

Lenexpo Exhibition Centre
St.Petersburg, Russia

7-9 October
2009

Post-Show Report

14th International Exhibition



HOSPITAL
St.Petersburg

5th International Exhibition



PHARMACY
St.Petersburg

7th International Exhibition



AESTHETICMED
St.Petersburg

www.primexpo.ru/hospital

www.aestheticmed.ru



Exhibition profile:



- Electromedical Equipment / Medical Technology
- Laboratory Technology / Equipment
- Pharmacology
- Dental Medicine and Stomatology
- Optical and Ophthalmology
- Rescue and Emergency Equipment
- Orthopaedics and Rehabilitation
- Publications and Services
- Equipment and Facilities For Medical Practices, Hospitals and Health Resorts
- Pharm-Prod (Pharmaceutical Production)
- Medical Services
- Bioactive Additives



- Pills
- Hormones
- Vitamins and mineral medication
- Homoeopathic medication
- Diagnostic products
- Vaccines
- Enzymes
- Dietary and nourishing agents
- Infusions and injections, liquids
- Dermatology medications
- General tonics
- Para-pharmaceutical products



- Equipment for beauty salons
- Equipment for sports halls and fitness centres
- Equipment for SPAs
- Equipment and compounds for permanent make-up and tattooing
- Equipment for hairdressing salons
- Body correction equipment
- Solaria, tanning cosmetics
- Furniture and accessories for beauty salons
- Beauty treatments, professional and decorative cosmetics
- Nail care preparations and instruments
- Aromatherapy
- Healthy nutrition
- Style accessories
- Beautician and hairdresser services

Official support:



Ministry on Industry and Trade of the Russian Federation



St. Petersburg Government

Committee on Public Health of St. Petersburg Government

Committee on Public Health of Leningrad Region Administration



Pharmaceutical Association of St. Petersburg and North-West Russia



St. Petersburg Medical Association



Scientific-Practical Society of Doctors and Cosmeticians of St. Petersburg

Organisers:



With the assistance of:



FACTS AND FIGURES

“The exhibition’s business programme is an important source of information for healthcare specialists from the country’s regions, and a platform for effective communication between suppliers and consumers of medical products”.

Tsyb S.A.,

Director of the Department of Chemical and Bioengineering Technologies of the Ministry on Industry and Trade of the Russian Federation

“The re-equipment of our leading institutions and clinics with 20 modern helical computed tomography, magnetic resonance tomography, angiography and ultrasound scanners suggest that healthcare in our city has moved to a new level, and the exhibitions held in the city, including ‘Hospital St.Petersburg’, will, certainly, contribute to the development of medicine in St.Petersburg”.

Shcherbuk Y.A.,

Chairman of the Healthcare Committee of the St.Petersburg Government

“The ‘Hospital St.Petersburg’ exhibition is the only project in North-West Russia that, every year, brings together leading industry professionals, and demonstrates modern innovative technologies, which are so necessary for the development of domestic healthcare. Taking into account the importance and high level of the event, we are supporting this project”.

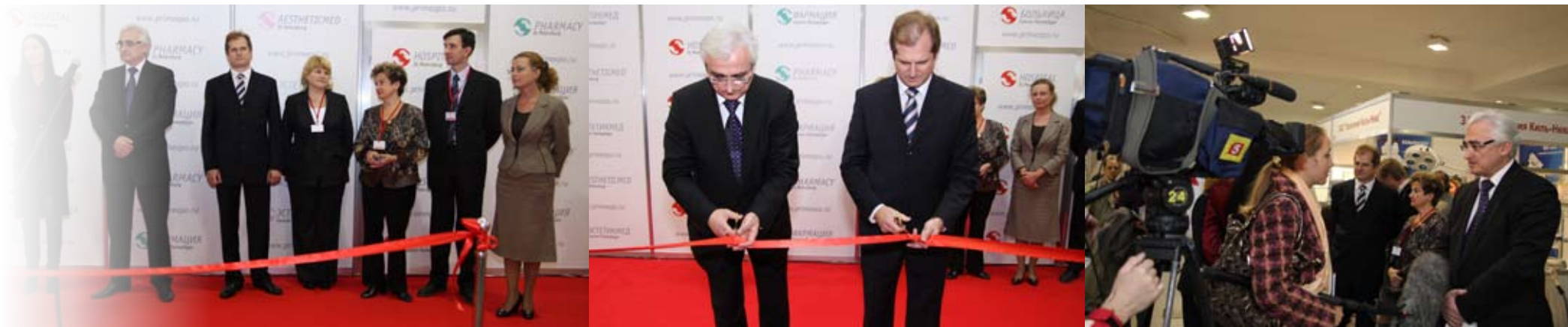
Zaychenko T.V.,

Chairman of the Board of the Pharmaceutical Association of St.Petersburg and the North-West

