



## **DIHE 2008 POST SHOW REPORT**

**4<sup>th</sup> TAJIKISTAN INTERNATIONAL HEALTHCARE EXHIBITION  
7- 9 OCTOBER, 2008**

**TAJIKISTAN, DUSHANBE, CONGRESS HALL "KOKHI - BORBAD"**

**ORGANIZED BY:  
I.T.E EXHIBITIONS & CONFERENCES LTD, ITECA OSIYO,  
GIMA, PRIMEXPO, EUF**

Date: 15.10.2008г.  
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Project Manager  
ITECA Osiyo

**October 7 – 9, 2008.**

**Tajikistan, Dushanbe, congress hall “Kokhi - Borbad”**



#### **OFFICIAL ASSISTANCE TO THE EXHIBITION:**

- Government of the Republic of Tajikistan
- Ministry of Health of the Republic of Tajikistan
- Chamber of Commerce and Industry of the Republic of Tajikistan
- State Drug and Medical equipment Expertise and Certification Center of the Republic of Tajikistan
- Association of Dentists of the Republic of Tajikistan

#### **ORGANIZERS:**

I.T.E EXHIBITIONS & CONFERENCES LTD  
ITECA Osiyo

#### **INFORMATION SUPPORT:**

*Leading sectorial and social and political editions of CIS and foreign countries:*

- CHARHI GARDUN, LTD. (Tajikistan)
- REKLAMNAYA GAZETA (ADVERTISING NEWSPAPER) Tajikistan
- INFOMEDIX INTERNATIONAL (Italy)
- PROVEN TRADE CONTACTS (India)
- ExpoNews.ru (Russia)

#### **Information portal:**

[www.medmarket.com](http://www.medmarket.com)

[www.expo.ua](http://www.expo.ua)

[www.medprom.ru](http://www.medprom.ru)

[www.expomenu.ru](http://www.expomenu.ru)

[www.infoexpo.ru](http://www.infoexpo.ru)

[www.med-tech.com.ua](http://www.med-tech.com.ua)

#### **Radio stations:**

«Oriono Media» (Tajikistan)

«Vatan» (Tajikistan)

«Azia Plus» (Tajikistan)

## OFFICIAL OPENING SESSION:



During the official opening session the representatives of the Government of the Republic of Tajikistan, representatives of diplomatic bodies, international organizations and business circles were present, including:

- The Chief of the Health department on women and family affairs under the Executive Body of the President of the Republic of Tajikistan – Mrs. Yunusova Z.B. ;
- Deputy Minister of Health of the Republic of Tajikistan – Mr. Mirzoev A.S.;
- Deputy Chairman of Chamber of Commerce and Industry of the Republic of Tajikistan – Mr. Karamaliev A.;
- Head of Pharmaceutical and Medical equipment department of the Ministry of health of the Republic of Tajikistan – Mr. Abdulazizov S.Kh.;
- Deputy Director general of State Drug and Medical equipment Expertise and Certification Center of the Republic of Tajikistan– Mr. Davlatov M. K.;
- Representative of the Association of Dentists of the Republic of Tajikistan– Mr. Tairov U. T.;
- Commercial Representative of Russian Federation in the Republic of Tajikistan – Mr. Yakovlev A.
- Director of State Complex «Kokhi - Borbad» - Mr. Isoev H.I. and other honorable guests.

## THE ORGANIZERS OF THE EXHIBITION WERE REPRESENTED BY:

Executive Director of the Company «ITECA Osiyo» – Mrs. Nazira Nazuridinova  
Project Manager, representative of «ITECA Osiyo» – Mrs. Jamilya Fayzieva0

During the official opening session the organizers issued the certificates of gratitude for active participation and support in exhibition organization to the Government of the Republic of Tajikistan, Ministry of Health of the Republic of Tajikistan, Chamber of Commerce and Industry of the Republic of Tajikistan, Association of Dentists of the Republic of Tajikistan, State Drug and Medical equipment Expertise and Certification Center of the Republic of Tajikistan.

