Press Release

20th International Specialized Exhibition “APTEKA 2013”

The 20th Anniversary edition of the International Specialized Exhibition “Apteka 2013” will take place on 9-12 December 2013 in CEC “Expocentre” within the Russian Healthcare Week.

Over the years, the exhibition has become an important industry-specific event, a meeting place of medical and pharmaceutical industry experts.

“Apteka 2013” will be held under the auspices of the Chamber of Commerce and Industry of the Russian Federation, and under the support and active participation of the industry’s associations and unions: Association of Russian Pharmaceutical Manufacturers, Russian Association of Pharmaceutical Marketing, Russian Association of Pharmacy Chains, “Pharmacy Guild” Non-Commercial Partnership, “Soyuzpharma” Association, Non-Commercial Partnership of Biologically Active Additives Manufacturers.

Comparing to 2012, the exhibition shows the increased number of participating countries. 235 companies from 27 countries will demonstrate their products and services at “Apteka 2013”, including Australia, Belarus, Bulgaria, China, Croatia, Czech Republic, Finland, Germany, Greece, India, Italy, Kazakhstan, Latvia, Lithuania, the Netherlands, Poland, Russia, Spain, South Korea, Sweden Switzerland, Taiwan, Thailand, Turkey, the UK, Ukraine, the USA.

Russia will be represented by 32 cities and regions: Altay, Barnaul, Bryansk, Izhevsk, Kaliningrad, Kazan, Kostroma, Krasnoyarsk, Kursk, Leningrad region, Moscow, Moscow region, Murmansk, Nizhny Novgorod, Nizhny Novgorod region, Novosibirsk, Novosibirsk region, Penza, Ryazan, Rybinsk, Samara, Smolensk, St. Petersburg, Stavropol, Tomsk, Tomsk region, Tver, Vladimir region, Volgograd region, Voronezh, Yaroslavl, Yekaterinburg.

The exhibition area of “Apteka 2013” is 5000 sq. m.

The exhibition will demonstrate the whole variety of pharmacy products: drugs, medical products, medical cosmetics, nutraceuticals, baby food and products for newborns, health food, furniture and equipment for pharmacies, pharmaceutical substances and ingredients, information technologies.


Every year the exhibition presents new companies and names. In 2013 the number of the newcomers increased by 35%. Among the new exhibitors there are: “Valentis”, the group of Lithuanian pharmaceutical companies that develop, manufacture and market innovative pharmaceuticals; “Profilab”, the Russian distributor of laboratory products and equipment, “Bernarda”, the Croatian manufacturer of bed systems, as well as “EuroPharm”, “Gradient”, N.F.Gamaleya Research Institute of Epidemiology and Microbiology, “Renewal”, “VTB 24” and many other companies, declaring themselves for the first time on the Russian market.

This year there are many exhibitors representing technologies for the pharmaceutical business: furniture, equipment, software, automated drug storage and distribution systems. 20 exhibitors from Russia, Italy and Finland represent their products in this section.

The commercial equipment and pharmacy furniture will be demonstrated by “ElektroInteryerDesign”, “Design-Vector”, “Label Pharma” (Italy), “Medinterkon”, “MIIDesign” (Italy), “Niko-Mebel-Torg” “Parus & K”, “Promto”, “Puume” (Finland), Sartoretto Verna” (Italy), “Tandem-West”, “VitrinaTorgMebel”.

Software and automated solutions will be showcased by “1C Rarus” Innovation Centre, “Spargo Technologies”, “Standard-N” and “Pharma Solution”.

In addition, “Medinterkon” will hold a seminar on Keito health control electronic monitors and their marketing opportunities for pharmacies.

For the first time in Russia POLLYFARMA will demonstrate the ROBOT POLLY storage system, manufactured in Russia. The “Pharma Solution” company will showcase the authorized drug distributor of CareFusion/Rowa. A mini robot-pharmacist Verso-FIXU, which was designed for small pharmacies, will be demonstrated by “Enja” (Finland).