- **Number of exhibitors: over 90 companies**
- **Number of visitors: more than 8 500 specialists**
- **Exhibitors from St.Petersburg, Moscow, Ryazan, Kazan, Orenburg, Novosibirsk, Velikiy Novgorod, Taganrog, Perm, Nizhniy Novgorod, Belarus and Ukraine. Companies from South Africa exhibited for the first time.**



Official opening ceremony of the exhibition:



To mark the official opening of the exhibition, the red ribbon was cut by Yury Shcherbuk, Chairman of the Healthcare Committee of the Government of St.Petersburg, and Boris Taits, President of St.Petersburg Medical Association

The following took part in the opening ceremony:

- **Yury Shcherbuk**, Chairman of the Healthcare Committee of the St.Petersburg Government;
- **Boris Taits**, President of St.Petersburg Medical Association;
- **Tatiana Zaychenko**, Chairwoman of the Pharmaceutical Association of St.Petersburg and North-West Russia;
- **Tatiana Korolkova**, Director of the Department of Medical Cosmetology, St.Petersburg Medical Academy of Postgraduate Studies; Chairwoman

of the Research and Practical Society of Doctors and Cosmetologists of St.Petersburg; Member of EADV and AAD; Professor;

- **Sergey Anufriev**, Executive Director of the Non-Commercial Partnership 'Edinaya Meditsina' (United Medicine);
- **Irina Lyubina**, Executive Director of Primexpo ltd;
- **Tatiana Petina**, Director of the Medical Exhibitions Division, Primexpo ltd.



BUSINESS PROGRAMME

The events were held alongside the exhibition attracted over 450 attendees from St. Petersburg and the North-West region, Volga Region, Ural, Siberia and other regions of Russia. Topical issues in health and pharmacology were considered and discussed.

St. Petersburg Medical Forum

“MEDICAL CLINICS: FORMULAS FOR SURVIVAL AND INCREASING PROFIT”

Organisers: Institutes for Medico-Social Reforms, Non-Commercial Partnership Edinaya Meditsina (United Medicine), Non-Commercial Partnership ‘Assistance to the Integration of Private Medical Centres and Clinics’, Primexpo ltd.

The following issues were discussed:

- “Developing fee-paying medical services in clinics during the economic crisis: experience and strategies for today”

- “Finances and resources management in clinics: practical recommendations on anti-crisis policy”
- “Effective marketing and advertising for clinics”
- “Effective work with insurance companies in voluntary and compulsory health insurance programmes”
- “Negotiating slippery spots areas in licensing legislation and new opportunities for extending licences”
- “Applying new legal defence measures against patients’ claims: practical advice for directors of medical institutions”
- “Including private clinics in state funding programmes and in the compulsory health insurance system (experience of St. Petersburg)”
- “How to successfully, and without loss, survive inspections by different organisations”

There was much interest in the **7th Inter-Regional Conference ‘CURRENT ISSUES IN PHARMACY 2009’**

Organisers: Pharmaceutical Association of St. Petersburg and the North-West, St. Petersburg Professional Association of Pharmaceutical Workers, Primexpo ltd

During the conference, pharmacists, and specialists from medical establishments and pharmacies gained useful information on the following issues:

- “New regulations for the circulation of controlled medicines in pharmaceutical organisations and medical establishments (inpatient clinics, outpatient clinics, hospital pharmacies)”
- “The problems of working with narcotic and other controlled medical substances in medical treatment facilities, pharmacies and wholesale pharmaceutical organisations. New requirements for storing medicines in light of National



Pharmacopeia (12th edition) regulations”

- “Patient-specific issuing of medicines – a factor in improving the quality of medicinal provision in medical treatment facilities”
- “Quality assessment of pharmaceutical products”
- “The experience of using software in the medicinal provision system of medical treatment facilities”

Speakers:

- **V.N. Puzanov**, Head of I Department, Service for the Control of the Legal Circulation of Drugs, Administration of the Federal Drug Control Service, St. Petersburg and Leningrad Region;
- **N.I. Zabalueva**, Associate Professor, Department of Pharmaceutical Organisations, St. Petersburg Medical Academy of Postgraduate Studies;
- **S.Z. Umarov**, Chief Pharmacist, The Russian

Federation Ministry of Defence; Head of the Department of Military Pharmacy, S.M. Kirov Military Medicine Academy, Doctor of Pharmaceutical Science, Professor;

- **M.P. Korotkova**, Deputy Director of St. Petersburg State Healthcare University of the North-West for Pharmaceutical Quality Control;
- **N.A Bagryantseva**, Director of Byuro RKM.

