



KIHE

HEALTHCARE EXHIBITION

**KAZAKHSTAN INTERNATIONAL HEALTHCARE
EXHIBITION**

15-17 May 2019

Almaty, Atakent Exhibition Centre

POST SHOW REPORT

EXHIBITION

FIGURES AND FACTS

Date: 15-17 May, 2019
 Venue: Atakent, Almaty
 Founded in: 1993
 Frequency: Annual

This year **236** companies has demonstrated their achievements
 The total area – **4 375** sq.m.
 Number of unique visitors is **3 185**

РЕСМИ ҚОЛДАУШЫЛАР / ОФИЦИАЛЬНАЯ ПОДДЕРЖКА / OFFICIAL SUPPORT:



Қазақстан Республикасы Денсаулық сақтау министрлігі
 Министерство здравоохранения Республики Казахстан
 The Ministry of Healthcare of the Republic of Kazakhstan



Алматы қалалық Әкімдігі
 Акимат города Алматы



"Алматы қаласы қоғамдық денсаулық басқармасы" КММ
 КГУ "Управление общественного здоровья города Алматы"
 Almaty Department of Public Health



Қазақ нейрохирургтар ассоциациясы
 Казахская Ассоциация нейрохирургов
 The Kazakh Association of Neurosurgeons



ҚР халықаралық фармацевтикалық өндірушілерінің Ассоциациясы
 Ассоциация международных фармацевтических производителей в РК
 Association of International Pharmaceutical Manufacturers in the RK



Еуразиялық медициналық қауымдастық
 Евразийская Медицинская Ассоциация
 The Eurasian Medical Association



Қазақстан неврологтар Ұлттық Қауымдастығының "Neuroscience"
 Казахстанская Национальная Ассоциация Неврологов "Neuroscience"
 Kazakhstan National Association of Neurologist "Neuroscience"



Денсаулық туризмі қауымдастығы
 Ассоциация оздоровительного туризма
 Health Tourism Association



Қазақстан Республикасының фармацевтикалық қызметті қолдау және дамыту ассоциациясы
 Ассоциация поддержки и развития фармацевтической деятельности Республики Казахстан
 Association for the Support and Development of Pharmaceutical Activities of the Republic of Kazakhstan

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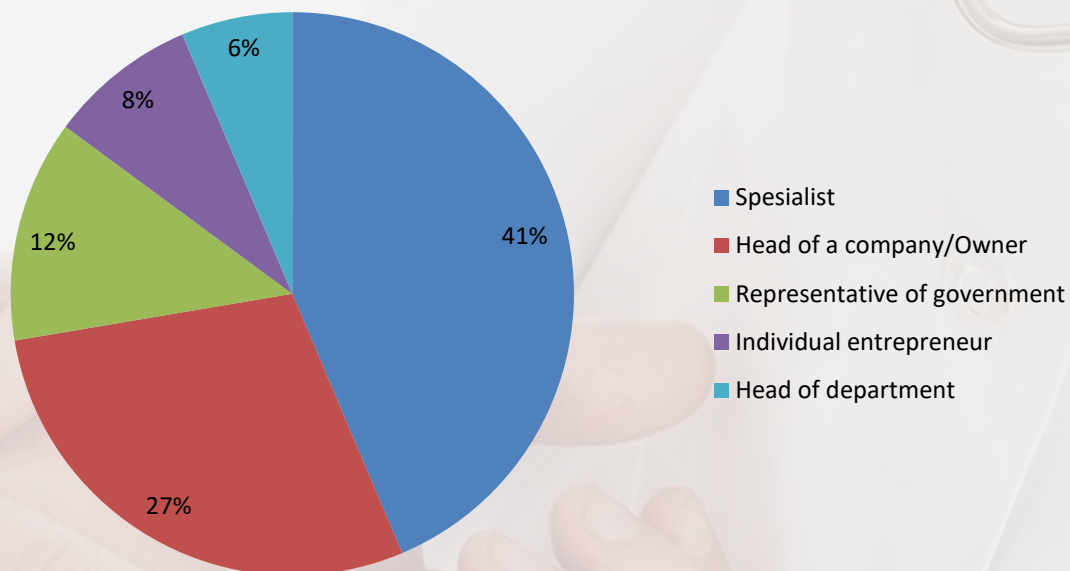
СТРАТЕГИЯЛЫҚ СЕРІКТЕС
 СТРАТЕГИЧЕСКИЙ ПАРТНЕР
 STRATEGIC PARTNER



