

International Medical Exhibition

October 4-6, 2016
IEC, Kyiv, 15 Brovarsky Ave.



PUBLIC HEALTH

POST-SHOW REPORT

Organizer:



Associate Organizer:



Ministry of Health of Ukraine

www.publichealth.com.ua



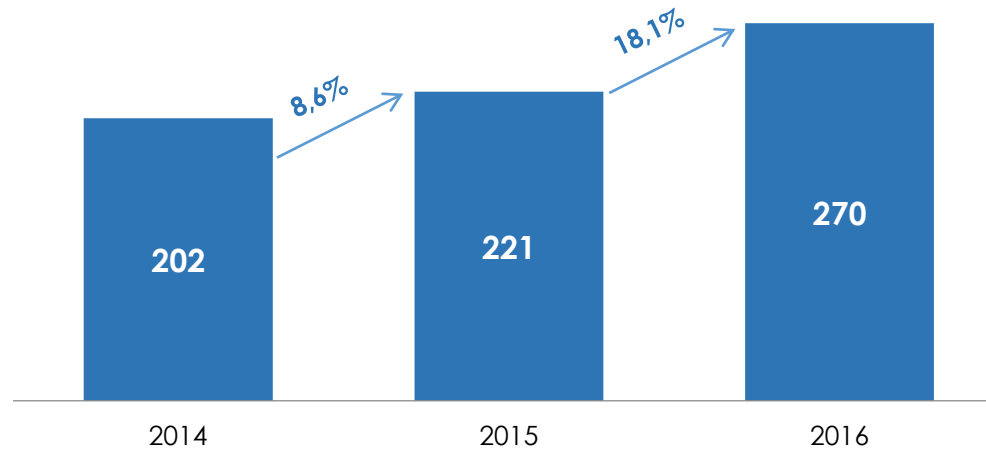
Exhibitors

Statistics

Number of exhibitors: **270**
Number of represented countries: **14**



Number of exhibitors



Countries participating in "Public Health '2016"



Organizer:



Associate Organizer:



Ministry of Health of Ukraine



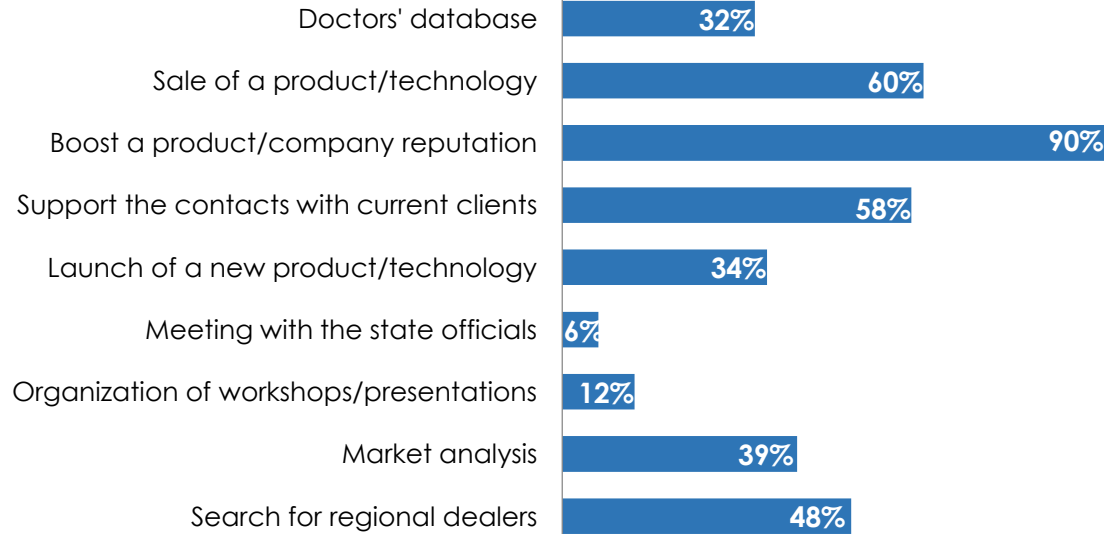
Exhibitors

Goals and Results of Participation

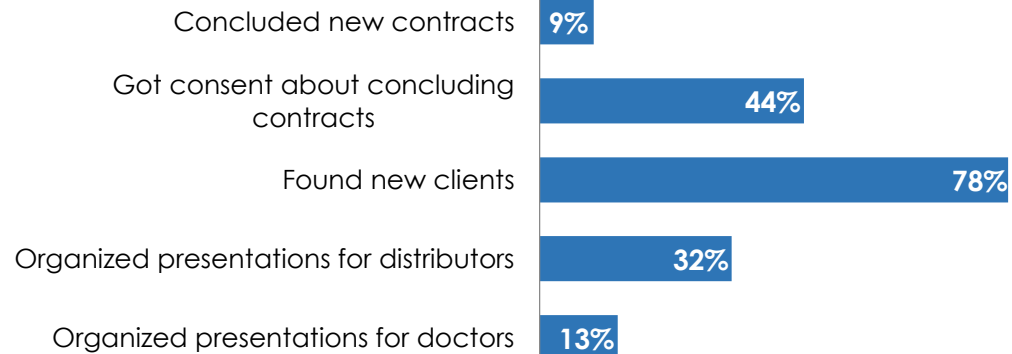
78% of exhibitors have found new clients at the exhibition