Scientific and Practical Conference “CURRENT ISSUES IN COSMETOLOGY”

Organisers: St. Petersburg Scientific and Practical Society of Cosmetologists, Primexpo ltd.

Over 20 talks were given at the conference. During the discussions, specialists examined the following issues:

- Legal regulation of cosmetology in the Russian Federation
- Conflicts with clients in cosmetic salons

- Adverse effects and complications of modern technologies in dermatocosmetology
- Vitamins in cosmetology
- New possibilities in the application of IPL technologies
- Vibro-vacuum and ultrasonic therapy in figure correction
- External correction of menopausal skin aging

The seminars were a success:

“THE SITUATION IN THE MEDICINES AND PHARMACEUTICALS MARKET”

Organiser: HeadHunter::St. Petersburg, Primexpo ltd.

The seminar leader, Y.I. Sakharova, Director of HeadHunter St. Petersburg, presented an analytical overview of the labour market and answered questions.



“THE FEATURES OF PROMOTING PHARMACEUTICAL PRODUCTS IN THE NORTH-WEST MARKET”

Organisers: Terra Medika Publishing House, Primexpo Ltd.

The speaker, I.V. Volchek, General Director of Terra Medica Publishing House, talked about the pharmaceuticals market, channels and methods of promotion and marketing strategies for promoting medicines in North-West Russia. Mr Volchek also presented an overview of the medicines market in North-West Russia.

JOB FAIR

All participants were given a further opportunity to view product demonstrations in the demonstration area.

Organisers: HeadHunter::St.Petersburg, Primexpo Ltd.

All the exhibitors had an additional opportunity to show the advantages of their product in a demonstration area. Medis Company Limited, Yuma, OOO and Altaiskiy Biofarmaceutvicheskiy Klaster all took advantage of this opportunity. The Research and Practical Society of Doctors and Cosmetologists of St.Petersburg gave a series of professional master classes.

“I am pleased that exhibitions like Hospital and AestheticMed regularly take place in our city. We have a great opportunity to learn about what’s new in the market and to use it in our practical activities. I am very happy for those who participated in this exhibition, despite the difficult situation in the country and worldwide, and I hope that cosmetology will make a significant contribution to modern medicine in Russia. Also, I want to congratulate all the cosmetologists on the separation of the medical specialty of cosmetology. This suggests that the quality of our cosmetology services will grow”.

Tatiana Korolkova,

*Director of the Department of Medical Cosmetology,
St.Petersburg Medical Academy of Postgraduate Studies;
Chairwoman of the Research and Practical Society of Doctors and
Cosmetologists of St.Petersburg; Member of EADV and AAD; Professor*





GALA RECEPTION

On 8th September, the exhibition's awards ceremony was held at the 'Gavan' Restaurant of Morskoy vokzal Hotel during the Official Gala Reception.

The following awards were presented:

- Most Original Use of Company Products in Stand Design – EURODAY;
- Most Ergonomic Stand – PORSA and HOTSPRING RUSSIA;
- Best Stand Design – MS WESTFALIA GMBH;
- Best Debut at the Exhibition – PARITET CENTER, 000;
- Most Professional Presentation of the Company at the Exhibition – SONAR, A/O.

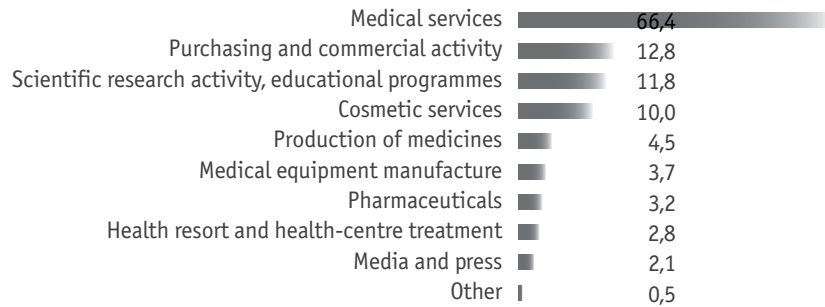
A voucher for round-trip by ferry from Helsinki to Stockholm from Baltic Tours, a voucher for a stay in one of the hotels of the Sokos chain, and a gift voucher for placing a free advertisement from Terra Medica Publishing House were raffled off amongst the participants.

