

THE KEY EVENT FOR HEALTHCARE SPECIALISTS

# **+**IMF INTERNATIONAL MEDICAL FORUM

Medicine Innovations - the nation's health

**25-27 September 2012**



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



- INTERNATIONAL PARTICIPATION
- TRAINING, RESEARCH-TO-PRACTICE PROGRAM
- MASTER-CLASSES ON WORKING EQUIPMENT
- THREE DAYS OF PRODUCTIVE WORK AND INFORMATION EXCHANGE
- INNOVATIONS AND TECHNOLOGIES
- THE FULL RANGE OF EQUIPMENT, TECHNICS, TOOLS FOR MEDICINE
- NEW PHARMACEUTICAL PRODUCTS
- INTERNATIONAL VISITING



Make your business successful – take part in the  
**INTERNATIONAL MEDICAL FORUM**

**Supported by:**

- Cabinet of Ministers of Ukraine
- Committee of Verkhovna Rada of Ukraine on Health Care
- Ministry of Healthcare of Ukraine

**Partners:**



**Organized by:**

- National Academy of Medical Sciences of Ukraine



**Co-organizers:**



**INTERNATIONAL MEDICAL FORUM** - the large-scale complex event of innovative profile in Ukrainian medicine

## BASIC FORUM CONCEPT

- Actual specialized scientific, practical and business events for health professionals
- Training, acquiring new knowledge, expansion and improvement practical and theoretical skills, new techniques and methods in treatment
- Acquaintance with the latest scientific technologies and professional modern equipment, new pharmaceuticals

## FORUM STRUCTURE

### iMF MEDCongress

A meeting place of medical community, healthcare management with representatives of authorities for discussion healthcare reforms, the introduction of modern medical science advances into the healthcare practice, improvement of medical services quality

### iMF MEDForum

**An international platform for training and improvement practical and theoretical skills for specialists.**

Extensive program of scientific and practical conferences, seminars, lectures, roundtables is directed primarily to doctors. The thematic range includes all medical specializations

### iMF MEDZoom

**Zone of master-classes and presentations.**

Modern medical technology and equipment in practical applications, a unique opportunity to test the equipment, to get expert advice from the professionals

### MED MEDComplex

**International Healthcare exhibition**

**MEDTech** - medical equipment for outpatient and inpatient treatment

**MEDSolutions** - complex solutions for medical institutions: engineering, designing, automation, telecommunications and information technology in medicine

**MEDCleantech** - clean rooms, cleaning, medical special clothing and personal protective equipment

**MEDRadiology** - medicine radiology, roentgenography, radiodiagnosis

**MEDLab** - complex support of medical laboratories

**MEDRehab&Physio** - equipment and technology for physiotherapy and medical rehabilitation

**MEDTour** - medical services, highly qualified medical care in Ukraine and abroad

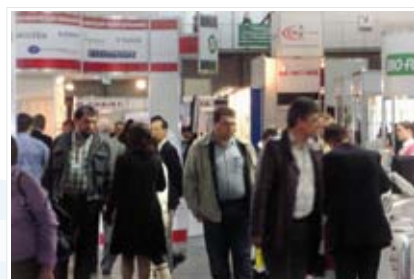
**MEDInnovation** - innovation developments and perspective projects of medical science-research institutions and medical educational institutions

### PHARMEX

**International specialized exhibition of pharmaceutical products**

### PARAPHARMEX

**International specialized exhibition of health products**



## FORUM ADVANTAGES

- **Unique format:** joint holding profile scientific programs, essential business events and specialized exhibitions
- **Buyer program:** a special program of attraction the quality professional target audience to the Forum
- **Program BusinessPoint:** pre-planned schedule of exhibitors meetings with business visitors
- **The constantly growing audience of business-visitors and medical specialists:** all regions of Ukraine, CIS countries and other countries
- **Business and scientific-practical program:** includes actual business events for the healthcare management, as well as a complex of scientific and practical conferences for medical specialists
- **Quality and systematic advertising and information campaign** of the Forum on domestic and foreign markets during the year



## WHY PARTICIPATE?

- **TO GET** new contacts with potential customers and to maintain direct contacts with the 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 PARTICIPATE** actively in the business, scientific and practical Forum program
- **TO KNOW** all development trends of the Ukrainian healthcare sector



