016”**
  Organized by the Russian Ministry of Health Care, Russian Federal Biomedical Agency, Pirogov Russian National Research Medical University, Russian Association of Sports Medicine and Rehabilitation of Sick and Disabled (RASMIRBI), Expocentre AO

- **The Expocentre for Counterfeit-Free Exhibitions project** is aimed at minimizing counterfeit products showcased at exhibitions through providing consultations and clarifications regarding intellectual property, and rendering assistance in solving conflicts connected with violations of exclusive rights.
  Organized by Expocentre AO
521,451 sq m
total exhibition space occupied

114 trade shows in 2016

1,351,259 professional visitors

112 countries

26,611 exhibitors

34 own brands

**Effective**
More than 30 of our brands are Russia’s largest and most respected international trade shows

**Convenient**
We are in the heart of Moscow: transport, hotels, sightseeing attractions are within walking distance

**Professional**
We will be pleased to share our 57-year experience and expertise

**Quality**
We offer only state-of-the-art exhibition and convention services

**Constructive**
We successfully cooperate with Russian authorities, governments of Moscow and other Russian regions, Russian Chamber of Commerce and Industry, professional associations
Our team

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Join us at the Russian Health Care Week 2017!
4-8 December 2017

Book a stand at the Russian Health Care Week 2017