Goals of Participation*



Results of Participation*



*according to participants' questionnaires

Organizer:



Associate Organizer:



Ministry of Health of Ukraine



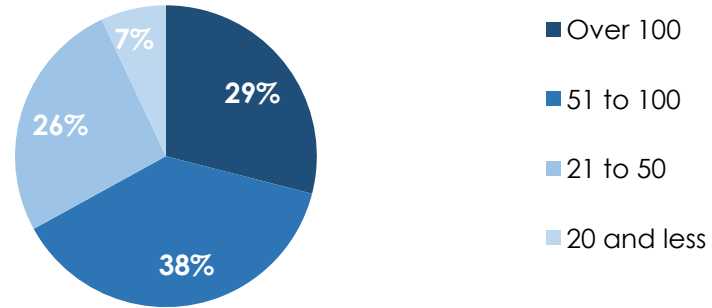
Exhibitors

About Visitors

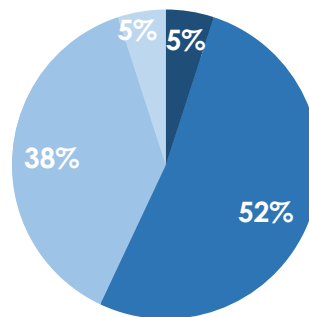
53% of exhibitors are fully satisfied with the number and quality of the visitors' audience



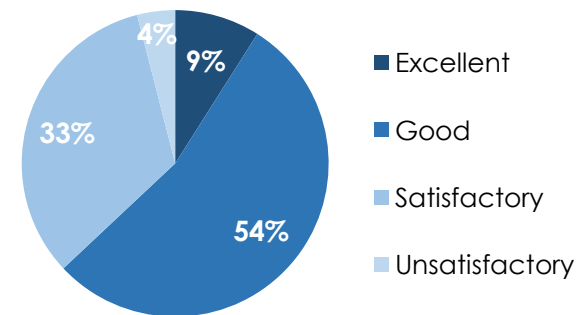
Number of professionals, who visited the company's booth*



Exhibitors' evaluation of the number of visitors*



Exhibitors' evaluation of the quality of visitors*



*according to participants' questionnaires

Organizer:



Associate Organizer:



Ministry of Health of Ukraine



Exhibitors

PUBLIC HEALTH

Testimonials

86% of exhibitors are fully satisfied with their participation in the exhibition.

82% of exhibitors will recommend the exhibition to their partners



“Teleoptic”, Mr. Yuriy N. Kovalenko, Director

“The exhibition was organized very well this year, by all means. I'd like to admit a proper marketing campaign: the information about the event was everywhere, which resulted in attracting the visitors. Thanks to the scientific program many interesting people have come. For the first time this year a meeting for city mayors, who make decisions, was organized. This is what the financing of the medicine depends upon. Over 120 city mayors from various regions have come, attended the events, learned the new products at the exhibition. Now good changes in medical industry can be expected. The impression about the exhibition is very good, the organizers have worked very well. Good job!”

“Heaco”, Mr. Andrew Los, Head of Wholesale Department

“Public Health” exhibition was held on the very high level this year. We met a lot of target visitors – doctors, potential business partners, which contributes to spreading the trading network throughout Ukraine, as well as foreign partners. It is really positive that city mayors have attended the exhibition and learned the new equipment, presented by our company too. Thanks to the organizers.”

“Esaote”, Mr. Andrew I. Svetlov, Commercial Director

“We reached our main goal at this exhibition: presented the new equipment – a modern expert-class elastography apparatus. Another result we received from the exhibition is meeting with our constant and potential clients. A range of meaningful appointments have been arranged, people have found necessary equipment at our booth and we concluded the required number of contracts. We are satisfied with the exhibition, everything was well organized and done in proper time.”

“Medapparatūra”, Mr. Andrew N. Naer, Head of Commercial Department

“The issues of telemedicine, modern technologies of image processing were observed from the point of view of radiology. More international exhibitors are desired, of course. Our impression from the exhibition is positive, we are surely interested in participation next year.”

Organizer:



Associate Organizer:



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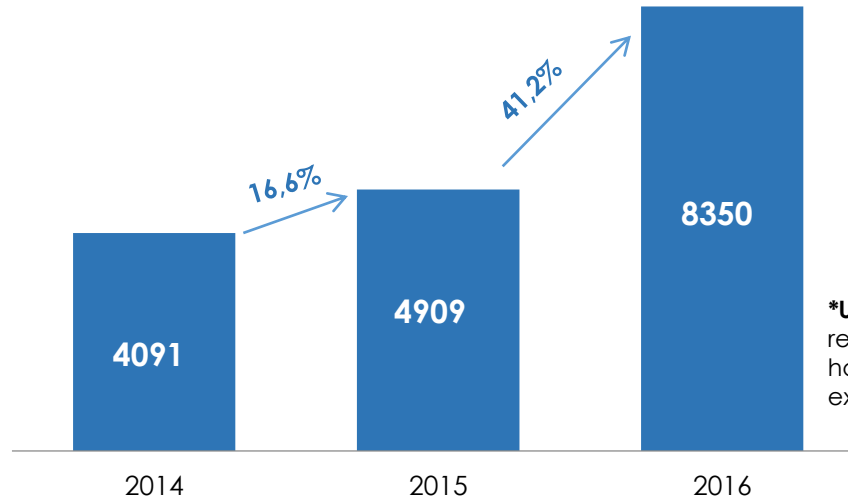
Visitors

