

THE MAIN EVENT OF PHARMACEUTICAL INDUSTRY



The International Pharmaceutical Industry Forum



PHARM
P R O M



PHARM
AK



PARA
PHARMEX



PHARM
MARKET



PHARM
LogistEX



25-27 September 2012



KYIV EXPO PLAZA
2b Salutna Str., Kyiv, (metro station «Nivki»)



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Member

**INTERNATIONAL
PARTICIPATION**

**ACTUAL SCIENCE
AND BUSINESS PROGRAM**

**INTERNATIONAL
VISITING**

Supported by:

- The Verkhovna Rada Committee on Healthcare
- The Ministry of Healthcare
- The State Inspectorate for Quality Control of Medicine of Ministry of Healthcare of Ukraine
- The National Academy of Medical Sciences of Ukraine

Organizers:



WWW.PHARMCOMPLEX.COM

- The main professional forum for pharmaceutical industry specialists of Ukraine
- The annual large-scale international event, which reflects the state of the pharmaceutical industry in Ukraine and consolidate interests of pharmaceutical market operators, representatives of scientific, educational, investment sectors and the state
- High quality communication tool for pharmaceutical industry specialists on an international scale

STRUCTURE OF THE FORUM



Partners:



The 3rd International Specialized Exhibition of Pharmaceutical Industry Comprehensive Support PHARMPROM-2012

- 🔍 **PHARM SOLUTIONS** - complex solutions for pharmaceutical enterprises: designing, engineering, technological and financial solutions
- 🔍 **PHARM RAW** - raw materials and components
- 🔍 **PHARM EQUIPMENT** – production and non-production equipment
- 🔍 **PHARM WATER** - technologies and equipment for water supply, water conditioning and water purification
- 🔍 **PHARM COLD & CLIMA** - industrial refrigeration and climatic equipment
- 🔍 **PHARM CLEANTECH** - clean rooms, cleaning, medical special clothing and personal protective equipment
- 🔍 **PHARM LAB & CONTROL** - analytical equipment, instrumentation and equipment for quality control departments, laboratory equipment
- 🔍 **PHARM PACK** - packages and packing equipment
- 🔍 **PHARM HR** – staff training and educational institutions
- 🔍 **PHARM SERVICE** - services for pharmaceutical companies



Partner:



3-The 3rd International Specialized Exhibition of Pharmaceutical Products PHARMEX-2012

Topics:

- 🌿 Medicines: pharmaceuticals, biological, vaccines, homeopathic medicines, herbal medicine products, hormonal agents, mineral and vitamin supplements
- 🌿 Scientific-technical developments in pharmaceutical industry, new medicines
- 🌿 Private trade marks and contract manufacturing



The 3rd International Specialized Exhibition of Health Products PARAPHARMEX-2012

Topics:

- 🌿 Parapharmaceuticals
- 🌿 Medical goods
- 🌿 Cosmeceutics



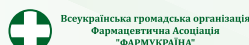
The 3rd International Specialized Exhibition of Pharmaceutical Markets and Pharmacies Comprehensive Support PHARMMARKET-2012

Topics:

- 🔍 Complex solutions for pharmaceutical markets and drug-stores
- 🔍 Complex equipping for pharmaceutical markets and drug-stores



Partner:



Specialized Exposition of Logistic Technologies for Pharmaceutical Industry PHARMLogistEX-2012

Topics:

- 🔍 Equipment and technologies for logistic infrastructure of pharmaceutical industry

ADVANTAGES OF THE FORUM

- **The unique format:** joint conduct of profile actual business activities for specialists of pharmaceutical companies, pharmaceutical distributors, retail pharmacy, public authorities, professional associations and specialized exhibitions and expositions
- **Buyer Program:** a special program of attraction the quality professional target audience to the Forum
- **Geography of visitors:** all regions of Ukraine, CIS countries, visitors from other countries
- **Program BusinessPoint:** pre-planned schedule of exhibitors meetings with business visitors
- **Current business program:** includes the actual business events for the pharmaceutical industry specialists, and also complex scientific and practical conferences for medical professionals
- **Quality and systematic advertising** and information campaign of the Forum on domestic and foreign markets during the year



WHY PARTICIPATE?



- **TO GET** a new contacts with potential customers and supporting direct contacts with partners
- **TO PRESENT** products / services for the professional target audience
- **TO STRENGTHEN** company's image and position of the product/service in a competitive environment
- **TO KNOW** all tendencies and trends of constantly changing pharmaceutical market
- **TO PARTICIPATE** actively in the business, scientific and practical Forum program

OUR BUSINESS VISITORS

- Representatives of the Ukrainian and foreign manufacturers of pharmaceuticals, cosmeceutical products, biologically active supplements
- Representatives of distributors and wholesale companies of pharmaceuticals, cosmeceutical products, biologically active supplements
- Representatives of network of pharmacy, drug-stores, pharmaceutical markets, shops of medical devices and products for health
- Medical specialists: chief doctors, heads of departments, leading experts, medical specialists, from public and private ownership health care institutions
- Specialist of scientific-research institutions of the National Academy of Medical Sciences of Ukraine, the Ministry of Healthcare of Ukraine, scientific-research institutions of the medical profile of the National Academy of Sciences of Ukraine, medical and pharmaceutical universities.
- Representatives of state agencies, authorities, professional associations and unions

