



# KIHE

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## HEALTHCARE EXHIBITION

**Kazakhstan International Healthcare Exhibition**

**May 18-20, 2022**

**Almaty, Kazakhstan**

**REPORT ON THE RESULTS 2022**

## ABOUT THE EXHIBITION: NUMBERS AND FACTS

Date: May 18-20, 2022  
Location: Atakent, Almaty  
Year of foundation: 1993  
Periodicity: Annually

**202** companies from **12** countries of the world took part in the exhibition  
The total exposition area was **4,551** sq.m.  
Number of unique visitors is **2,884** specialists

### 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  
Akimat of Almaty City



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



Еуразиялық медициналық қауымдастық  
Евразийская Медицинская Ассоциация  
The Eurasian Medical Association



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

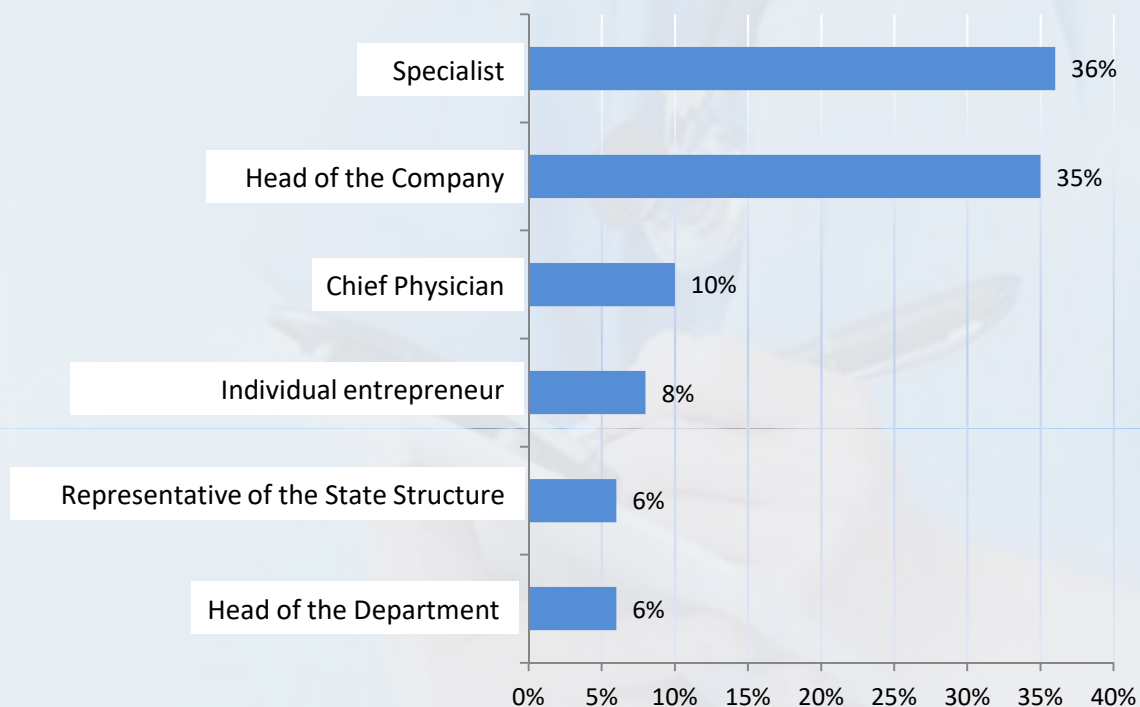


Қазақстан Республикасының фармацевтикалық  
қызметті қолдау және дамыту ассоциациясы  
Ассоциация поддержки и развития  
фармацевтической деятельности РК  
Association for the Support and Development  
of Pharmaceutical Activities  
of the Republic of Kazakhstan