Statistics

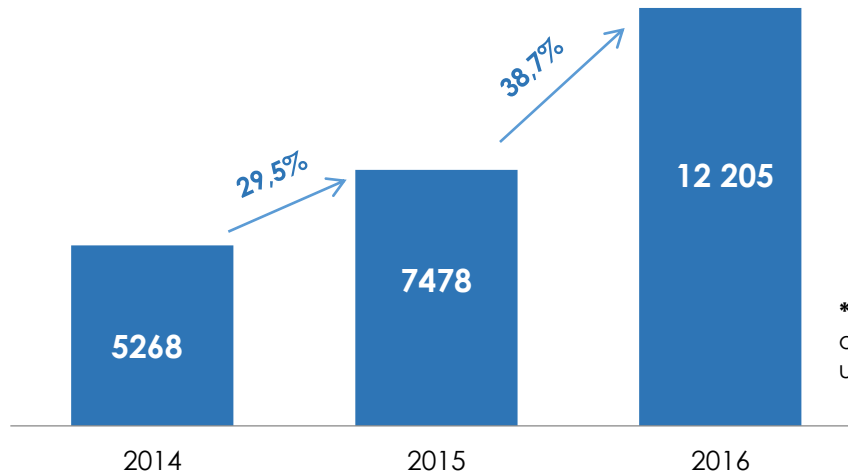
Unique visitors: **8 350**
Number of visits: **12 205**



Number of unique visitors *



***Unique visitor** – a person, who was registered as a visitor once, dependless how many times he had visited this exhibition



***Visit of the exhibition** – the number of repeated visits of the exhibition by unique visitors

Organizer:



Associate Organizer:



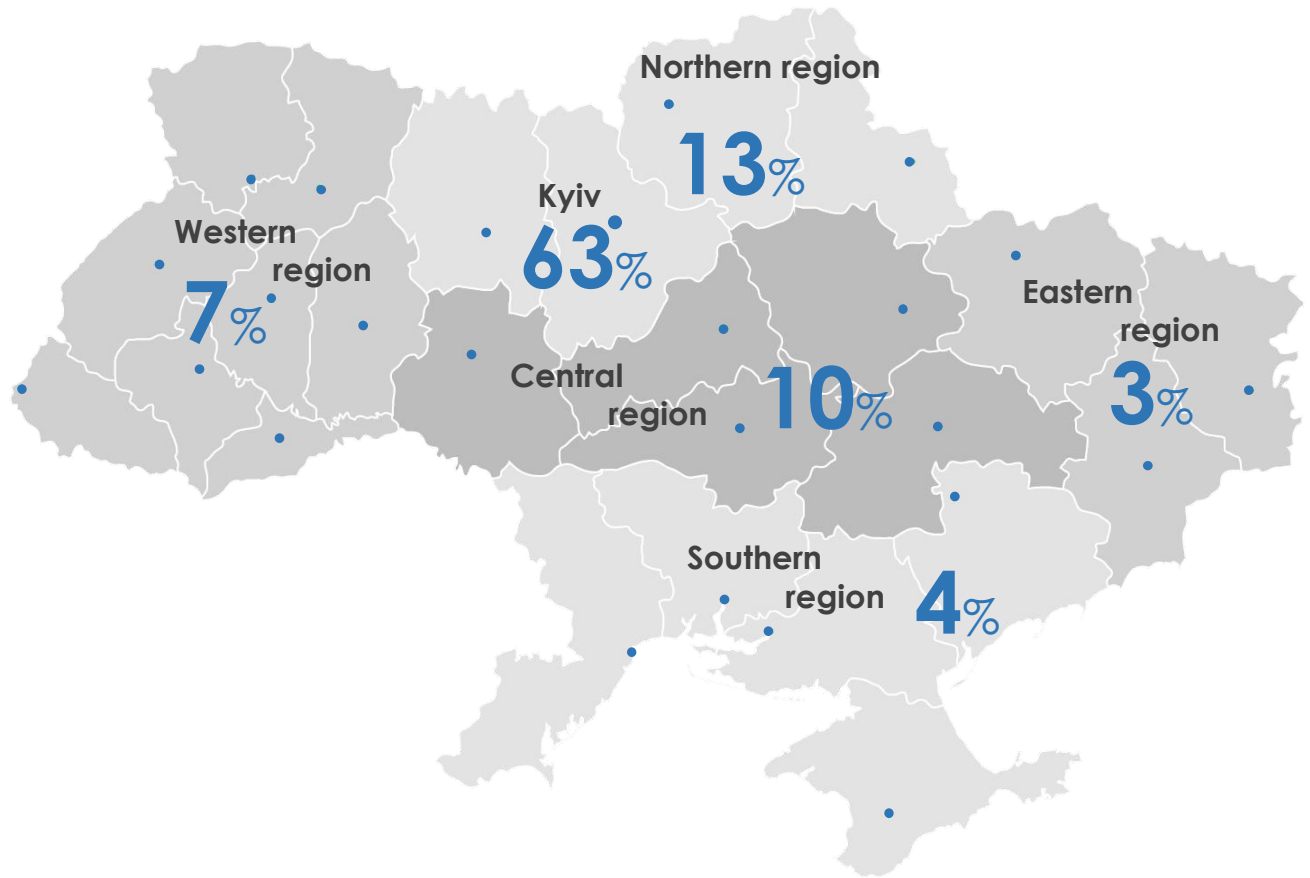
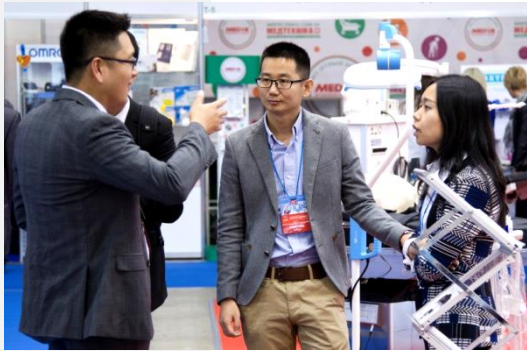
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Visitors