VISITORS



Job Level



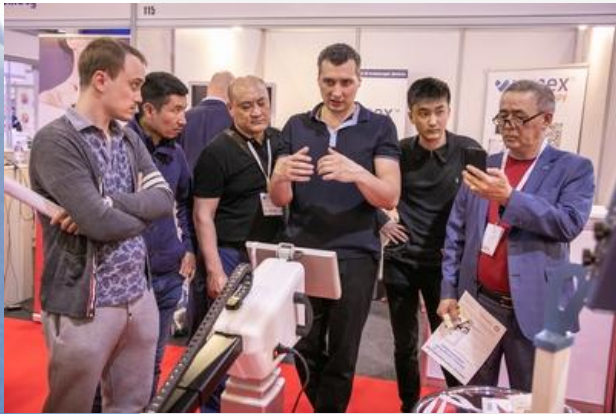
TOP 3 visiting countries:

Kazakhstan

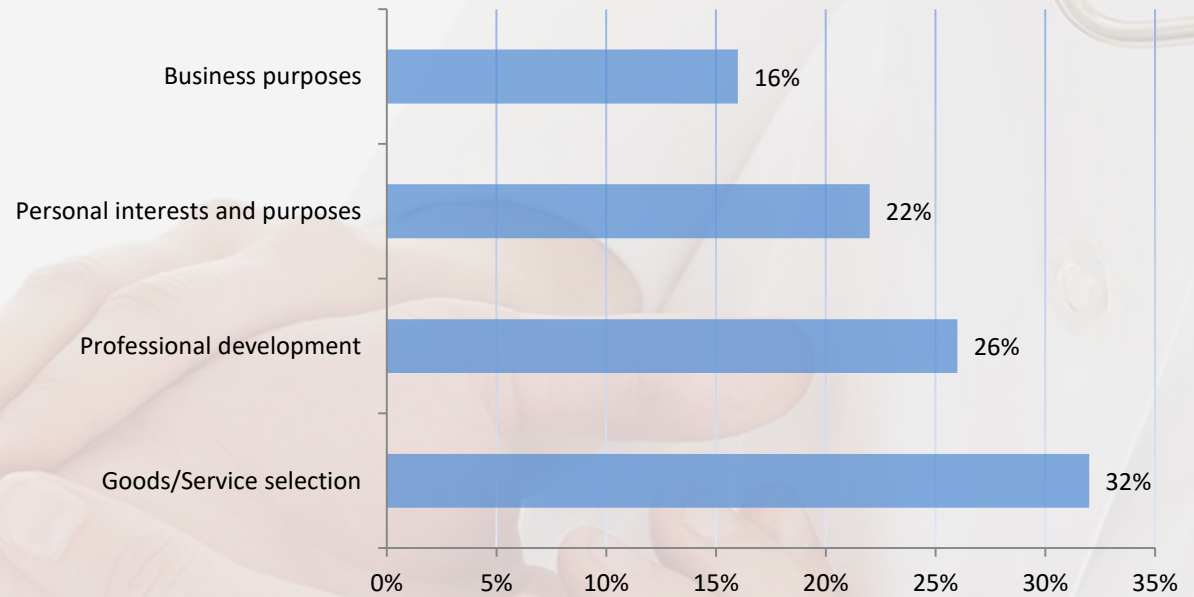
Russia

Kyrgyzstan

VISITORS

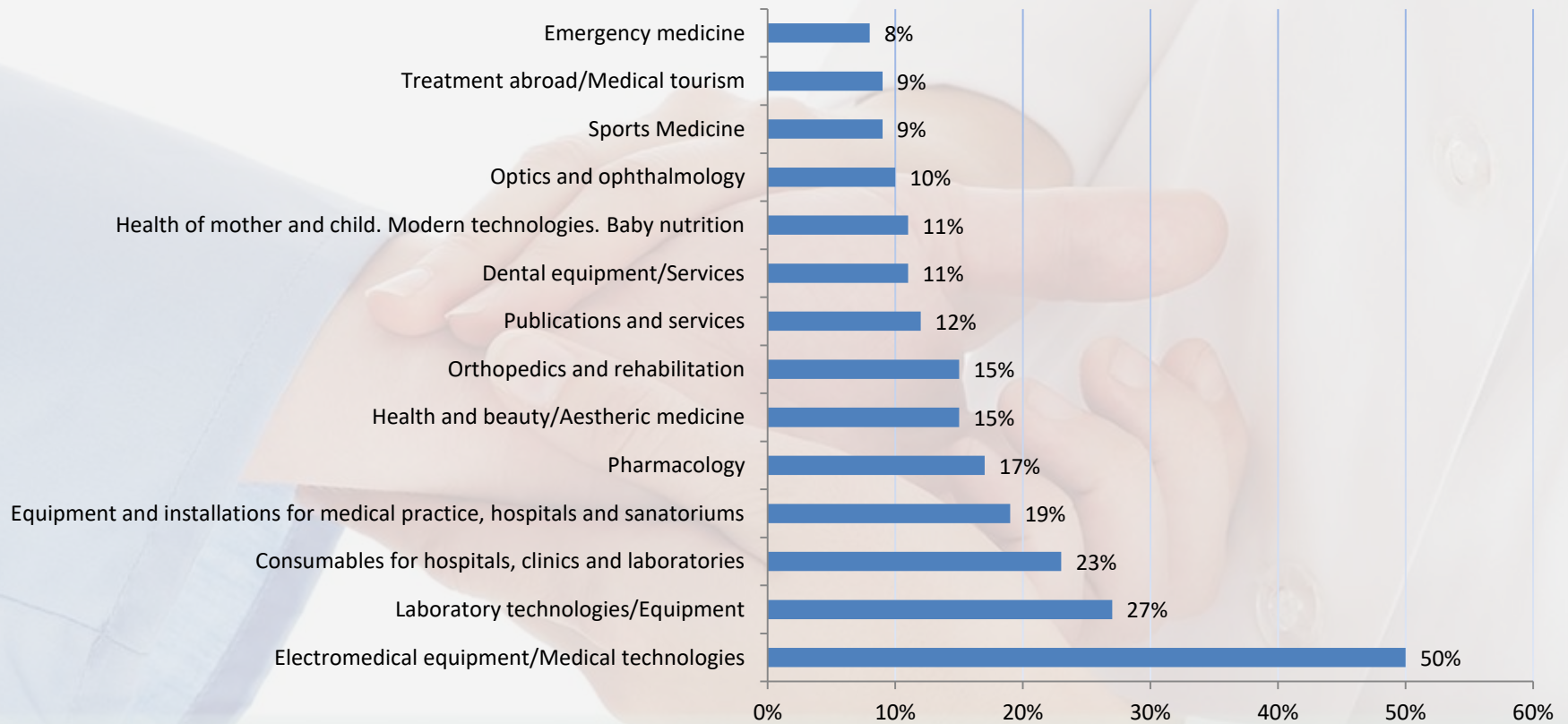


Purpose of attendance



VISITORS

Key Areas of Interest





Expo-tour – Delegation from Kyrgyzstan

To attract specialists in the field medicine, buyers program is fourth year with a free transfer to the exhibition

This year, at the invitation of Iteca Company the delegation from Kyrgyzstan has arrived to the exhibition consisting 48 specialists to conduct negotiations with potential partners.

Representatives of the following companies visited the exhibition:

National Surgical Center, LLC "Neman-Farm", LLC "Labservice" «MedFood», GKB №1, LLC "Adal Medica", LLC "Doctor", Neurological Center Cortex, LLC "Lektos" and many others.