Business programme

The International Medical and Pharmaceutical Business Forum annually organized within “Apteka” exhibition, brings together leading pharmaceutical experts, professional industry accusations and state authorities representatives. In 2013 the Forum will take place on 9 - 11 December.

The Forum programme in 2013 includes 10 sections:

1. Regulatory process in pharmaceutical industry. How to ensure the affordability of drugs
2. H-hour for the Russian pharmaceutical industry: GMP-2014
3. System approach in pharmacy management
4. Road map scenario for pharmacy activities
5. Regulatory control and non-regulatory pharmacy activities
6. Who knows what tomorrow holds? A promising scenario of the pharmaceutical business development up to 2020
7. To the business efficiency collection: customer-oriented approach
8. Control and supervision of drug circulation. Audit practice in accordance with new legislative changes
9. BAA in Russia: to be or not to be
10. Corporate University of a pharmacy chain: looking into the future

Participants of the exhibition will conduct the following activities:

- “Parafarm” Trading House will hold a seminar “World-class discovery in treatment of osteoporosis, arthritis, arthrosis and fractures” on 10 December at 13.30.
- “Medintercon” will hold a seminar “Health control electronic monitors: a modern pharmacy’s innovation. Social and economic aspects” on 10 December at 15.30.
- ARAGON will organize the session of B2B meetings with Polish companies from pharmaceutical and biotechnology industries on 11 December at 10.00 - 13.00.

The participation in Forum is free and requires online registration on http://www.aptekaexpo.ru/forum/.

Visitors
“Apteka 2013” provides pharmacists and pharmacy chemists with an opportunity to expand the product range, to get familiarized with new industry trends and innovations that finally lead to pharmacy profit increasing.

This year the organizers expect over 10,000 visitors representing all sectors of the medical community: medical practitioners, pharmacists, developers, manufacturers and distributors of drugs and medical cosmetics, healthcare authorities.

Over 90% of “Apteka” visitors represent the professional audience. 33% of visitors represent pharmacies and pharmacy chains coming from different regions of Russia, the next largest share belongs to dealers, distributors, and drug manufacturers.

To make the visitors’ navigation easier, the organizers have developed the mobile exhibition guide for Android based smart phones and iPhones, so the visitors could line out a route, get detailed information about the exhibitors, check business programme schedule. All these will make the exhibition visiting even more pleasant and convenient.

The detailed information about “Apteka 2013” exhibition and the Forum’s programme is on www.aptekaexpo.ru.

If you like to visit “Apteka 2013” exhibition, please complete the registration form of on-line registration.

We will be glad to see at the 20th International Specialized Exhibition “APTEKA 2013” that will be held on 9-12 December 2013 in CEC “Expocentre”

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Euroexpo, ltd. was founded in 1992. The thematic plan of Euroexpo’s exhibitions covers different spheres of economy and is focused on specialists (format B2B).

Since 2000 Euroexpo is the member of Moscow Chamber of Commerce and Industry, since December, 2001 — is a member of the Russian Union of Exhibitions and Fairs, since 2008 — member of International Congress and Convention Association ICCA, since 2010 — the Full member of UFI.

In 2006 the partnership company Euroexpo Exhibitions and Congress Development GmbH was founded in Austria. Now Euroexpo offices in Moscow and Vienna held 11 international specialized exhibitions annually. Euroexpo’s services on the organization of exhibitions and conferences are certificated and meet the requirements of ISO 9001:2000.

EuroexpoStand Company renders the services of exhibition stands’ design and construction including “turnkey” projects.

EuroexpoEvent offers a wide range of services for all kind of events of any format and difficulty. With our 10-year experience, the awareness of the latest trends and event technologies, strong partner relations with contactors, as well as the knowledge of all and strengths & weaknesses of different venues, we can offer exceptional scenarios for your events that can satisfy and surprise even the most demanding clients.

ExpoLady Exhibition Studio is specialized in exhibition personnel (stand assistants, promoters, entrepreneurs, hostesses).

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