



## POST SHOW REPORT



17-19 May 2023



## EXHIBITORS



**4042**  
sq. m.  
total area



**309**  
participants



**163**  
companies  
participating  
for the first time



*We try to participate in the KIHE exhibition every year. It interests us with its scale, interest in our products, and high-quality service. We are loyal to each and every one of our clients, we have been known in the market for a long time, and today we have many contracts thanks to the trade fair. We have already booked a place for next year and will take part in 2024.*

**ARMAN TULESHEV,**  
DEPUTY DIRECTOR OF BTL KAZAKHSTAN LLP



## EXHIBITORS FEEDBACK

**99%** achieved the set goals of participation in the exhibition

**99%** satisfied with participation in the exhibition

**97%** consider their participation in KIHE as important instrument for business development

**87%** confirmed or plan to participate in the next exhibition

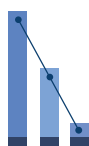


Belarus, China, Czech Republic, Egypt, France, Germany, Hungary, Italy, Jordan, Kazakhstan, Latvia, Pakistan, Russia, South Korea, UK, USA, Uzbekistan

## COLLECTIVE AND NATIONAL STANDS:

- Russian export center
- Moscow export center
- Collective stand of the Czech Republic
- Export Promotion Agency under the Ministry of Investments, Industry and Trade of the Republic of Uzbekistan
- Collective stand from the Altai Fund for the Development of Small and Medium Enterprises – Russia
- Collective stand of South Korea
- Belpharmprom holding management company - Belarus

## The main goals of participation in the exhibition



Search for new partners

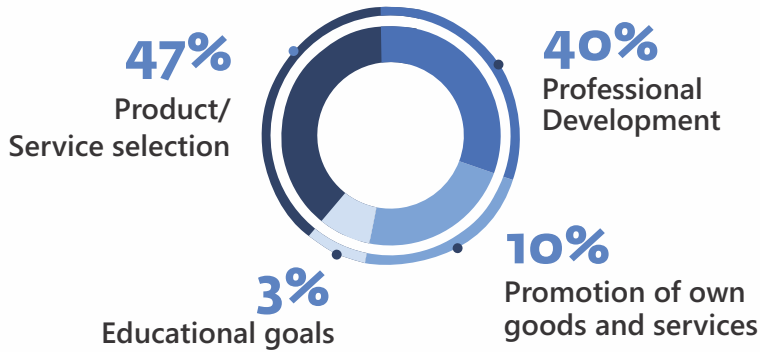
Meeting with existing partners

Increasing brand awareness of the company / products / services

## EXHIBITORS FEEDBACK



# VISITORS



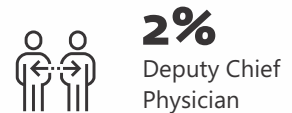
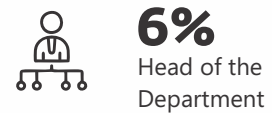
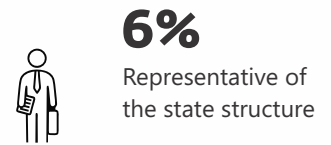
**100%** of visitors noted that visiting KIHE is important for the company's activities

**99%** of visitors personally decide on cooperation or are a key recommender

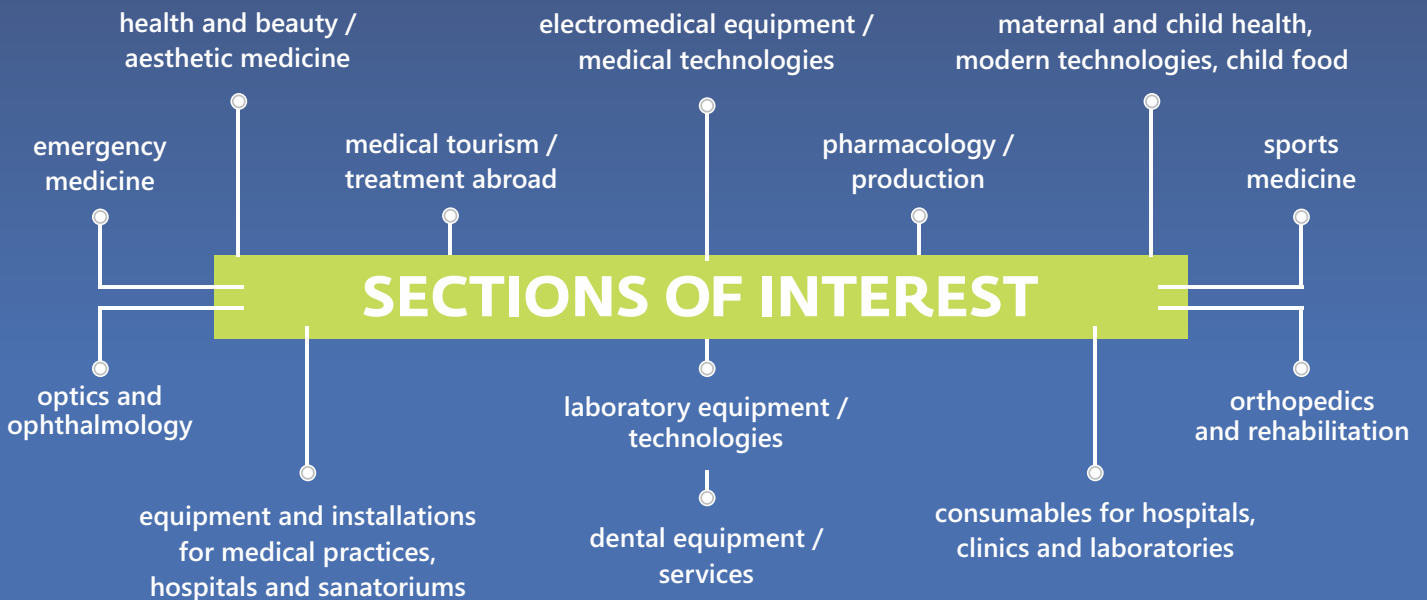
*I came as part of a delegation from Bishkek. KIHE 2023 is better and bigger than in previous years, the organization is very good and the staff are all friendly. My job profile is medical devices, I do not work directly with equipment. I visit the Almaty KIHE exhibition every year. This year I have found good partners for myself, I think we will cooperate in the future.*

**TULEKEYEV BEKTEMIR,**  
DIRECTOR OF MIRAMED & CO. LLC (KYRGYZSTAN)

# POSITION LEVEL



**VISITORS FEEDBACK**



## KIHE 2023 BUSINESS PROGRAM

- Conference: Pharmaceutical market of the Republic of Kazakhstan - realities and opportunities
- Round table: Current problems in the development of laboratory medicine in Kazakhstan
- Republican conference: Antibiotic resistance. Healthcare Challenges
- Seminar: Business processes in numbers: how to achieve maximum profit through process tuning
- Seminar: Procurement Marketing
- Seminar: Secrets of effective management of a medical organization
- Seminar: How to get three or more times for every KZT invested in marketing?
- Seminar: Attracting and retaining customers through the clinic's website
- Presentations of participating companies



**KIHE 2024 Exhibition**  
**15-17 May**  
Almaty, Atakent IEC

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 [KiheKazakhstan](https://www.facebook.com/KiheKazakhstan)

 [www.kihe.kz](http://www.kihe.kz)

### Official Support



The Ministry of Healthcare of the Republic of Kazakhstan



Almaty Department of Public Health



Association of International  
Pharmaceutical Manufacturers in the RK



Akimat of Almaty City



The Eurasian Medical Association



Association for the Support and Development  
of Pharmaceutical Activities  
of the Republic of Kazakhstan