Geography of visitors

Specialists from all regions of Ukraine have visited the exhibition



Specialists from 32 world countries have visited the event: Azerbaijan, Belarus, Bulgaria, Czech Republic, Germany, Greece, Georgia, Egypt, Ecuador, Yemen, Israel, India, Iran, Italy, Japan, Kenya, Kuwait, Latvia, Lebanon, Lithuania, Moldova, New Zealand, the Netherlands, Poland, Russia, Serbia, Switzerland, Turkey, the USA.

Organizer:



Associate Organizer:



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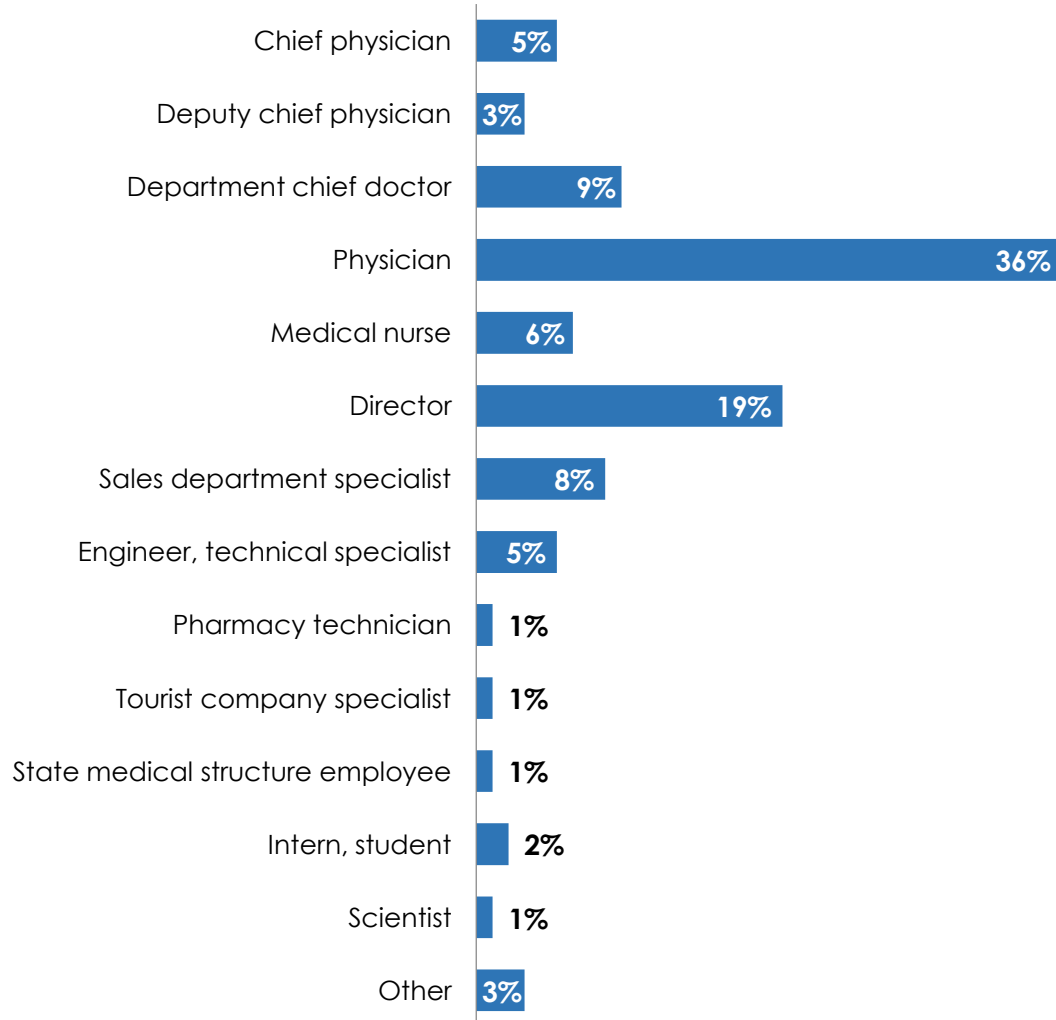
Visitors

Positions of Visitors

36% of visitors – top managers of organizations



Positions of visitors



Organizer:



Associate Organizer:



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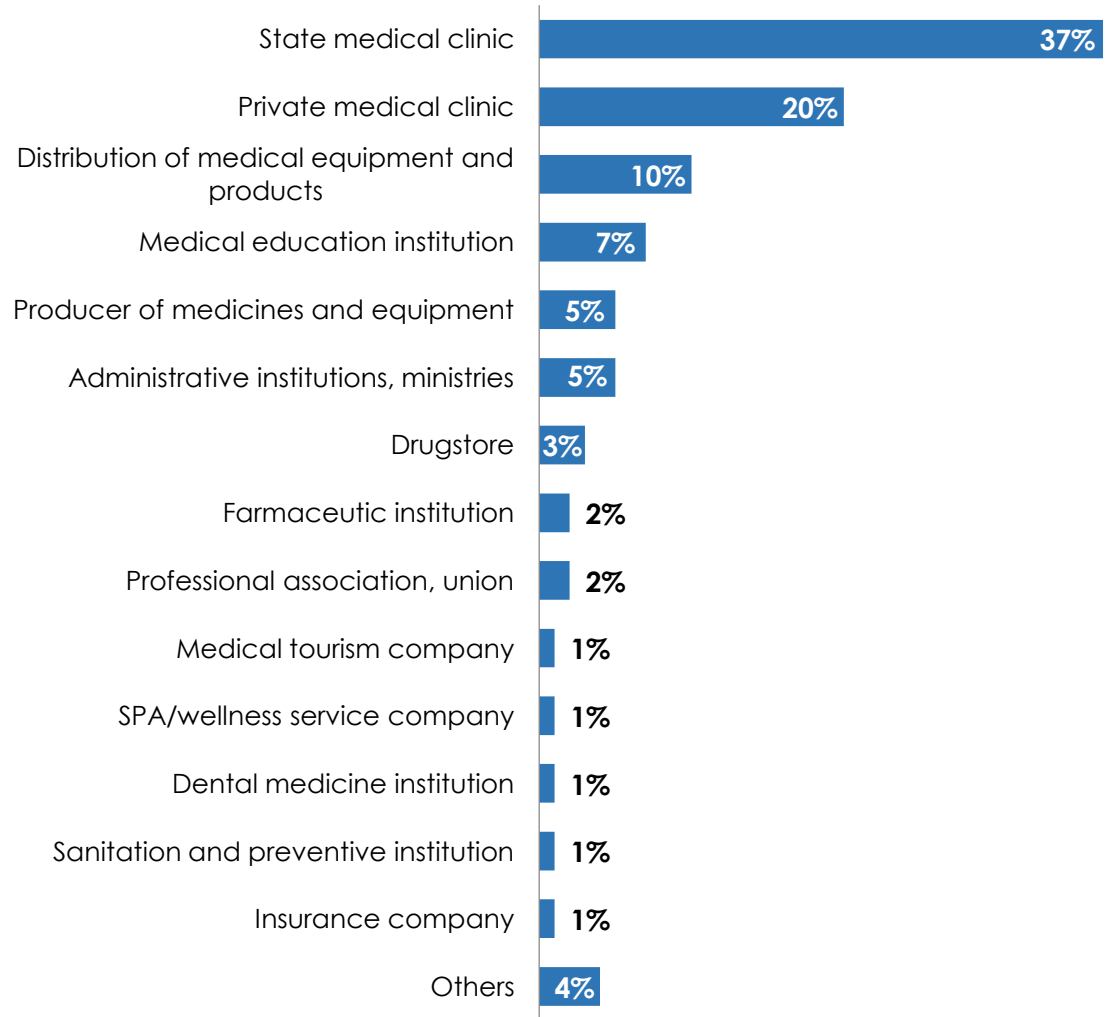
Visitors

Activity Profile

93% of visitors will recommend the exhibition to their colleagues



Activity Profile of Visitors



Organizer:



Associate Organizer:



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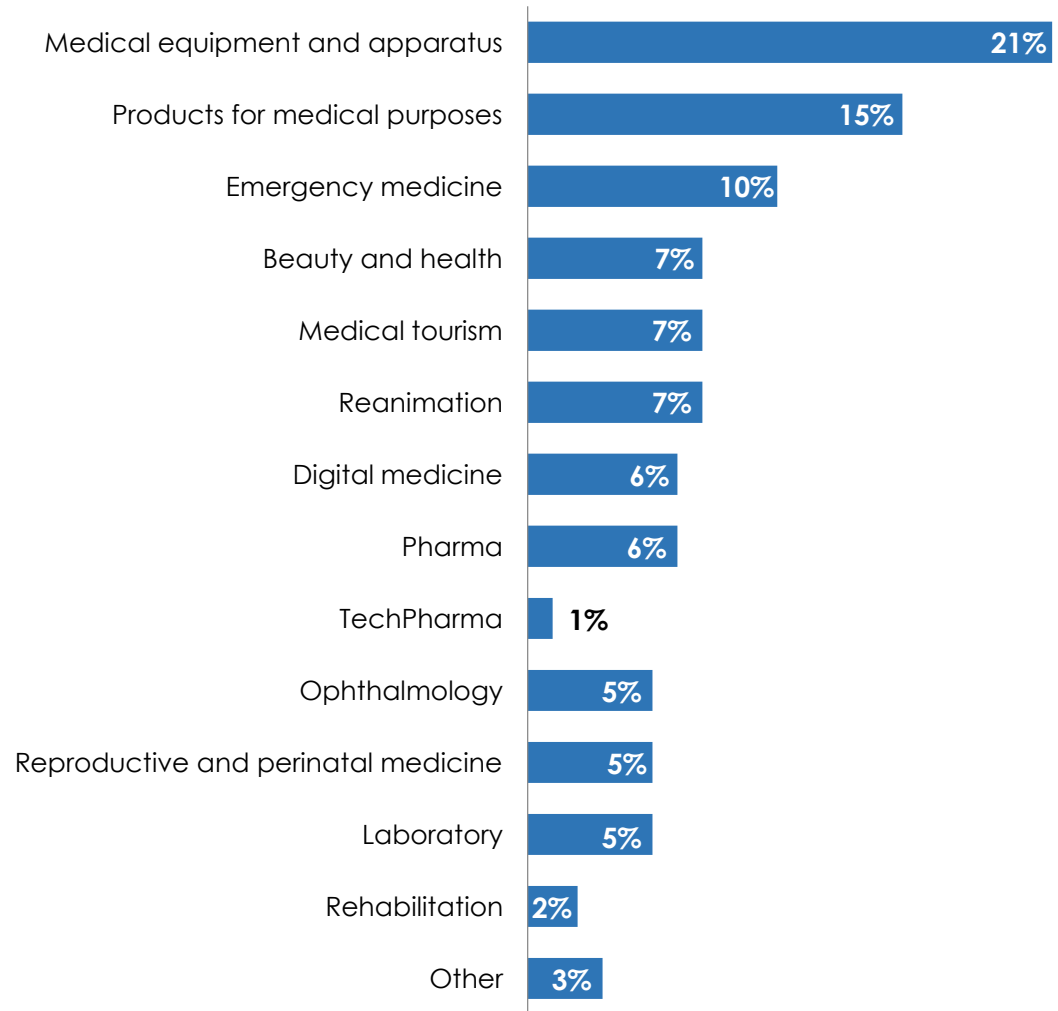
Visitors

Thematic Sections of the Exhibition

94% of visitors plan to attend the next exhibition



Topics of the Exhibition Interesting for Visitors



Organizer:



Associate Organizer:



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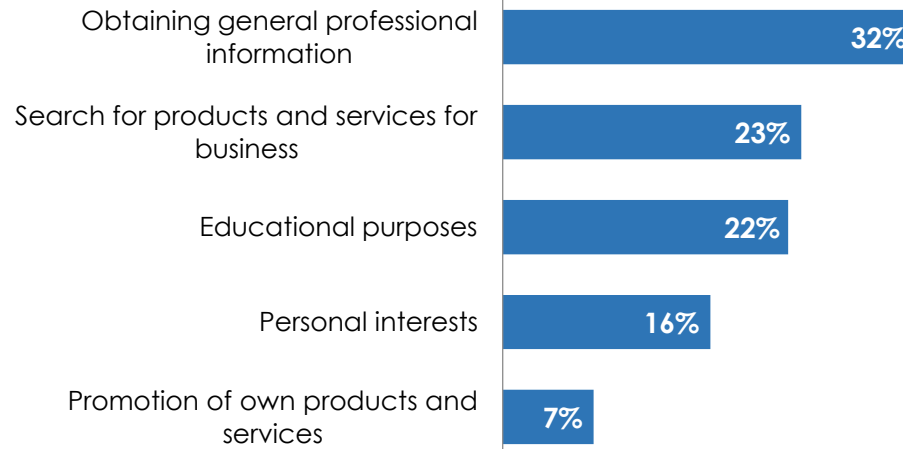
Visitors

Goals/Results of visiting

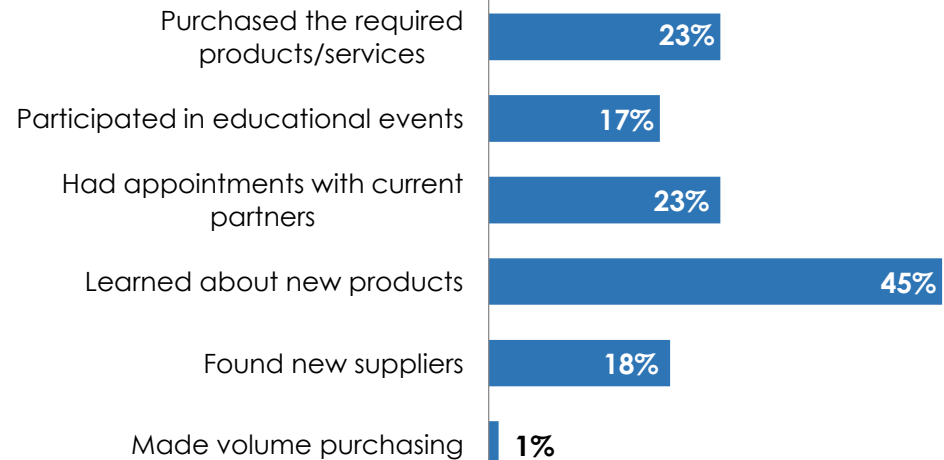
89% of visitors are fully satisfied with their visit of the exhibition



