

*приветствия участникам  
welcome address*

## Приветствие

участникам 5-й Международной  
специализированной выставки  
«ЗДОРОВЫЙ ОБРАЗ ЖИЗНИ – 2011»

## Welcome address

to the participants of the  
5th International Specialized Exhibition  
“HEALTHY LIFESTYLE’2011”

**O**n behalf of the Ministry of Industry and Trade of the Russian Federation I would like to welcome the participants and visitors to the 21st edition of the Zdravookhraneniye International Exhibition and the 5th edition of the Healthy Lifestyle International Exhibition!

Development of the medical and pharmaceutical industry is one the priorities of the government in the field of economic modernization of Russia. This February the Russian Government has accepted the Programme of Development of the Pharmaceutical and Medical Industry of the Russian Federation till 2020 and Further, drawn up by the Ministry of Industry and Trade. The main aims of the Programme are technical upgrade of production facilities of the Russian pharmaceutical and medical industry and supply of the health care system with Russian-made medical devices and pharmaceutical products.

The level of technological development of the medical industry not only directly influences an economic growth but also is a key factor in improving the current demographic situation and the health of the nation.

The Zdravookhraneniye Exhibition has a long standing history. The event has become an efficient platform for medical establishments, consumers of medical products and pharmaceuticals, authorities, manufacturers and suppliers to network and cooperate.

I am positive that this year your participation in Zdravookhraneniye’2011 and Healthy Lifestyle’2011 will become a great tool to establish strong business ties and to determine development priorities of industry enterprises. It will facilitate upgrade of Russian health care facilities thus enhancing the quality of medical service in Russia.

Let me wish the participants, visitors and organizers of the exhibition every success!

### **Sergey Tsyb**

Director of Department for Chemical  
and Technological Complex  
and Bioengineering Technology  
of the Russian Ministry of Industry and Trade