There was a charity event at the evening reception: representatives of the Russian Academy of Artists gave copies of paintings by famous Russian artists to the Chief Doctor of Elizavetinsky Hospital, B.M. Tait's, and the Director of the R.M. Gorbacheva Centre of Children's Haematology and Transplantation, B.V. Afanasev.



STATISTIC: VISITORS

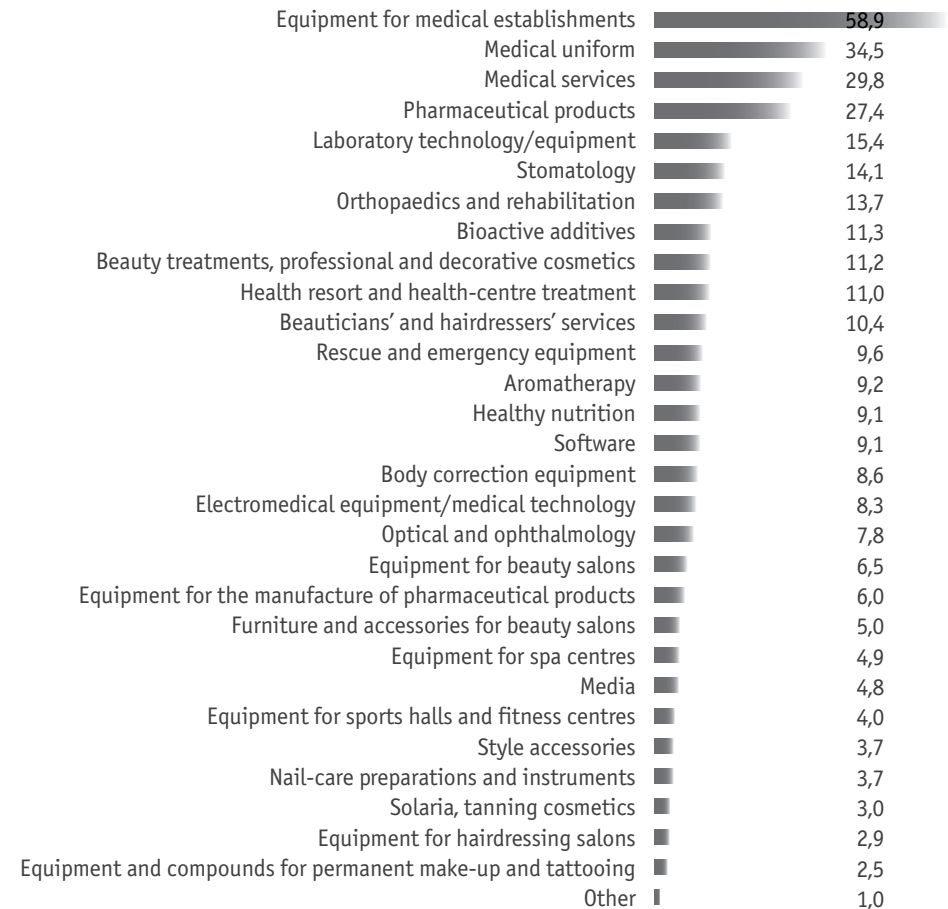
Nature of visitors' business, %:



Reason for visiting, %:



Exhibition sectors of main interest, %:



STATISTIC: VISITORS



Decision-making authority of visitors, %:

42,0 – Influence decision making
29,4 – Responsible for taking decisions
28,6 – No decision-making power



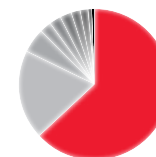
Planned level of investment for equipment and materials, %:

42,6 – Less 1 000 €
19,8 – Less 3 000 €
37,6 – Over 5 000 €



Job title, %:

35,0 – Doctor
23,5 – Director
10,8 – Mid-level medical personnel
6,8 – Scientific staff
4,4 – Head doctor
4,3 – Cosmetologist
4,0 – Purchasing manager
3,7 – Engineer medical equipment
3,0 – Marketing manager
2,5 – Sales manager
2,0 – Other



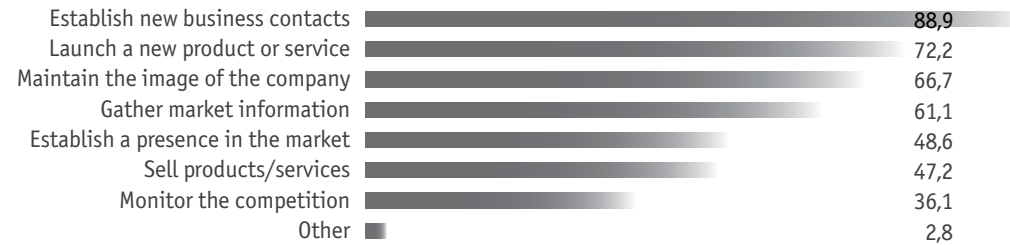
Visitors geography, %:

63,1 – St. Petersburg
19,3 – North-West Russia
5,2 – Moscow and Central Russia
2,6 – Nizhni Novgorod and Volga region
2,5 – Abroad
2,3 – Yekaterinburg and Ural
2,1 – Novosibirsk and Siberia
1,6 – CIS
0,8 – Rostov-on-the-Don and North Caucasus
0,5 – Khabarovsk and Far East



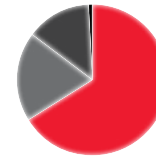
STATISTIC: EXHIBITORS

Reasons of exhibiting, %:



Number of promising business contacts established, %:

17,9 – less than 100 contacts
63,1 – 100 – 300
19,0 – more than 300



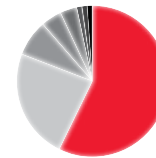
Evaluation of the organisation of the exhibition, %:

13,9 – Excellent
66,2 – Good
19,1 – Satisfactory
0,8 – Poor



Evaluation of visitor number, %:

9,1 – Excellent
49,9 – Good
36,5 – Satisfactory
4,5 – Poor



Exhibitors geography, %:

57,3 – St.Petersburg and North West Russia
23,6 – Moscow and Central Russia
4,5 – Nizhni Novgorod and Volga region
1,1 – Yekaterinburg and Ural
3,4 – Novosibirsk and Siberia
7,8 – Abroad
1,1 – CIS
1,1 – Rostov-on-the-Don and North Caucasus



Evaluation of visitor expertise, %:

64,1 – Good
27,7 – Satisfactory
2,1 – Poor
6,1 – Excellent

Exhibitor testimonials

“A year ago, we promoted our products through shopping centres. At this exhibition, we presented ourselves as manufacturers for the first time. Our aim was to make ourselves known to new clients. Hospital St. Petersburg is a wonderful platform for achieving this aim”.

A. Serova,
Senior Manager, MASTERITSA, JSC

“The main purpose of the exhibition for us was to show our equipment in action. Visitors and potential clients had a chance to assess the technical characteristics of our equipment. Our company has been in the North-West market for 12 years and we are well known. By participating in the exhibition, we wanted to show that, in this difficult period for all, we are solvent and ready to continue cooperation, and can offer our clients a quality product at an affordable price. We hope to participate next year”.

S. Nikolaev,
General Director, PARITET CENTER, OOO

“Our company offers modern diagnostic equipment. Our aim at the exhibition was to demonstrate new products and modern equipment, and to find new dealers. Quite often, doctors in clinics are not aware of the existence of modern diagnostic equipment. The response from the exhibition began on the very first day: our office in St. Petersburg received quite a few phone calls from clients who had found out about us at the exhibition”.

D. Verin,
Specialist, Sales Department, WEST MEDICA, BALTICA

“We participated in the exhibition for the first time, and can I safely say that it was worth it. We exhibited new products at the show. The positive effect of taking part in the exhibition was increased by advertising in specialised press”.

A. Paulkin,
*Head of the Marketing Department, POLYOT,
RESEARCH AND DEVELOPMENT ENTERPRISE*

“Our aim in taking part in the exhibition was to conduct market research and make new contacts. We are interested in the Russian market – in particular, the North-West. The exhibition was very successful for us. We now want to develop the contacts we made”.

B. Kinloch,
Sales and Marketing Manager, STRIKE TECHNOLOGIES

“It’s great that there is an exhibition like Hospital in St. Petersburg, which is a priority region for us. We are just beginning to move into the North-West market, which is why our main aim was to make our company known. The exhibition was certainly useful: we held successful meetings with potential clients and old partners. The exhibition is also a great opportunity for our dealers – they were presented on our stand”.

I. Surva-Lehtonen,
Area Manager – Eastern Europe, MIRATEL OY



15th International
Healthcare
Exhibition

Only the best for the world of medicine!

*See you
next year!*

www.primexpo.ru/hospital

*Lenexpo Exhibition Centre,
St.Petersburg, Russia*

**5-7 October
2010**



HOSPITAL
St. Petersburg



Alongside:
PHARMACY
St. Petersburg

Organisers:



primexpo



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