EXHIBITORS

237 EXHIBITORS FROM 22 COUNTRIES PARTICIPATED IN THE EXHIBITION



Belarus



Great Britain



Hungary



Germany



India



Indonesia



Italy



Kazakhstan



Canada



South Korea



China



Latvia



Lithuania



Poland



Russia



Turkey



Uzbekistan



Ukraine



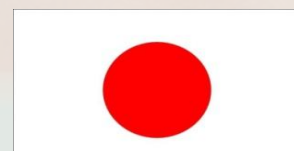
Czech Republic



Finland



Switzerland



Japan



EXHIBITORS

Russia was represented by 86 companies being a part of the stands of the Ministry of Industry and Trade of RF, Ministry of Economic Development of the Novosibirsk region, Moscow Export Center, Omsk Region Investment and Development Agency, Entrepreneurship Support Fund of the Republic of Tatarstan, Center of coordination of support for export-oriented small and medium-sized entrepreneurship for Smolenskaya region, Astrakhan Center of Export Support Coordination, and Altaiskiy Fund of Development of Small of Small and Medium – Sized Entrepreneurship

“It is the first time when Moscow companies take part in KIHE Exhibition, and they assess it as successful. The exhibition was held on a very high level, and experts are satisfied. Only during the first day of the exhibition, there were over 125 meetings. 7 Agreements on intentions were signed as a result of KIHE 2019” – said Georgiy Soin, Head of Department of Exporters General Support of the Moscow Export Center

“As a result of participation in KIHE 2019, delegates of Novosibirsk companies had 21 meetings with potential foreign partners and customers, established business contacts for further cooperation, exchange of best practices and access to international markets. The Exhibition has become an excellent tool for competent presentation of medical products and services of exporting companies from the Novosibirsk region and has become an effective platform for maintaining and developing their business” – Anastasia Ivashina, Head of the Regional Marketing, Foreign Economic Affairs and Tourism Department of the Ministry of Economic Development of the Novosibirsk Region

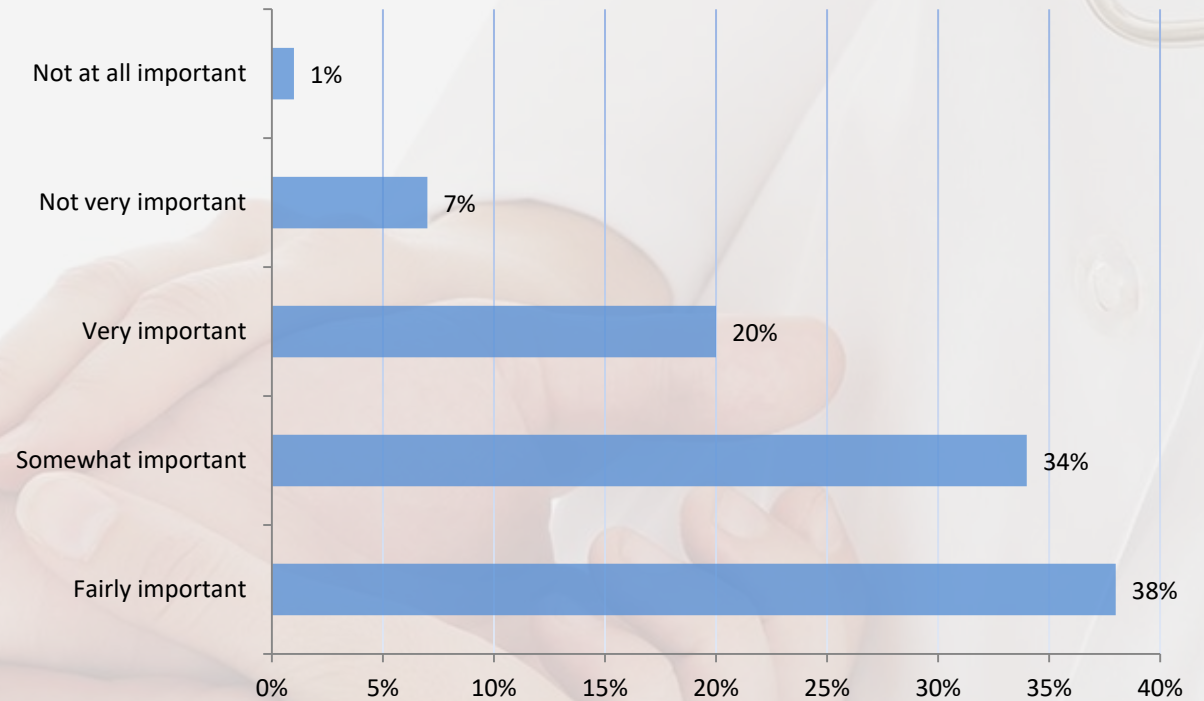


EXHIBITORS:

237 EXHIBITORS FROM 22 COUNTRIES



Importance of participation in the exhibition



EXHIBITORS: REVIEWS

«The Group of OrdaMed Kazakhstan companies takes part in the Healthcare KIHE Exhibition every year. By being a participant of the exhibition, a big group such as ourselves shows the contribution that we make to healthcare and the development of medicine. I would like to highlight the scale of the event: the doctors come to get acquainted with the new products, talk directly with the specialists of the companies and ask them questions; specialists from related industries and ordinary people are here to undergo diagnosis and consultation. This year the organization is top-notch, we can see that the visitors are satisfied. As is our custom, we will also participate in the exhibition in the forthcoming year»

Vasily Ogorodnikov, regional director of OrdaMed Kazakhstan LLP

«It is the first time we are partaking in the KIHE 2019. This event was very interesting to our company. We are pleased with the organization and program of the event. Thank you very much! As we decided to go to the exhibition, we have set a goal - the promotion of our products and search for our new partners. As a result, we have a lot of contacts, prospective distributors. Upon returning home, we will take the matters of collaboration into careful consideration. In the coming year we are, obviously, planning on participating in the KIHE 2020 Healthcare Exhibition»

Tatyana Shohordina CIS manager of Reper-NN

BUSINESS PROGRAM

Three conference halls of the KIHE 2019 Exhibition presented rich business program:

AK ZHUREK Social Fund and “First Aid.KZ” Trainig Center – Demonstration master-class: First aid a patient in case of sudden cardiac arrest using the ZOLL AED Plus automatic defibrillator in a private clinic

WHOLESOME FOOD – Seminar: Wholesome food - a way to health and longevity!

GROUP OF COMPANIES ARTOX 103.by 103.kz 103.ua – Seminar: Effective medical marketing

TECHNOAVIA – KAZAKHSTAN – Seminar: The use of adequate personal protective equipment for a health worker

OPTONIC – Seminar: Advantages and experience of using the Procleix Panther system in donated blood screening

SIEMENS HEALTHINEERS – Seminar: Dynamic MRT with contrast in oncology

SIEMENS HEALTHINEERS – Seminar: MRT of prostate cancer – PIRADS v.2

BAUFARM – Business-Seminar: Trends of pharmaceutical business in Kazakhstan. Strategies of successful pharmacy chains

DEXAGROUP – Seminar: Dexagroup: The leading pharmaceutical company of Indonesia



BUSINESS PROGRAM

Three conference halls of the KIHE 2019 Exhibition presented rich business program:

Global Medical on SIUI Ultrasonography – Seminar: Comprehensive ultrasound shock diagnosis.

Global Medical on SIUI Ultrasonography - Seminar: Ultrasound diagnostics of muscle and nerve pathology

MEDEXPERT – Seminar: Review of regulatory changes in CIS markets

SIEMENS HEALTHINEERS – Seminar: Ultrasound in diagnostics of intra-abdominal injury

Seminar: The Pharmacy is in the black! So what about a pharmaceutical manufacturer? The efficient marketing interaction between the pharmaceutical manufacturer and pharmacy chains

SOCIAL MEDICAL INSURANCE FUND – Seminar: Informational seminar on guaranteed free medical care and expected changes in the System of Mandatory Medical Insurance

TNK SILMA – Seminar: Opportunities and prospects of modern enterosorption in a health care

ITECA – Everything you need to know about the KIHE.LEADS lead scanner, and how to benefit the most from the participation



BUSINESS PROGRAM

AlmatyMedInvest Forum

May 15th, 2019

During the Forum there were discussed some questions related to a public-private partnership, Digital Kazakhstan state program, and export of medical services.

