THE RESULTS

of the 21st International Trade Fair for Pharmaceuticals and Related Products

apteka 2014

MOSCOW

and

INTERNATIONAL MEDICAL AND PHARMACEUTICAL BUSINESS FORUM

www.aptekaexpo.com
Apteka is held with an active support of the leading industry associations:

- Association of Russian Pharmaceutical Manufacturers
- Russian Association of Pharmacy Chains
- Soyuzpharma Association
- Russian Association of Pharmaceutical Marketing
- “Pharmacy Guild” Non-Commercial Partnership
- Sankt-Petersburg and North-West Pharmaceutical Association
- Association of Pharmaceutical Manufacturers (Sankt-Petersburg)
TOTAL AREA OF THE EXHIBITION – 5 000 SQ.M.

TOPICS

- Pharmaceuticals;
- Medical products;
- Hygiene products;
- Ingredients and raw materials for pharmaceutical production;
- Cosmetics & Cosmeceuticals;
- Veterinary medicine;
- Dentistry

- Medical equipment;
- Medical work clothes and shoes, medical knitwear, orthopedic product;
- Furniture & equipment for pharmacies;
- Diagnostic test systems, chemical reagents, diagnostic laboratory tests;
- Laboratory equipment, equipment for pharmaceutical firms and doctors’ practices

- Homeopathy;
- Phytotherapy;
- Food supplements, vitamins and natural products;
- Infant food, products for children and babies;
- Mineral water: medical water, table water

- IT & services for the pharmaceutical sector;
- Automated and robotic systems for pharmacies and pharmaceutical storages;
- Pharmaceutical & medical packaging
APTEKA 2014. OVERVIEW

- December 8-11. 2014
- Expocentre Fairgrounds, Pav. 7, Moscow
- Within the Russian Healthcare Week

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<td><strong>Total exposition area</strong></td>
<td>5 000 sq.m.</td>
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<td><strong>Exponents</strong></td>
<td>203</td>
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<tr>
<td>Number of national exhibitors</td>
<td>160</td>
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<td>Number of foreign exhibitors</td>
<td>43</td>
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<td><strong>Visitors</strong></td>
<td>over 15 000</td>
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<td>Number of unique visitors</td>
<td>over 10 000</td>
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<td>Number of industry visitors</td>
<td>95%</td>
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203 COMPANIES FROM 17 COUNTRIES TOOK PART IN THE EXHIBITION

- Belarus
- China
- Croatia
- Germany
- Finland
- India
- Iran
- Italy
- Kazakhstan
- Latvia
- Pakistan
- Romania
- Russian Federation
- Taiwan
- Turkey
- Ukraine
- Uzbekistan
RUSSIA WAS REPRESENTED BY FOLLOWING CITIES AND REGIONS:

- Altay
- Barnaul
- Bryansk
- Vladimir region
- Volgograd region
- Kazan
- Kaliningrad
- Kirov
- Krasnodar
- Krasnoyarsk
- Kursk
- Leningrad region
- Moscow
- Moscow region
- Murmansk
- Nizhny Novgorod
- Novosibirsk
- Novosibirsk region
- Obninsk
- Penza
- Perm
- Rybinsk
- Samara
- St. Petersburg
- Smolensk
- Stavropol
- Tver
- Tomsk
- Tomsk region
- Tula
Over 10,000 people visited the exhibition. 95% of them are professionals.
Total number of visits: over 15,000

PARTICIPANTS’ OPINION ABOUT THE EXHIBITION

**Occupation visitors**
- Pharmacy, pharmacy chain: 36%
- Dealer/Distributor: 17%
- Manufacturer: 17%
- Healthcare organizations: 10%
- Science education: 7%
- Manufacturer of raw materials: 4%
- Administrative bodies: 3%
- Mass media: 3%
- R&D: 3%

**Level official visitors**
- Head of medical organization: 17%
- Pharmacist: 15%
- Department manager: 15%
- CEO, Founder: 13%
- Head of pharmacy: 12%
- Doctor: 8%
- Department head: 4%
- Deputy general director: 3%
- Science medical personnel: 3%
- Teacher/Student: 3%
- Middle medical personnel: 3%
- Paramedical personnel: 3%
- Doctor of veterinary clinics: 1%

**Locations of visitors**
- Visitors from Moscow and Moscow region: 30%
- Visitors from the regions of the Russian Federation: 61%
- Visitors from countries of CIS and foreign countries: 9%
INTERNATIONAL MEDICAL AND PHARMACEUTICAL BUSINESS FORUM PROGRAM 2014:

- Systemic problems in the modern pharmaceutical industry. Regulator role.
- Russian pharmaceutical industry: mission possible. Modernization and development of local manufacturing.
- Everything will change tomorrow. How to run pharmacy business in 2015.
- Current status of Private Label development: why do we need that?
- Promising ways to use polymer materials for wound healing.
- Benchmarks of pharmacy activities in 2014.
- Sales management in a pharmacy: the importance of skills improvement.
- Pharmacy in the focus. Summarizing the results of the All-Russian Congress of pharmaceutical specialists.
- Hospital pharmacy: a myth or reality?
- New norms and regulations in control and supervision of drug and healthcare products circulation. Audit practice in accordance with latest legislation updates.
- Efficient pharmacy manager: an adequate response to the current challenges.
- Successful marketing strategies in pharmacy sales.
- Food supplements market: state, regulation and development trends.
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EUROEXPO: ABOUT US

- In the exhibition market since 1992
- Organizer of 11 international specializes trade fairs
- Member of the Russian Union of Exhibitions and Fairs since 2001
- Full member of UFI since 2010
- Member of Moscow Chamber of Commerce and Industry since 2000
- ICCA member since 2008
- Euroexpo services are certified and meet ISO 9001:2000 requirements
- Foreign customers acquisition is conducted by a partner company Euroexpo Exhibitions & Congress Development GmbH, Vienna, Austria

Company profile:

- Organization of exhibitions, presentations and conferences
- Exhibition display and booth construction
- Exhibition studio – personnel, promotion staff, models, catering, clothing rental and tailoring, make-up, photographers
WELCOME

to 22nd International Trade Fair for Pharmaceuticals and Related Products
apteka 2015

and

INTERNATIONAL MEDICAL AND PHARMACEUTICAL BUSINESS FORUM

December 7–10, 2015
Pav. №7, Expocentre Krasnaya Presnya, Moscow

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