

THE RESULTS



RUSSIAN WEEK
OF HEALTH CARE

of the 23rd International Trade Fair
for Pharmaceuticals and Related Products

apteka

MOSCOW

2016

and

INTERNATIONAL MEDICAL AND
PHARMACEUTICAL BUSINESS FORUM



Organizer: МОСКВА РОССИЯ
ЕВРОЭКСПО  VIENNA AUSTRIA
EUROEXPO
Exhibitions and Congress Development GmbH

www.aptekaexpo.com

OFFICIAL SUPPORT

Apteka is held with an active support of the leading industry associations:

- Association of Russian Pharmaceutical Manufacturers
- Russian Association of Pharmacy Chains
- Russian Association of Pharmaceutical Marketing
- Sankt-Petersburg and North-West Pharmaceutical Association
- Union of Professional Pharmaceutical Organizations (UPPO)

Organizer of the exhibition and International Medical and Pharmaceutical Business Forum:



Supported by :



TOTAL AREA OF THE EXHIBITION – 6501 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 2015. OVERVIEW

- December 5-8. 2016
- Expocentre Fairgrounds, Pav. 7, Moscow
- Within the Russian Healthcare Week

Total exposition area	6 501 sq.m.
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Exhibitors	154
Number of national exhibitors	126
Number of international exhibitors	28

Total number of Visits	12 520
Number of visitors	9 410
Number of professionals	92 %



154 COMPANIES FROM 15 COUNTRIES TOOK PART IN THE EXHIBITION

- Belarus
- China
- Croatia
- Czech Republic
- Egypt
- Germany
- India
- Italy
- Japan
- Jordan
- Poland
- Russian Federation
- Spain
- United Kingdom
- Uzbekistan

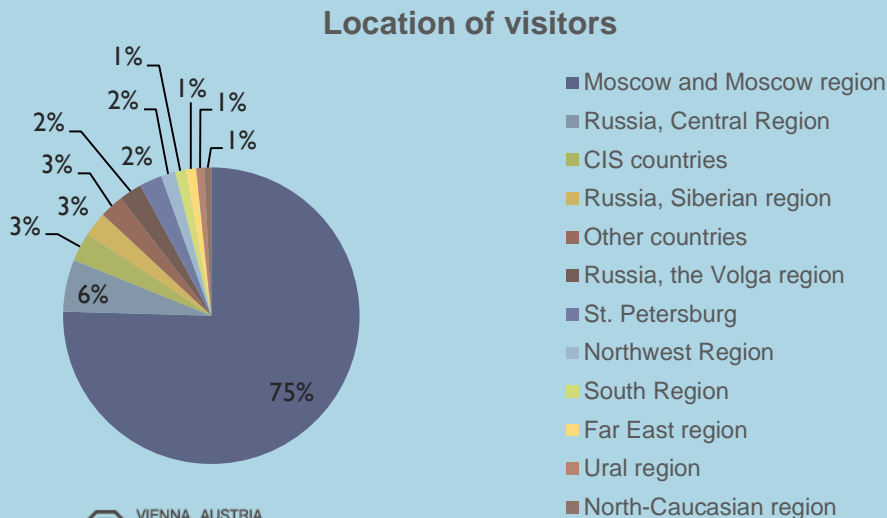
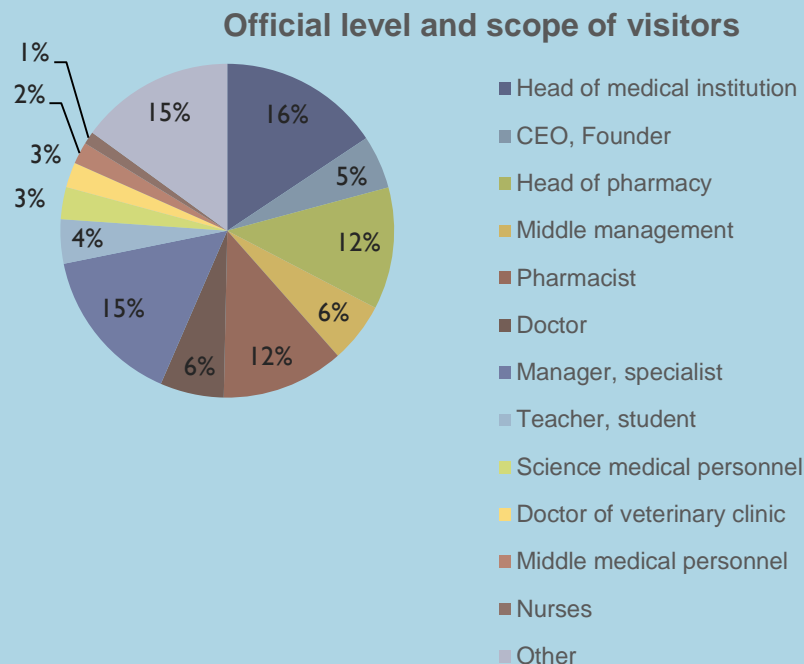
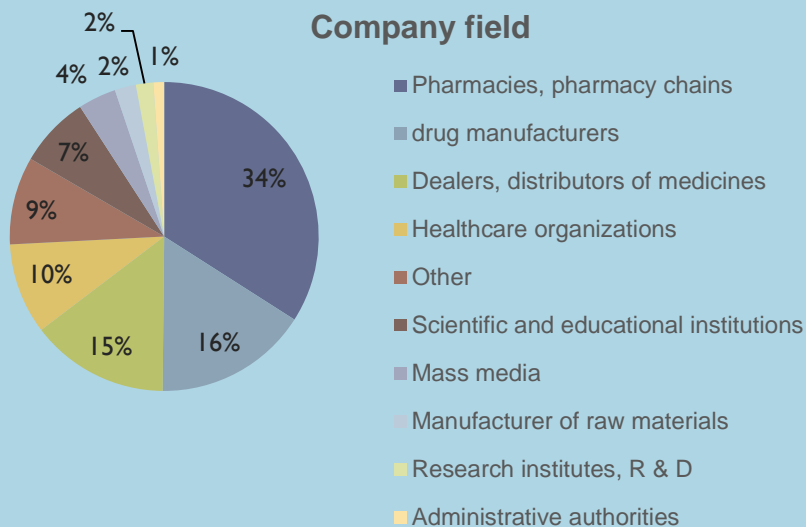
Russia was represented by following cities and regions:

- Altai region
- Azov
- Barnaul
- Bashkortostan
- Biisk
- Irkutsk
- Kazan
- Krasnodar
- Moscow
- Moscow region
- Nizhny Novgorod region
- Novosibirsk
- Novosibirsk region
- Rybinsk
- Samara
- Sochi
- St. Petersburg
- Vladimir
- Vladimir region
- Vladivostok
- Volgograd region
- Voronezh



9 410 people visited the exhibition. 92 % of them are professionals

Total number of visits: 12 500



INTERNATIONAL MEDICAL AND PHARMACEUTICAL BUSINESS FORUM PROGRAM 2016:

- ▶ Pharmaceutical market situation: processes and expectations.
- ▶ Russian pharmaceutical manufacturing. Results of 2016 and prospects for 2017.
- ▶ Today is later than you think. How to survive and profit in the changing market?
- ▶ Difficult choice. Competent import substitution in pharmacies.
- ▶ Methodological aspects of the organization of opticians in pharmacy chains. Issues and solutions.
- ▶ «Loneliness in the network. Ellipsis». Trends and development prospects of pharmaceutical retail chains and single stores.
- ▶ Tools for effective pharmacy management.
- ▶ What pharmacies can learn in corporate centres?
- ▶ In focus of 2016.
- ▶ Profitability increasing in the pharmaceutical business. Discussion..
- ▶ Modern pharmacy: secrets of improving pharmaceutical sales efficiency.
- ▶ New norms and regulations. Control and supervision of drug circulation.
- ▶ Innovative education in the pharmaceutical market.
- ▶ Dietary supplement market today.
- ▶ Modernly! Conveniently! Affordable! New trends in e-learning in pharmaceuticals.
- ▶ Modern drug storage and sales tools in pharmacies of various formats.
- ▶ Pharmaceutical education in Russia: changes, perspectives and needs in the context of pharmacy practices.

Archival materials of the Forum from different years: [Program 2016](#), [Program 2015](#), [Program 2014](#), [Program 2013](#), [Program 2012](#)



QUICK LINKS

[Participation form](#)

[List of exhibitors](#)

[Terms of participation](#)

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[Photo Gallery](#)

[International Medical and Pharmaceutical
Business Forum Program](#)



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EUROEXPO: ABOUT US

- In the exhibition market since 1992
- Organizer of 11 international specialized 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 24th International Trade Fair
for Pharmaceuticals and Related Products

apteka

and 2017

INTERNATIONAL MEDICAL AND
PHARMACEUTICAL BUSINESS FORUM

December 4–7, 2017
Pav. №7, Expocentre Krasnaya Presnya, Moscow

www.aptekaexpo.com