# VISITORS:



## Position level



## Top 3 visitor countries:

Kazakhstan

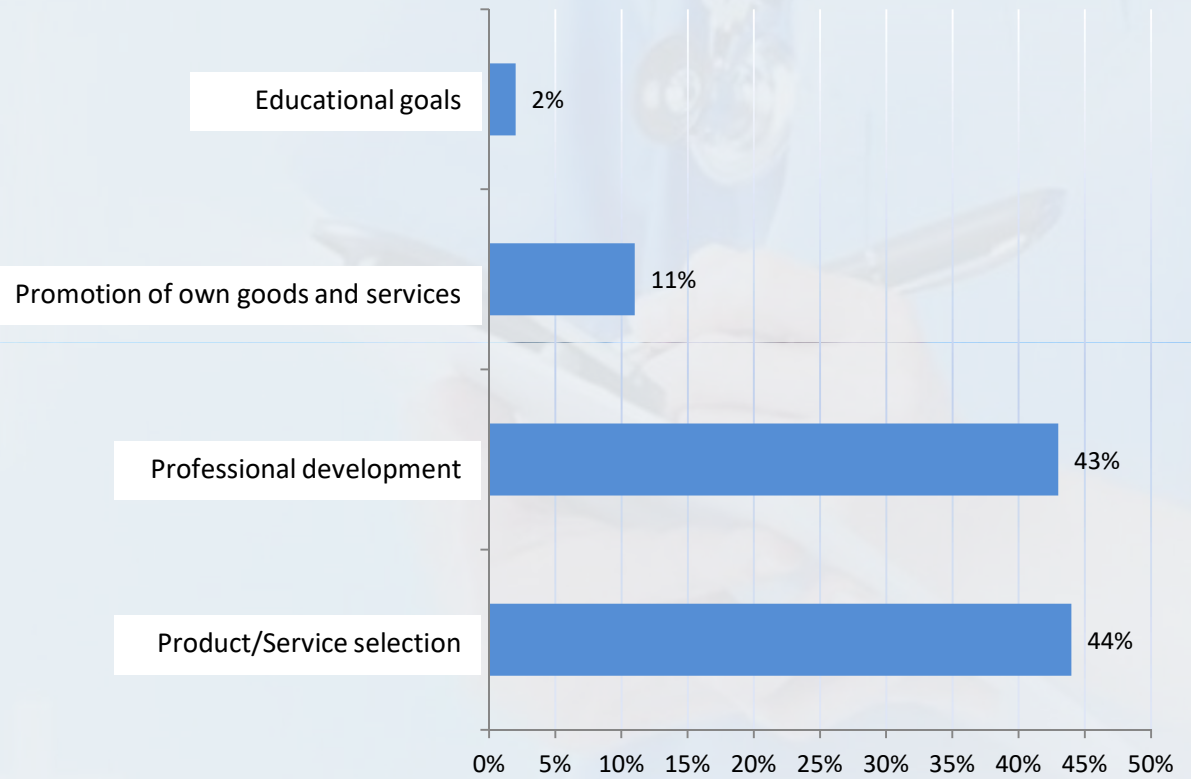
Russia

Kyrgyzstan

# VISITORS:

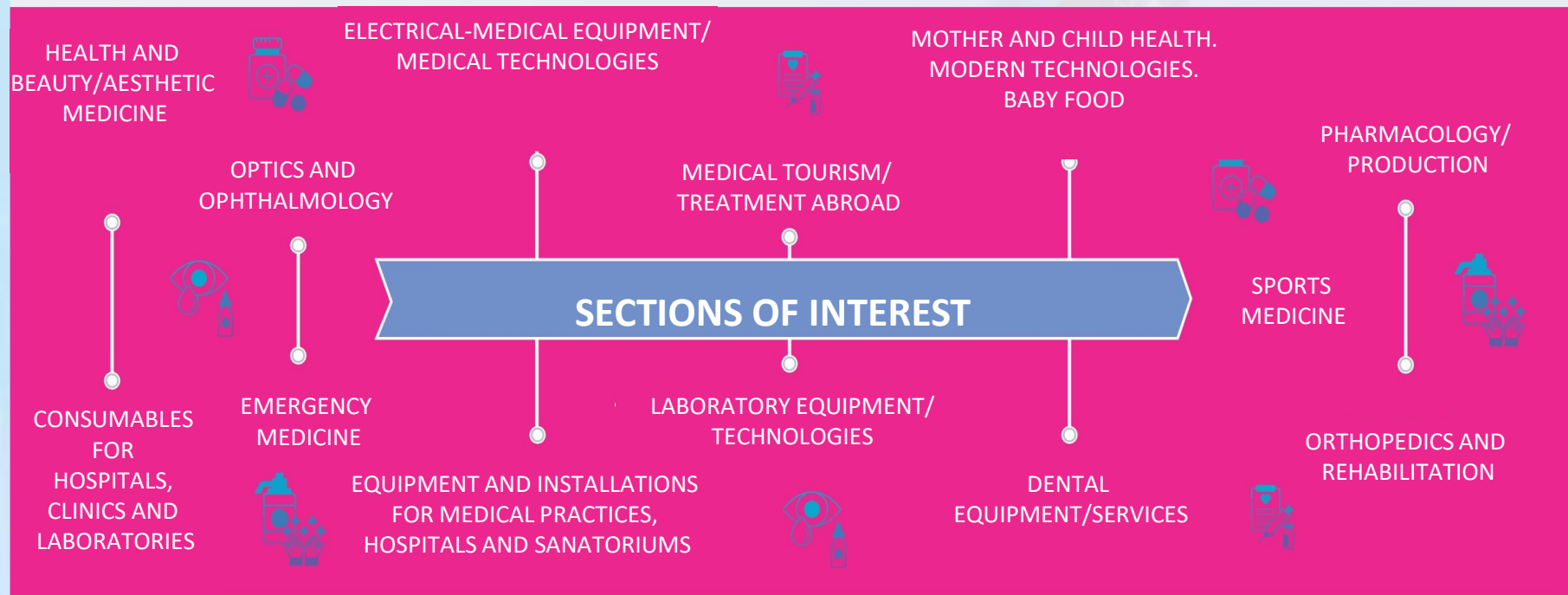


## Purpose of visiting the exhibition





# VISITORS:



## REVIEWS OF VISITORS:

### ***Alexander Lapuzenka, Vivapharm Production Director***

Our company is a domestic manufacturer from Almaty. We were invited to the exhibition by partners - equipment manufacturers. The exhibition is more focused on manufacturers working in the medical industry than on the pharmaceutical industry. But, nevertheless, we found a lot of interesting things for ourselves in purified water, raw materials for pharmacy, industrial equipment, manufacturers of gloves, since we use sterile gloves in production. We made new contacts for ourselves, noted new suppliers. In general, the organization of the exhibition is very worthy, I liked everything. We definitely plan to visit KIHE again next year.

