

October 31 - November 2, 2018

**Kazakhstan, Astana, Korme Exhibition center
EXHIBITION BUSINESS PROGRAM**

Time	31 October, Wednesday
10.00-18.00	Opening hours of the exhibition.
10.30-12.00	<p>Company seminar: KazMedTech</p> <p>Subject: "Expert evaluation of medical technology"</p> <p>Venue: Korme Exhibition Center, Hall "A", Seminar room, Stand No. B-14</p>
11.00-11.30	The official opening ceremony of the exhibition with the participation of officials. Officials visit the stands of the companies participating in the exhibition.
12.00-13.00	<p>Company seminar: MEDEXPERT</p> <p>Subject: "Circulation of medical devices in the EEU»:</p> <ol style="list-style-type: none"> 1. Rules of registration and examination of safety and efficiency of medical devices. 2. Rules of technical testing of medical devices in the EES. 3. Monitoring of safety, quality and efficiency on the territory of the EES <p>Venue: Korme Exhibition Center, Hall "A", Seminar room, Stand No. B-14</p>
15.00-16.00	<p>Company seminar: MEDELEMENT</p> <p>Subject: "Medical information system (MIS) of the new generation: e-passport health, accounting, marketing and communication with patients in one system":</p> <ul style="list-style-type: none"> -That includes a standard set of functions of MIS -Why standard set little or how the system can help bringing patients and increase revenue -As silent vendors: practical tips for choosing a MIES -Caution won't hurt: things to consider when working with the leader MIES <p>Venue: Korme Exhibition Center, Hall "A", Seminar room, Stand No. B-14</p>
18.00	Completion of the first day of the exhibition.
November 1, Thursday	
10.00-18.00	Opening hours of the exhibition.
14.00-15.00	<p>Company seminar: MEDELEMENT</p> <p>Subject: "Advertising of medical goods and services in Kazakhstan. Platform solutions for doctors and patients":</p> <ul style="list-style-type: none"> -Advertising for physicians: an overview of existing promotional channels, the comparison of terms and prices -Advertise for patients: a review of existing promotional channels, medical aggregators -Choose an advertising partner: what to look for <p>Venue: Korme Exhibition Center, Hall "A", Seminar room, Stand No. B-14</p>
15:15-17:15	<p>ROUND TABLE</p> <p>Subject: "System problems of PPP in health care of Kazakhstan"</p> <p>Organized by: Business medical magazine "Ulagatti medicina".</p> <p>Venue: Korme Exhibition Center, Hall "A", Seminar room, Stand No. B-14</p>
18.00	Completion of the second day of the exhibition.
November 2, Friday	
10.00	Start of the exhibition.
16:00	Completion of the exhibition.

We wish you successful and efficient work at the exhibition AstanaZdorovie 2018!