BUSINESS PROGRAM OF THE FORUM

- III International Conference for the Pharmaceutical Industry Professional **"Pharmaceutical Industry Days"**
- Practical events for the pharmaceutical retail
- Seminar **"Logistic Solutions for Pharmaceutical Industry"**
- Seminars and master classes for pharmaceutical market specialists
- Events for the management of healthcare sphere
- **Conferences, seminars and master classes for medical specialists:** gastroenterologists, dermatologists, allergists, dermatovenereologists, pediatricians, family doctors, endocrinologists, infectious disease, nephrologists, physiotherapists, neurologists, immunologists, cardiologists, neurologists, oncologists, therapists, dietitians, obstetricians and gynecologists, urologists and other doctors



MARKETING AND ADVERTISING

A complex promotion strategy of the Forum, based on marketing researches and monitoring of the pharmaceutical industry, including the annual advertising and information work with the target audience:

- Placement of image advertising, announcements, articles in specialized, socio-political and business publications, in catalogs of leading international exhibitions, cooperation with informational agencies
- The Internet support of the Forum on the exhibitions and specialized portals and specialized Internet resources
- The Direct mail to current database of manufacturers, wholesalers, distributors of pharmaceutical and cosmeceutical products; drug-stores, pharmaceutical markets, pharmacy chains, medical equipment stores
- The Direct mail to healthcare institutions, state sector, scientific-research sector, health specialists, trading companies
- Joint organization of scientific and practical events with medical associations and unions, government agencies of the Ministry of Healthcare of Ukraine, the National Academy of Medical Sciences of Ukraine, the National Academy of Sciences of Ukraine, universities
- The scientific and practical program of the Forum supported by the Ministry of Healthcare of Ukraine, the State Inspectorate for Quality Control of Medicine of Ministry of Healthcare of Ukraine
- The distribution the Forum invitations during the year on medical conferences and other events signed by Special Register of the Ministry of Healthcare of Ukraine and the National Academy of Medical Sciences of Ukraine
- The entering of the International Medical Forum (event, which will be held parallelly to the Forum) in the Special Register of congresses, symposia and scientific-practical conferences of the Ministry of Healthcare of Ukraine and the National Academy of Medical Sciences of Ukraine
- E-mailing covering the database of 820 000 addresses
- BTL-activity - loyalty programs, directly contacts with potential visitors
- Advertising and announcement of the Forum on TV
- Creation of a new communication platform for pharmaceutical industry professionals – www.pharmcomplex.com

FIGURES AND FACTS 2011

- In 2011 the number of registered visitors of the Forum was - **5816 professional**, which is in **3.5 times more** than in 2010
- **84% of business visitors** came to the Forum to find new business contacts
- Our visitors: from all regions of **Ukraine**, and also from **Russia, Germany, Moldova, Georgia, Uzbekistan, Armenia, Austria, the Republic of Belarus** and other countries

Statistics of visit 2011

Visitors' geography

- Kiev and Region - **51%**
- Eastern Region - **14%**
- Western Region - **12%**
- Central Region - **9%**
- Northern Region - **6%**
- Southern Region, ARC - **6%**
- Foreign visitors - **2%**

Fields of specialists' activity

- Drug-stores and pharmaceutical networks, industrial drug-stores, pharmaceutical markets - **32%**
- Manufacturing pharmaceutical companies - **28%**
- Companies distributors and companies of pharmaceutical wholesale - **17%**
- Representatives of authorities - **12%**
- Shops for medical devices, medical equipment, retail networks - **8%**
- Other - **3%**

Specialists' posts

- Specialists - **27%**
- Heads of enterprises - **19%**
- Head of pharmacy, the pharmaceuticals - **16%**
- Heads of departments - **15%**
- Technical managers - **7%**
- Quality specialists - **5%**
- Marketing and advertising specialists - **5%**
- Science and Education - **4%**
- Other - **2%**

In parallel with the PHARM ComplEX-2011 **THE INTERNATIONAL MEDICAL FORUM** was held, during which's scientific program **25 scientific and practical conferences** for medical specialists were held. **196 experts** from different fields of medicine took part as speakers, as listeners - **4120 medical industry professionals** from all over Ukraine

Fields of specialists' activity

- Municipal, regional and district medical clinics, polyclinics, hospitals - **38%**
- Commercial clinics, diagnostic centers, special health centres - **22%**
- Scientific, scientific-research institutions of medical profile - **17%**
- Healthcare state management - **6%**
- Health resort institutions - **5%**
- Trading company / medical equipment - **4%**
- Trade company / drugs, medical supplies - **3%**
- Other - **3%**
- Blood service centers, AIDS centers - **2%**

Specialists' posts

- Doctors Specialists - **49%**
- Head doctors, heads of institutions - **24%**
- Heads of departments - **21%**
- Institutions' heads of material support - **4%**
- Other - **2%**

For exhibition participation:

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- ☎ +38 044 383 27 32
- @ pharm@lmt.kiev.ua

For business and the scientific program participation

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- ☎ +38 044 526 92 89
- @ marketing@lmt.kiev.ua