### **Irina Zinatulina, Ecopharm Procurement Department**

I can say that I have been visiting this exhibition for the last ten years. Repeatedly participated in it as a participant, now I visit as a guest. We represent domestic production - the EcoPharm International plant. This is a plant for the production of vacuum blood sampling systems, vacuum test tubes, needles, needle holders. Working in EcoPharm International, the exhibition gives us exactly what we need. We can always find here medical equipment, consumables, meet new interesting people. KIHE gives the opportunity to promote your products. Everything is very informative, the platform is very good, friendly atmosphere. There are also regular seminars, which are really very useful for the manufacturer, the consumer, and the patients. All in all, it's good for all of us. We expand our horizons, learn and teach others.



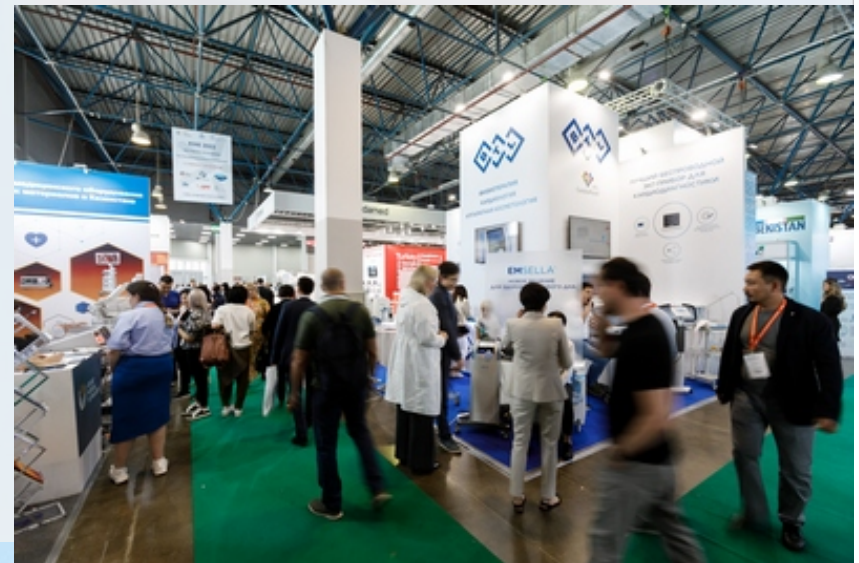
### **Expo tour - Delegation from Kyrgyzstan**

In order to attract targeted specialists, the Buyer Program with a free transfer to the exhibition has been organized for 5 years.

This year, at the invitation of ITECA, a delegation from Kyrgyzstan, consisting of 42 specialists, arrived at the exhibition to negotiate with potential partners.