Goal of Visiting the Exhibition*



Results of Visiting the Exhibition*



*according to participants' questionnaires

Organizer:



Associate Organizer:



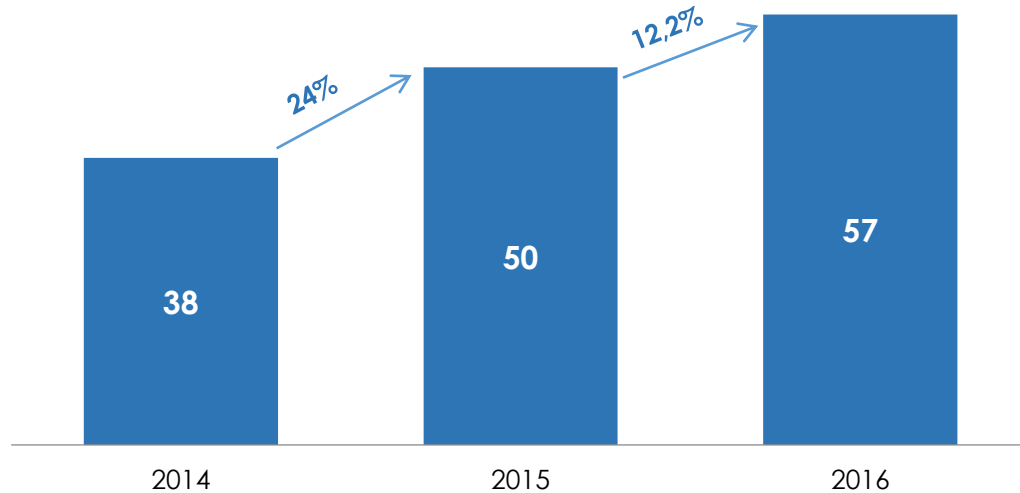
Ministry of Health of Ukraine



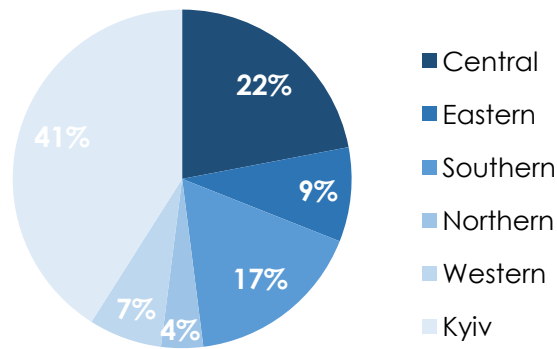
Program ProfMeeting

FOC service for visitors, who make purchases of medical and pharmaceutical products

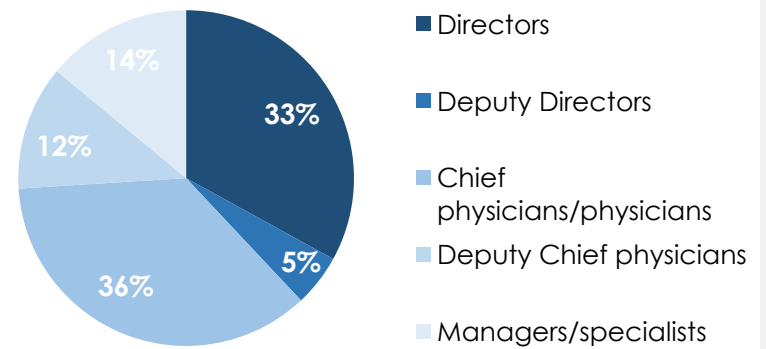
Number of Participants of ProfMeeting Program



Geography of ProfMeeting Program Participants according to regions



Positions of ProfMeeting Program Participants



Organizer:



Associate Organizer:



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For the first
time
within the
exhibition



October 4

Presentation of reanimation ambulance car designed by the company “Vidi Unicommerce” on the base of the new Ford Transit

Audience: everyone interested

Specialized seminar-conference for city mayors “Efficiency of Medicine: Experience and Opportunities”

Audience: state healthcare governmental structures representatives, 120 people.

Organizer: All-Ukrainian public organization “Club of Mayors”, Premier Expo company

October 4-6

Medical Outsourcing Days

Audience: managers and owners of medical clinics, chief physicians, 300 people.

Organizer: Healthcare Studios

Digital Med-Innovations in Medicine

Audience: everyone interested

Organizers: Medblog, International Society for Telemedicine & eHealth – IsfTeH

International Cross-disciplinary Congress (Kiev Evidence Week)

Audience: physicians of 15 medical profiles, 600 people.

Organizer: Ukrainian Medical Association, Premier Expo company

October 6

“Chief Physician Day – 2016”

Audience: chief physicians, chairpersons of medical institutions, 250 people.

Organizers: Premier Expo company, ITE- Group, JK Consulting Group

Service “Free Bus Transfer to the Exhibition”

Audience: over 150 doctors and medical specialists from three Ukrainian cities – Chernihiv, Cherkasy and Zhytomyr

Organizer: Premier Expo company

Organizer:



Associate Organizer:



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Scientific Program

1900 people – total number of attendees of the scientific program



“Rehabilitation School”

Audience: PM physicians, exercise physiologists, recreation therapists, 120 people.
Organizers: Ukrainian Academy of Rehabilitation and Human Health, Ukrainian Scientific and Practical Medical Center of Neurology and Rehabilitation, Healthcare Department of Kyiv City State Administration

Conference “Diagnosis and Treatment of Bronchoobstructive Diseases”

Audience: pulmonologists, primary care physicians, therapists, 70 people.
Organizers: Mida Ltd., Italian company MIR-Medical International Research, with participation of research workers of National Institute of Phthisiology and Pulmonology named after F.G. Yanovsky, National Medical University of Ukraine named after O.O. Bogomolets, National Medical Academy of Postgraduate Education named after P.L. Shupyk.