Opening the exhibition “HEALTHCARE”, Mrs. Yunusova Z.I. – the Chief of the Health department on women and family affairs under the Executive Body of the President of the Republic of Tajikistan noted the importance of the exhibition, conducted by the Company ITECA Osiyo in the process of Health System Reform in the Republic. In particular she noted that the Government of the country pays great attention to the issues of population health improvement, prevention of diseases, modernization of their diagnostics and treatment, improvement of medical culture of the population. She also noted that the exhibition plays a great role of the index of health sphere development in Tajikistan.

Official VIP-delegation, including Mrs. Yunusova Z.I., Mr. Mirzoev A.S., Cangov O., Abdulazizov S., and Tairov U., visited stands of exhibition participants, and conducted negotiations with some of potential partners in order to develop mutually beneficial relations. During the exhibition opening session other representatives of ministries and bodies of the Republic of Tajikistan and Executive Apparatus of the President of the Republic of Tajikistan were present.



## OFFICIAL EVENING GALA RECEPTION

The official welcoming party, devoted to the opening of the exhibition, was conducted on October 7 in the restaurant “ROKHAT”. During the welcoming party 100 persons were present. These persons included the participants of the exhibition, official persons, partners of I.T.E. Exhibitions and Conferences Ltd, representatives of Mass media and other invited persons.

During the evening party the awarding ceremony of the companies with the certificates and memorable gifts, was conducted.

- The winner in nomination “*For the best stand design at the exhibition DIHE 2008*” was the company VITAL DEVELOPMENT CORPORATION, whose representative was presented a memorable prize;
- The winner in nomination “*The best product presentation at DIHE 2008*” was the representative office of GEDEON RICHTER. Head of the representative office was presented a memorable prize ;
- The winner in nomination “*For the most active participation*” was the SINO FARMA. A representative of the company was presented a memorable prize.

All participants were given certificates of gratitude for their cooperation during the exhibition.



## EXHIBITION AND PARTICIPANTS

This year, about 30 companies from Russia, Great Britain, Ukraine, Germany, Turkey, Japan, Belorussia, India, Sweden, Kazakhstan, Iran, Armenia, Hungary, Belgium, China, Uzbekistan and some local companies from Tajikistan, were presented during the 4<sup>th</sup> Tajik exhibition «Healthcare - DIHE 2008».

The exhibitions displayed the latest scientific and technical developments in the field of medicine, which are necessary for prevention, maintenance and treatment of various diseases.

The new achievements of medical equipment, dental equipment and pharmaceutical industry were performed during the exhibition. It emphasizes the increasing of interest of the international manufacturers and dealers to the Tajik market.

## PARTICIPANTS

AMICO, JSC	RUSSIA
BELMEDPREPARATY, RUE	REPUBLIC OF BELARUS
BORISOVSKIY ZAVOD MEDICINCKIH PREPARATOV, RUP	REPUBLIC OF BELARUS
BIOMEDICARE (INDIA) PVT. LTD.	INDIA
BRUPHARMEXPORT, SPRI	BELGIUM
BTL	UNITED KINGDOM
VITAL DEVELOPMENT CORPORATION	RUSSIA
GEDEON RICHTER	ВЕНГРИЯ
DARNITSA, PHARMACEUTICAL COMPANY, CJSC	UKRAINE
КУПТ & КУПТ	TURKEY

LEK PHARMACEUTICALS	UZBEKISTAN
LIQVOR PHARMACEUTICALS, CJSC	ARMENIA
MAKDIL PHARMA	UZBEKISTAN
MEPACO, ARAB COMPANY FOR PHARMACEUTICALS & MEDICINAL PLANTS	EGYPT
OCTAPHARMA	SWEDEN
OPULENT CONSULTANTS, LTD	UNITED KINGDOM
POLYSAN, SCIENTIFIC TECHNOLOGICAL PHARMACEUTICAL FIRM, LLP	RUSSIA
SINO-FARMA, LLC	TAJKISTAN
THE URALS INSTRUMENT-MAKETING PLANT	RUSSIA
FOSHAN ROSON MEDICAL INSTRUMENT CO.,LTD	CHINA

FITO PHARM, LLC	TAJKISTAN
EDAN INSTUMENTS	CHINA
WHATMAN INC.	ВЕЛИКОБРИТАНИЯ
HOKTO TRADING CO, LTD	JAPAN
GIGIENA MED	RUSSIA