### **Representatives of the following companies visited the exhibition:**

Talas region family medicine center,  
Central Narcology Bishkek, Tonus Medical Center,  
PANACEIA Medical Center, Profimed Medical Center,  
Medical Center of Dr. Gromova and others.



# PARTICIPANTS:

202 COMPANIES FROM 12 COUNTRIES PARTICIPATED IN THE EXHIBITION



Austria



Belarus



Great Britain



Germany



Kazakhstan



China



Lithuania



Pakistan



Poland



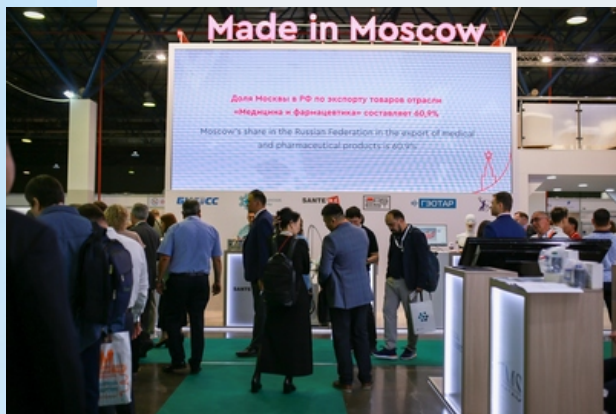
Russia



Uzbekistan



Czech Republic



## COLLECTIVE STANDS:

RUSSIA: MOSCOW EXPORT CENTER, SVERDLOVSK REGION,  
NOVOSIBIRSK REGION, SAMARA REGION, REPUBLIC OF TATARSTAN  
THE REPUBLIC OF UZBEKISTAN  
CZECH REPUBLIC



## REVIEWS OF PARTICIPANTS:

**Victoriya Zverenva, Head of Department, Moscow Export Center:**

“I would like to note that the KIHE exhibition is very important and very relevant for us. We were at this exhibition in 2019 with our Moscow companies. We represented 12 companies and most of them signed export contracts. Seeing the demand, requests from the market of Kazakhstan and other countries, we understand that this exhibition is a backbone for all CIS countries. That is why this time we made two stands and brought 27 companies...”

**Victoriya Argentova, Rossa Brand Marketing Specialist :**

“We are participants at KIHE exhibition for the first time. We are part of the national Uzbek stand "Made in Uzbekistan". The stand presents 11 pharmaceutical companies that are engaged in the production of pharmaceutical products on the territory of the Republic of Uzbekistan. Impressions about the exhibition are only positive. I would like to note that the main visitors of the exhibition are professionals and specialists. This is a big plus. During the exhibition, our main task and goals are to establish, first of all, partnership relations, find potential customers, and increase the export potential of the Republic of Uzbekistan. From the side of visitors there was a great interest in our stand, the visitors were surprised that everything is produced in Uzbekistan, that there are production sites, large research centers for product development. We are pleased that a lot of people visited our stand during the first two days of the exhibition. If possible, we plan to come next year. We would like to express our gratitude to the pharmaceutical agency of Uzbekistan for their support in the participation of our company at the stand»

# BUSINESS PROGRAM:

## A WIDE BUSINESS PROGRAM OF KIHE 2022 EXHIBITION WAS PRESENTED IN TWO HALLS:

Seminars-meetings **“Actual issues of planning and designing a medical organization”**, **“Situational centers in the field of healthcare”**

Organizer: Turar Healthcare NJSC, the National operator in the field of healthcare

Round table of SK-Pharmacy LLP **“Prospects for the development of the domestic pharmaceutical industry”**

Seminars **“Promotion and sale of paid medical services”**, **“Patient-oriented service as a tool to attract customers”**

Organizer: Almaty Management University (AlmaU)

Seminar **“Medical marketing and work with the reputation of a medical institution”**

Organizer: 103.kz

Report: **“Medical staff training as the basis for successful healthcare work”**

Organizer: Ordamed JSC

Joint conference **“Health & Safety”**

Organizers: Representation of the German Economy in Central Asia, the Union of the German Economy in the Republic of Kazakhstan (UGE) and the BeniLux Chamber of Commerce Association

Conference **“Antibiotic resistance - new challenges in healthcare”**

Organizer: Federation of Laboratory Medicine NGO

Seminar **“Innovations in Neurosurgery”**

Organizer: Chingiz Sakayevich Shashkin, functional neurosurgeon, Candidate of Medical Science, Shashkin Clinic

Seminar **“Changes in the procedure for registration and inspection within the framework of the national procedure”**

