

**15th Kazakhstan International Healthcare Exhibition
OCTOBER 31-NOVEMBER 02 2018**

ASTANA, KAZAKHSTAN, EXHIBITION CENTER "KORME" (Dostyk Street, 3)



Exhibition Report

October 31, 2018, the 15th Kazakhstan International Healthcare Exhibition “AstanaZdorovie 2018” started its work in the exhibition center “Korme” in Astana.

The official opening ceremony of the exhibition was attended by Rustemova Aliya, the Deputy Head of the Public Health Department of Astana, Yasylov Yermek, the President of the Eurasian Medical Association and Gusak Yevgeniya, the Director of Health Projects of Iteca LLP.

Aliya Rustemova, the Deputy Head of the Public Health Department of Astana, read out the welcome speech of the Minister of Health of the Republic of Kazakhstan Ye. Birtanov: “The exhibition brings together doctors and scientists, businessmen and politicians. Event will once again become the leading international discussion platform. The results of exhibition will play an important role in preserving and strengthening the health of population of the republic.”

“I hope that the 15th Kazakhstan International Healthcare Exhibition “AstanaZdorovie 2018 ” will facilitate the productive exchange of experience of Kazakhstan and foreign colleagues, discuss the most acute health problems and determine the prospects for its development in the coming years.”

The exhibition was attended by 60 companies from 8 countries, such as Belarus, the UK, Germany, Jordan, Kazakhstan, China, Russia and Finland. 67% of the total number of exhibitors were Kazakhstan companies, 17% - companies from the Russian Federation, 16% - exhibitors from countries of near and far abroad. The exhibition was visited by 2,032 specialists.

Laboratory equipment, consumable materials, reagents for clinical diagnostic laboratories from companies Import-MT, Kombimed, Labtronic, Nurmedinvest, Meditec, Alnair Medical, Vitanova and Diakit were presented at the AstanaZdorovie 2018 exhibition.

The largest manufacturing companies such as Ural Biostinol (Russia) and BelAseptika JSC (Belarus) presented antiseptics, disinfectants, detergents and cleaning products, cleaning tools and equipment, dispensers and dosing systems, medical devices, nutrient media, household chemicals and cosmetics for various areas.

This year, the Chinese company for the production of glass pharmaceutical packaging for liquid dosage forms Hebei JinYueLai Pharmaceutical Glass Co., Ltd. participated in the exhibition. Investments in plant fixed assets amounted to a total of 200 million yuan.

Exhibitors such as Aspasia, Import-MT, Impulse, Medtehnika, Medical gas systems, demonstrated equipment for rehabilitation, physical treatment, diagnostics, kinesitherapy and therapeutic exercise. Technology of Aspasia LLP for sensory integration for children received special attention.

For the pharmacy chains, wholesalers and distributors, the exhibition included pharmaceuticals, vitamins, nutritional supplements, sports nutrition, baby food, baby stuff, medical products, medical supplies, medical devices and instruments from PN Kazakhstan, HANGZHOU REJOIN MASTIN MEDICAL DEVICE CO. LTD, Medinox, Ram Pharma, Biokor, Hyproca Nutrition, G.Kaami Center for SIS Medicine.

Medical and treatment services were provided by the Family Clinic, Hyksin - Helsinki University Hospital, Massimov Health Center.

As part of the business program, workshops were held on the following topics: “Expert evaluation of medical equipment” KazMedTech JSC, “Circulation of medical devices in the EAEU” MedExpert LLP, “MedElement Electronic clinic. “New

generation of Healthcare Information System: Electronic Health Passport, accounting, marketing and communication with patients in one system” Medelement LLP.

On November 1, the second day of the exhibition, a Medelement workshop was held on the topic: “Advertising of medical goods and services in Kazakhstan. Platform solutions for doctors and patients and a round table “Systemic problems of Public Private Partnership in the health care system of the Republic of Kazakhstan”, organized by the business medical magazine “Ulagatty Medicine”.

The exhibition is organized by Iteca Company together with an international partner ITE Group Plc (United Kingdom). AstanaZdorovie exhibition is held with support of the Ministry of Health of the Republic of Kazakhstan, Astana Office of Public Health, Association “FarmMedindustry of Kazakhstan”, Association of International Pharmaceutical Manufacturers of the Republic of Kazakhstan, Eurasian Medical Association and Trade Representation of the Russian Federation in the Republic of Kazakhstan.





VISITORS: 2032 specialists

95% of visitors from Kazakhstan. **2%** of visitors from Russia. In general, the exhibition was attended by visitors from 16 countries: Great Britain, Kazakhstan, Russia, Kyrgyzstan, Germany, South Korea, Japan, China, Poland, Iran, Latvia, Slovenia, Tajikistan, Uzbekistan, Ukraine, Finland.

Distribution of visitors of Astana Zdorovie 2019 according to occupational level

Head of Company / Owner	35%
Doctor	26%
Medical company specialist	24%
Pharmacist	12%
Nurse / Paramedic	3%

Activity type of visitors of Astana Zdorovie 2018

Hospitals / Medical Centers	42%
Medical facilities	30%
Pharmacology	12%
Dental equipment and dentistry	3%
"Health and Beauty" products / Cosmetology	3%
State Institutions	3%
Consumables for hospitals / clinics and laboratories	3%
Optics and ophthalmology	1%
Orthopedics and rehabilitation	1%
Medical Tourism	1%
Editions / Services	1%

Sections of interest at Astana Zdorovie 2018

Medical Equipment / Technology	33%
Laboratory Equipment / Technologies	24%
Consumables for hospitals, clinics and laboratories	20%
Medical facilities;	16%
Pharmacology	15%
Health and Beauty / Aesthetic Medicine	13%
Medical accessories	11%
Dental Equipment / Services	10%
Optics and Ophthalmology	8%
Orthopedics and Rehabilitation	8%
Maternal and child health	6%
Medical Tourism / Treatment Abroad	6%
Medical wear;	5%
Health Information Technologies	5%
Ambulance and rescue	1%

SEE YOU AT ASTANAZDOROVIE 2019!

OCTOBER 30-NOVEMBER 1, 2019

ASTANA, KAZAKHSTAN

EC «KORME»

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