STADA-NIZHPHARM	KAZAKHSTAN
SANTO	KAZAKHSTAN
PHILIPS	
TIB BAROI SHUMO	TAJKISTAN

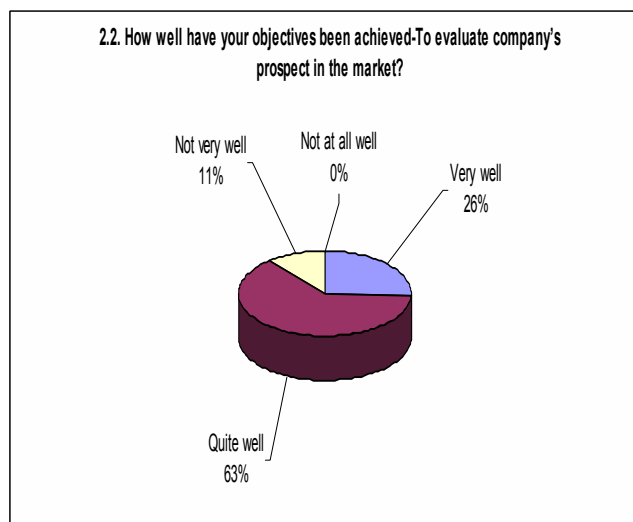
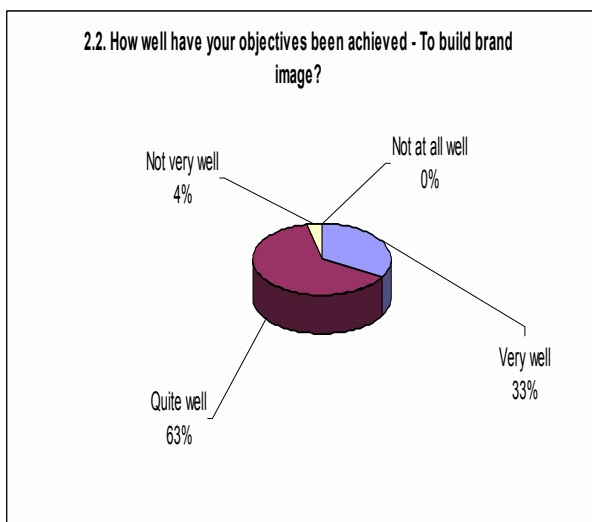
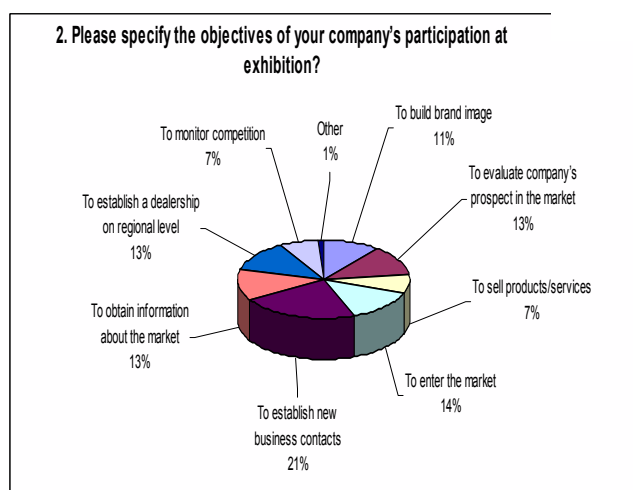
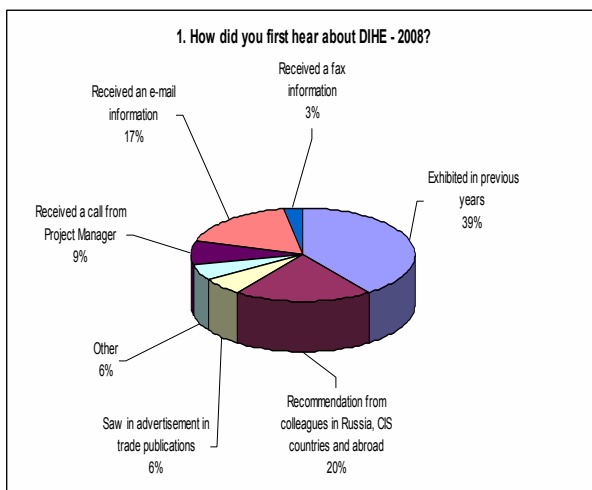
## VISITORS