Speakers were representatives of the Ministry of Healthcare of Kazakhstan, Kazakhstan center for public-private partnership, Republican Center of Electronic Healthcare, heads of clinics and laboratories, as well as foreign experts.

Kazakhstan Conference “State and Prospects of Kazakhstan Pharmaceutical Industry Development”

May 16th, 2019

During the Conference, there were discussed some issues on the establishment of a common market of medicines, marking, and movement of drugs.

Besides, the representatives of state structures and businesspeople have identified priority directions for the national pharmaceutical industry development.



BUSINESS PROGRAM

Practical seminars from the clinic StandardNeuro "Neurosurgical treatment of epilepsy", "Neurodegenerative diseases. Modern trends in diagnosis and treatment", "Stereotactic and functional neurosurgery - opportunities and prospects"

Presentations were made by local and foreign experts:

Nazira Asanovna Zharkinbekova - Candidate of Medical Sciences, Head of the Department of Neurology, YUKMA (Shymkent)

Eduardo Tolosa - Professor of Neurology, Director of the Parkinson's Disease Research Program at the University of Barcelona Institute of Biomedical Research, Spain, Senior Consultant of the Parkinson's Disease and Movement Disorders Department of the University Hospital of Barcelona.

Henry Houlden - Professor of Neurology and Neurogenetics, Head of the Neurogenetic Laboratory of the Institute of Neurology, University College of London, United Kingdom.

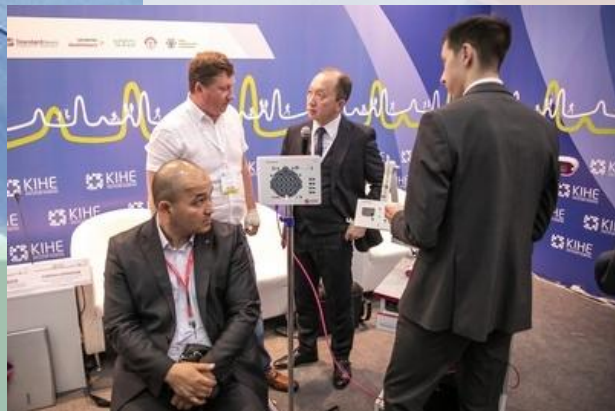
Rauan Bagdanovich Kaiyrzhanov is a UCL doctoral candidate, the head of the Center for Movement Disorders of StandardNeuro Clinic (Almaty).

Chingiz Sakaevich Shashkin - candidate of medical science, functional neurosurgeon, head of StandardNeuro clinic (Almaty).

Viktor Alekseevich Chadaev - Ph.D., a neurologist-epileptologist, head of the Laboratory for the Pre-Surgical Diagnosis of Epilepsy at the N. St. Luke (Moscow).

Merja Taminen - Elekta, Sweden

A.V. Dalechina - Center "Gamma Knife" at the FSAU NMITS neurosurgery them. Acad. N.N. Burdenko, Russia



АҚПАРАТТЫҚ ҚОЛДАУШЫЛАР / ИНФОРМАЦИОННАЯ ПОДДЕРЖКА / INFORMATION SUPPORT:

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ADVERTISING CAMPAIGN



Electronic mailing – more than 13 000 contacts of specialists

Cross-Promo – mailings on electronic base of Uzbekistan

SMS

Postal VIP mailing – invitation of specialists

Invitation of Heads of public health services

Telemarketing – call-in invitation to the exhibition and visiting of business program

Bayer Program – VIP Delegation from Kyrgyzstan

Outdoor advertising – billboards, LED displays

SMM



LinkedIn

NEWS

PRESS-RELEASES

MEDIA ABOUT K

Monday, 17 June 2019

Monday, 08 April 2019

Friday, 05 April 2019



ZALMA

Zalma Ltd is a distributor of laboratory equipment and accessories at the

Tuesday, 19 March 2019



Polish company Prodrum Sp. z o.o. (Ltd.) at the KIHE 2019

Friday, 15 February 2019

More Articles...