Research and practical seminar “Modern Technologies and Trends in Ophthalmology”

Audience: ophthalmologists, 250 people.
Organizers: National Medical University of Ukraine named after O.O. Bogomolets, All-Ukrainian Ophthalmologists' Alliance, Kyiv Society of Ophthalmologists

Research and practical conferences: “Place of emergency medicine in the practice of family doctors”, “Proximal migration of ureteral stones”, “Prognosis, prevention and variants of solution”, “ischemic kidney disease – modern vision of the problem”, “Peculiarities of treatment tactics choice in younger children with reflexion megaloureter”, “Modern approach to treatment of abdominal form of cryptorchidism in children”.

Audience: family physicians, internists, urologists, 60 people.
Organizer: National Medical Academy of Postgraduate Education named after P.L. Shupyk.

Joint conference of neurosurgeons and otolaryngologists “Current Problems of Neurosurgery and Otorhinolaryngology”.

Audience: neurosurgeons, otolaryngologists, 70 people.
Organizers: Institute of neurosurgery named after A.P. Romodanov of the Academy of Medical Sciences of Ukraine, Institute of otolaryngology named after professor A.S. Kolomyichenko of the Academy of Medical Sciences of Ukraine

Conference “Transfer of New technologies to the Healthcare of Ukraine”

Audience: pulmonologists, surgeons, family physicians, therapists, pediatricians, 60 people.
Organizer: National Medical University of Ukraine named after O.O. Bogomolets.

Organizer:




Associate Organizer:



Ministry of Health of Ukraine

Exhibition and Conference on Medical Tourism «MTEC.Kiev»

On the same ground with “Public Health’2016” **exhibition and conference of medical tourism MTEC.Kiev** – an event, which consolidates the healthcare and tourism industry professionals – was held under support of Ukrainian Medical Tourism Association (UAMT)  and Association of Medical Tourism Doctors (AMTD).

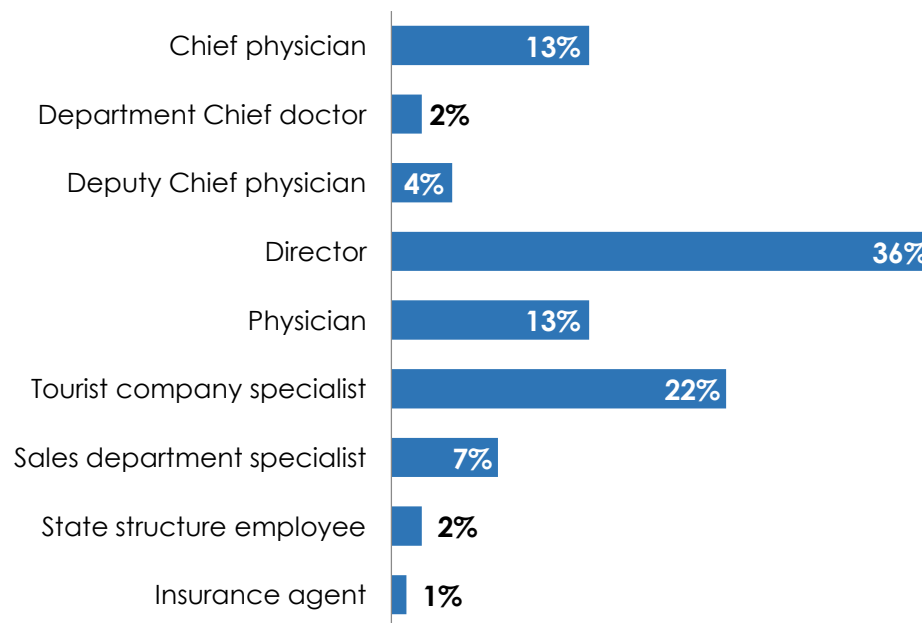
Representatives of foreign clinics, rehabilitation and wellness centers, plastic surgery clinics, aesthetic medicine centers, rehabilitation resorts, Ukrainian sector of health and medical tourism, operators of outbound medical tourism took part in MTEC.Kiev 2016.

Within the bounds of International exhibition and conference of medical tourism MTEC.Kiev **B2B VIP Hosted Buyers Programm and IV International Congress of Medical Tourism** took place.

65% of visitors attended the exhibition and conference of medical tourism MTEC.Kiev for the first time



Positions of the visitors



Organizer:



Associate Organizer:



Ministry of Health of Ukraine



Partners

PUBLIC HEALTH

Associate Organizer



Support



General information partner



Information support



Our thanks to the partners of "Public Health'2016"

Информационные партнеры



Organizer:



Associate Organizer:



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26-th International Medical Exhibition

PUBLIC HEALTH

3 - 5 October 2017

Kyiv, IEC
15 Brovarsky Ave.

See you next year!