Organizer: MedStandard

Presentation **“Virtual 3D Hospital”**, Czech Republic

Seminar **“Modern approach to the prevention of sudden death in anaphylaxis”**, PervayaPomosh.KZ



АҚПАРАТТЫҚ ҚОЛДАУШЫЛАР / ИНФОРМАЦИОННАЯ ПОДДЕРЖКА / INFORMATION SUPPORT:



## ADVERTISING CAMPAIGN:



**E-mailing** - more than 20,000 contacts of specialists

**Advertising in specialized media**

**SMS - mailing**

**VIP postal mailing** - invitation of specialists

**Invitation of the heads** of healthcare of the regions of Kazakhstan, including Almaty

**Telemarketing** - calling with the aim of inviting to the exhibition and visiting a business program

**Buyer program** - delegation from Kyrgyzstan

**Outdoor advertising** - billboards, LED displays

**SMM**



**LinkedIn**



# SERVICE FOR PARTICIPANTS:

in +7 727 258 34 34 | КОНТАКТЫ RU KZ EN

КАЗАХСТАНСКАЯ МЕЖДУНАРОДНАЯ ВЫСТАВКА "ЗДРАВООХРАНЕНИЕ" 17-19 МАЯ 2023  
Алматы, Казахстан  
КЦДС "Атакент", ул. Тимирязева 42

ВЫСТАВКА УЧАСТНИКАМ ПОСЕТИТЕЛЯМ **МЕДИАЦЕНТР**

ТД АКВАРОСА ПРЕДСТАВИТ СВОЮ ПРОДУКЦИЮ НА ВЫСТАВКЕ



ТМ АкваРоса - это единственные на рынке солевые растворы с ценным составом минералов алтайских озер для здоровья

**Е-ШАҚЫРУ** □ **Е-ПРИГЛАШЕНИЕ** □ **Е-INVITATION**  
e-invitation e-invitation e-invitation e-invitation e-invitation e-invitation

**27-я КАЗАХСТАНСКАЯ МЕЖДУНАРОДНАЯ ВЫСТАВКА "ЗДРАВООХРАНЕНИЕ"** 27th KAZAKHSTAN INTERNATIONAL HEALTHCARE EXHIBITION  
**18 - 20 мая 2022** **18 - 20 May 2022**  
КЦДС "Атакент" Алматы, Казахстан Exhibition Center Atakent, Kazakhstan  
Время работы выставки: Opening Hours:  
18 - 19 мая ♦ 10:00-18:00 18 - 19 May ♦ 10:00-18:00  
20 мая ♦ 10:00-16:00 20 May ♦ 10:00-16:00

www.kihe.kz e-invitation e-invitation e-invitation e-invitation

**18-20 Мая 2022** ПРИГЛАШАЕМ ПОСЕТИТЬ НАШ СТЕНД НА ВЫСТАВКЕ **ЗДРАВООХРАНЕНИЕ**  
КЦДС "Атакент", Алматы, Казахстан

ПРОМОКОД:

Стенд №

## Free publication of news about the participating company and its products on the event website and FB page throughout the year and in segmented email newsletters:

\*Information about the company, novelties, special offers, competitive advantages of products and services.

## Tools for attracting visitors to the stand of participant:

- \*Banner for placement on the company's website "Visit our stand"
- \*Printed invitations for customers and partners
- \*Electronic invitation for customers and partners

## The personal account of the participant will allow:

- \*Submit information about the company to the catalog
- \*Download electronic invitation with stand number and company name
- \*Pre-register company employees to receive a participant badge
- \*Upload the logo to be placed on the website page
- \*Download the technical manual and logistics for the exhibition and more.

# PARTICIPANTS

## What gives participation in the exhibition



**Personal contact** at the exhibition allows to better understand the customer, answer his questions, get contact information for feedback.

**A visual representation of the product** allows customers to personally evaluate it, try it in action, get an accurate picture about it.

**Unique target audience.** Exhibitions allow to be in the same space with the best representatives of the industry, in the spotlight of customers, partners, government officials, and the media.

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

**Multisensory impact on the target audience.** Through the involvement of all five human senses - sight, hearing, touch, smell, taste - exhibitions allow to have a strong impact on customers.

**Multifunctionality.** Participation in the exhibition provides an opportunity to simultaneously solve many business problems - sales, production, marketing, advertising, image, communication

**RESERVE YOUR STAND**

**NOW!**

**KIHE 2023**



**May 17-19, 2023**  
**Atakent, Almaty**



**For participation, please contact:**

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Organizer :