In the course of three days about 3 thousand persons visited the exhibition. Approximately 2 thousand of the visitors are the specialists of the Republic, including the specialists, from the most remote areas of Tajikistan. The teachers from medical universities and other medical institutions have specially planned the visiting of the exhibition with the groups of students beforehand. The exhibition was also visited by the representatives, export managers of well-known companies, manufacturing medical commodities, from France, German, Turkey, Russia, Kazakhstan. The dealer representatives of the greatest dealing companies from Kazakhstan, Uzbekistan, Kyrgyz Republic, Turkmen Republic also arrived.

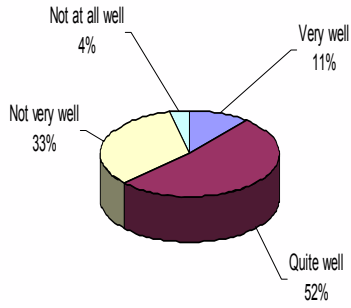
## STATISTICS

**As known, every company sets different goals for participating at the exhibition:**

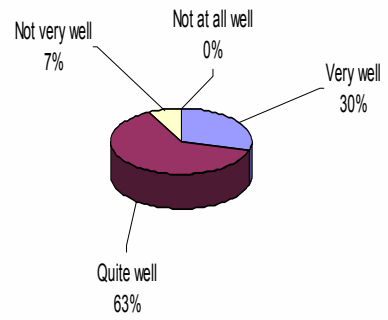
At the questionnaire, companies-participants noted the following:



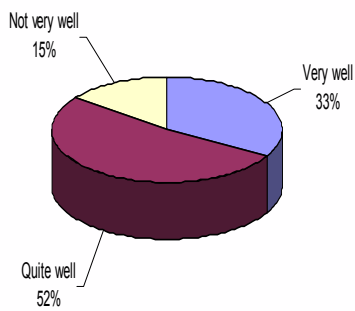
2.2. How well have your objectives been achieved-To sell products/services?



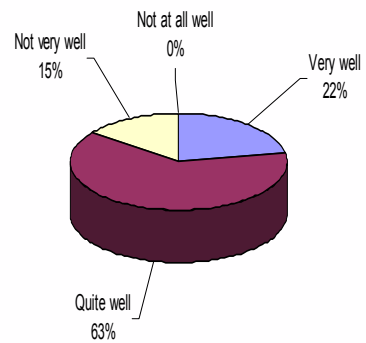
2.2. How well have your objectives been achieved-To enter the market?



2.2. How well have your objectives been achieved-To establish new business contacts?

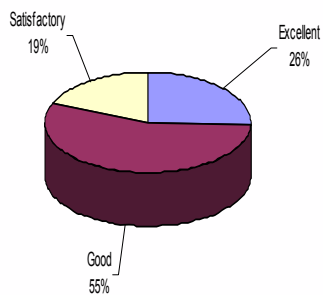


2.2. How well have your objectives been achieved-To obtain information about the market?

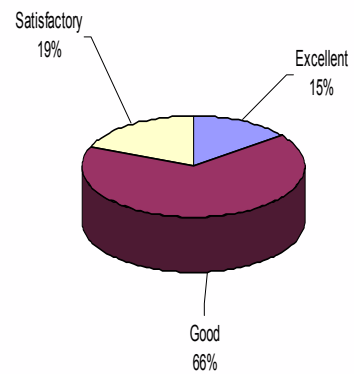


**Companies-participants noted the following regarding number and quality of the visitors:**

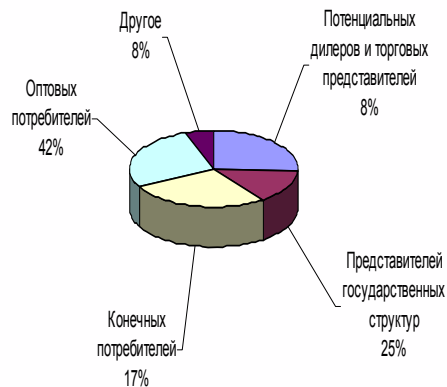
3. How do you rate the number of visitors at the exhibition?