## OUR VISITORS

- State sector: heads of medical administration (regional, municipal, district)
- Chief doctors, heads of departments and leading specialists of medical and health institutions of different ownership forms
- Owners, heads and specialists of private medical clinics and hospitals, commercial diagnostic and medical centers, laboratories
- Doctors – specialists
- Heads and specialists of scientific and research institutes of Ministry of Healthcare of Ukraine, National Academy of Medical Science of Ukraine, medical profile of National Academy of Science of Ukraine, research and postgraduate education and advanced development institutions
- Heads and representatives of medical associations, foundations and unions
- Heads and specialists of health resorts and recreational facilities, SPA-centers and rehabilitation centers
- Heads and specialists Representatives of the specialized services of Ministry of Healthcare of Ukraine
- Heads and representatives of trading companies



## MARKETING AND ADVERTISING

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

- Placement of image advertising, announcements, articles in specialized, socio-political, business publications, in catalogs of leading international exhibitions, cooperation with informational agencies
- The entering of the International Medical Forum into 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
- The distribution of Forum invitations during the year on medical conferences and other events entered into the Register of the Ministry of Healthcare of Ukraine and the National Academy of Medical Sciences of Ukraine
- 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, profile universities
- The Internet support of the Forum on the exhibitions and specialized portals and specialized Internet resources
- The Direct mail to current database of medical agencies, state sector, science-research sphere, doctors-specialists, trade companies
- E-mail covering the database of 750 000 addresses
- BTL-activity - loyalty programs, direct contact with potential visitors
- Advertising and announcement of the Forum on TV, radio, outdoor advertising

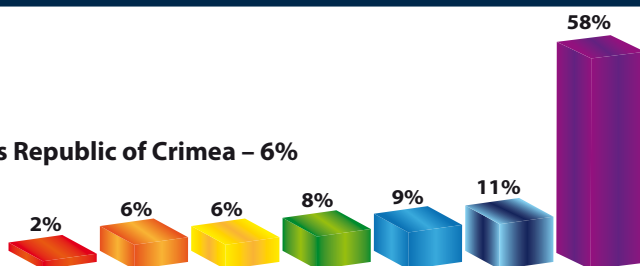
## FIGURES AND FACTS 2011

- In 2011 the number of registered visitors of the Forum was - **8252 professionals**, which is in **2.6 times** more than in 2010
- Our visitors: from all regions of **Ukraine**, and also from **Russia, Germany, Moldova, Georgia, Uzbekistan, Belarus, Bulgaria, Latvia, France, Poland, Kazakhstan, Austria, Jordan, Israel, Armenia, Turkey**
- **36%** of visitors came to the Forum to find new business partners
- **77%** of visitors came to the Forum to review the medical facilities and equipment
- **49%** of visitors took part in the Forum scientific and practical program
- In the scientific and practical program framework of the International Medical Forum -2011 **25 scientific and practical conferences** were held. **196 experts** from different fields of medicine took part as speakers, as listeners - **4120 medical industry professionals** from all regions of Ukraine and other countries

## STATISTICS VISITORS 2011

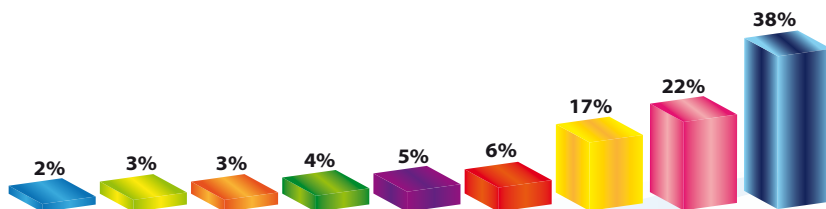
### Visitors' geography

- Kyiv Region – 58%
- Northern Region – 6%
- Central Region – 11%
- Southern Region, the Autonomous Republic of Crimea – 6%
- Western Region – 9%
- Foreign visitors – 2%
- Eastern Region – 8%



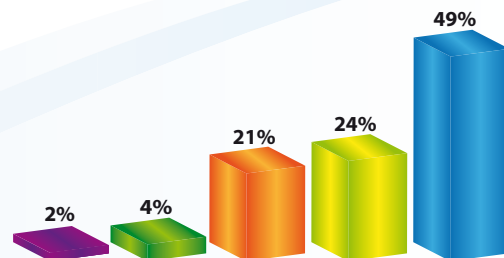
### Fields of specialists' activity

- municipal, regional and district medical clinics, polyclinics, hospitals – 38%
- commercial clinics, diagnostic centres, special health centres – 22%
- scientific and research institutions of medical profile – 17%
- healthcare state management – 6%
- health resort institutions – 4%
- medical equipment trading company – 4%
- drugs, medical supplies retailers – 3%
- other – 3%
- blood service centers, centers of AIDS – 2%



### Visitors' posts

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



For exhibition participation:

+38 044 526 93 09  
@ med@lmt.kiev.ua

For business and the scientific program participation

+38 044 361 07 21  
@ marketing@lmt.kiev.ua