SERVICE FOR PARTICIPANTS

Free publication of news about the company – participant and its products on event website in during the year and in segmented electronic mailings:

* Information about the company, novelty, special offers, competitive advantages of products and services

Tools for attraction of visitors to participant's stand:

- * Banner for posting on the website of the company "Visit our stand"
- * Printed invitations for customers and partners
- * Electronic invitation for customers and partners

Participant's account will allow the participant to:

- * Submit information about the company to the catalog
- * Download electronic invitation with a stand number and company name
- * Register employees of the company for reception of participant badge
- * Upload a logo for posting on the main page of the website and in online participant list
- * Download technical guide and logistics for the exhibition and more

BABY FOOD FROM KABRITA® AT THE KIHE 2019

Natural goat milk **Kabrita® GOLD** infant formulas **Kabrita®** cereals and **Kabrita** goat milk yoghurts with fruits (Hyproca Nutrition B.V., Holland) – basic nutrition for infants from birth. Goat milk supports easier digestion, modern functional ingredients (DigestX®, prebiotics and probiotics, DHA & ARA omega acids and nucleotides) help healthy development, growth and defense of infants from birth till 3 years of life.

Hyproca Group offers vast dairy manufacturing experience, latest "From the farm to the bottle" farming and processing technologies, as well as high quality standards (HACCP, ISO, COKZ).



Компания | Company

Павильон | Pavilion

Стенд | Stand

ПОСЕДИТЕ НАШ СТЕНД НА ВЫСТАВКЕ! | VISIT OUR STAND AT THE EXHIBITION!

Для бесплатного посещения выставки получите электронный билет на сайте www.kihe.kz, указав промокод

Use your promocode for free access to the exhibition when getting your e-ticket on www.kihe.kz

PROMOCODE

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Министерство здравоохранения Республики Казахстан
Ministry of Healthcare of the Republic of Kazakhstan

Алматы городская Администрация
Almaty City Akimat

SAMSUNG

MedExpert

ORGANIZATORY / Organisers: Ten./Tel.: +7 (727) 258 34 34; E-mail: marketing@teca.kz

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KIHE
HEALTHCARE EXHIBITION

WE INVITE YOU TO VISIT OUR STAND AT THE
HEALTHCARE EXHIBITION

15-17 MAY 2019
Almaty, Kazakhstan, "Atakent" IEC

PROMOCODE:

Stand #

EXHIBITORS

What does the exhibition give

Personal contact at the exhibition allows you to better understand the client, answer his questions, get contact information for feedback

Visual representation of the product allows customers to personally evaluate it, try it in action, get an accurate idea of it

Unique target audience. Exhibition allow you to be in the same space with the best representatives of the industry, in the focus of attention of customers, partners, government representatives, the media

The effect of “neutral territory”. Exhibitions are characterized by a special atmosphere of psychological comfort, which favors establishment of contacts

Multisensory impact on the target audience. Thanks to involvement of all five senses of a person – sight, hearing, touch, smell, taste – exhibitions make it possible to put a strong influence on customers

Multifunctionality. Participation in the exhibition provides an opportunity to simultaneously solve a variety of business problems-marketing, production, advertising, image, communication



BOOK NOW!

KIHE 2020



Date: 13-15 May, 2020
Venue: Atakent, Almaty
Founded in: 1993
Frequency: Annual



International offices Contacts:

DARIA BORODULINA

Project Manager – ITE Group
d.borodulina@pe.com.ua
+ 380 (44) 496 86 45 (ext. 225)
Kiev

CORNELIA LIMBACH

Senior Project Manager
limbach@gima.de
+ 49 (0) 40 2 35 34 335
Hamburg

NICOLA PENG

Project Manager
pengli@vista-expo.com
+ 86 13810827427
Beijing

BEMA INDIGARANOVA

Project Manager
bema@ite-turkey.com
+ 90 212 291 8310 (ext. 3164)
Istanbul

ZUZANNA HORBACZ

Project Manager
Horbacz@iec-poland.com
+ 48 61 662 72 43
Poznan

Organizers :