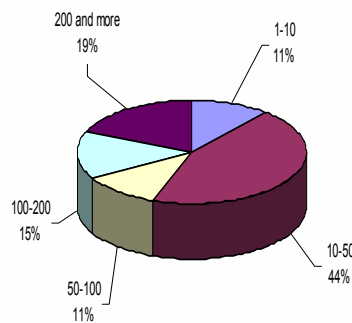
4. How do you rate the quality/specialization of visitors at the exhibition?



5. What kind of visitors did you expect to meet at this exhibition?

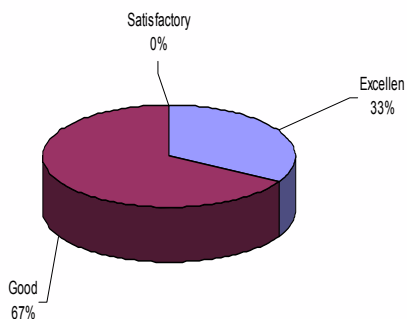


6. How many potential clients have visited your stand?



According to research, companies-participants also noted the following:

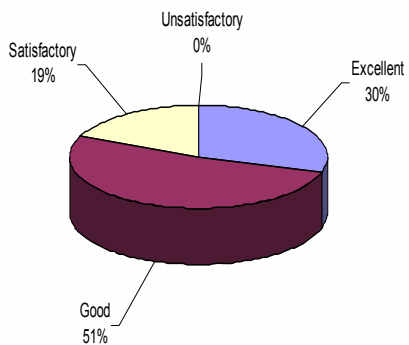
11. How would you rate - the exhibition on the whole



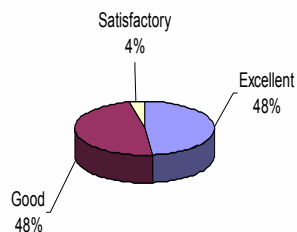
11. How would you rate-организацию регистрации данной выставки



11. How would you rate-- the venue

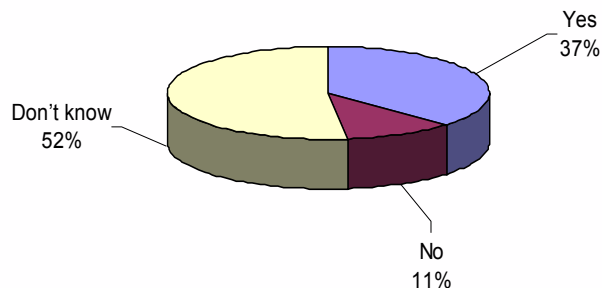


11. How would you rate-an official catalogue



37% of participants confirmed their participation in next year's exhibition:

17. Would you be participating at exhibition next year?



## **PERSPECTIVES OF THE EXHIBITION “HEALTHCARE – DIHE 2009” DEVELOPMENT**

Currently the Government of the country pays special attention to the healthcare. During the last years the series of healthcare facilities have been constructed and commissioned, credit and grant projects have been realized.

Reforms, conducted in the health sphere under the supervision of the Government of the Republic of Tajikistan, are aimed at the improvement of the population health, strengthening of material-and-technical base of the appropriate institutions, arrangement of the affordable health services system.

There are the projects of World Bank, Asian Development Bank, with the participation of USA, Japan, Switzerland, Swiss, FGR, International organizations – WHO, UNICEF and etc. Their goal is to extend the access to the medical services, covering of patients’ needs. The development of the new form of primary healthcare provision, based on the model of family medicine, is lasting gradually.

Regarding the mentioned above, it is necessary to note, that it is very important to conduct the specialized exhibitions and other events for the development of the existing infrastructure of the republic. The market of Tajikistan is interested in receiving of the information on the new technologies, market survey, procuring of services and goods as well as the modern elaborations of the companies in the sphere of healthcare.

**16. 10. 2008.**