



(The) results of the 17th specialized exhibition “Apteka 2010”

www.aptekaexpo.com

6-9 December, 2010

Moscow, IEC Expocentr

As part of Russian Health Care Week

Organizer





The official support

As part of Russian Health Care Week



The exhibition organizer :



The organizer of Medical
Pharmaceutical Business Forum :



Under support and cooperation :



Support:

Pharmaceutical Association of South-North Region
and Saint-Petersburg

The Association of Pharmacies "SousPharma"

Association of Medical Information Technologies
Development (ARMIT)

Russian Association of Pharmaceutical Marketing

Association of International Pharmacy Producers in
Belarus

Association of Pharmacy companies "Pharmir"

ASMOK, Association of Medical Quality Societies



Facts and figures of Apteka 2010

The exposition – more than **5500 sq.m.** / **Exposition space - over 5500sq.m**

217 exhibitors from 16 countries - Belarus, Great Britain, Vietnam, Germany, Denmark, India, Italy, China, Latvia, Macedonia, the United Arab Emirates, the USA, Ukraine, Turkey, Czech Republic

Russia was represented by the following countries and regions - Barnaul, Bryansk, Vladivostok, Ekaterinburg, Izhevsk, Krasnoyarsk, Moscow, Nizhni Novgorod, Penza, Ryazan, St.-Petersburg, Stavropol, Tver, Tula, Orenburg, Ufa, the Volgograd, Moscow, Novosibirsk, Ivanovo and Ryazan areas; Altay and Stavropol Territory.

9 370 visitors, 94% specialists.

The total number of visits - **15 970**



In 2011 APTEKA was approved by UFI



The statistical data of Apteka was audited by the independent company Russom IT Systems



Topics

- Pharmaceuticals
 - Food supplements, vitamins and natural products
 - Homeopathy & therapy
 - Cosmetics & cosmeceuticals
 - Health-care products
 - Sanitary & hygiene products
 - Laboratory equipment, equipment for pharmaceutical firms and doctors' practices
 - Equipment for pharmacies
 - Ingredients, substances, raw materials, formulations
 - IT & services for the pharmaceutical sector
 - Processing & packaging
 - Medical equipment
 - Diagnostic test systems, chemical reagents, diagnostic laboratory tests
 - Infant food, products for children and babies
 - Medical work clothes and shoes, medical knitwear, orthopedic products
-



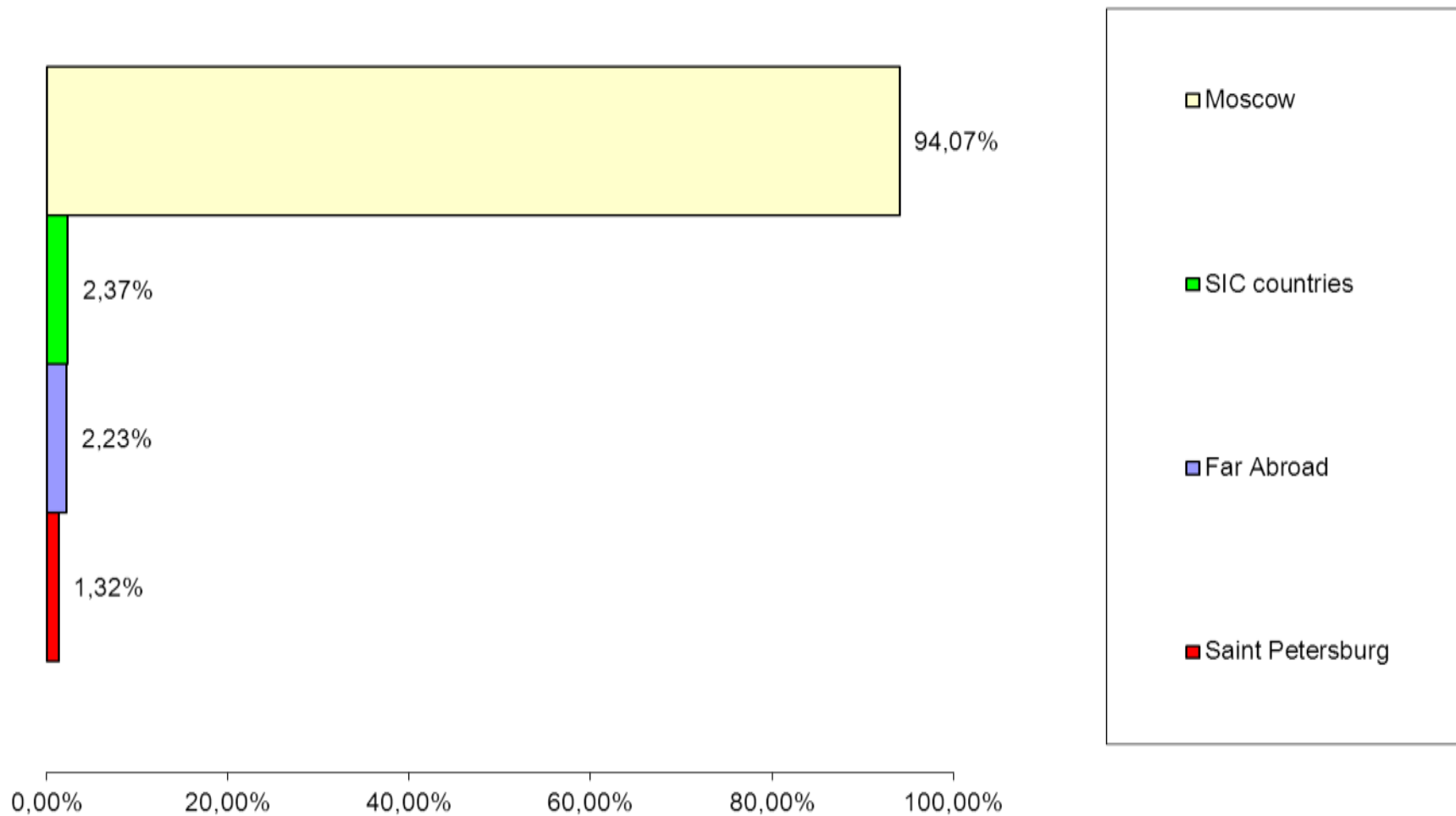
Photo gallery



[!\[\]\(0b5e7e25e8775f7e7e80906ada4f0021_img.jpg\) More photos](#)

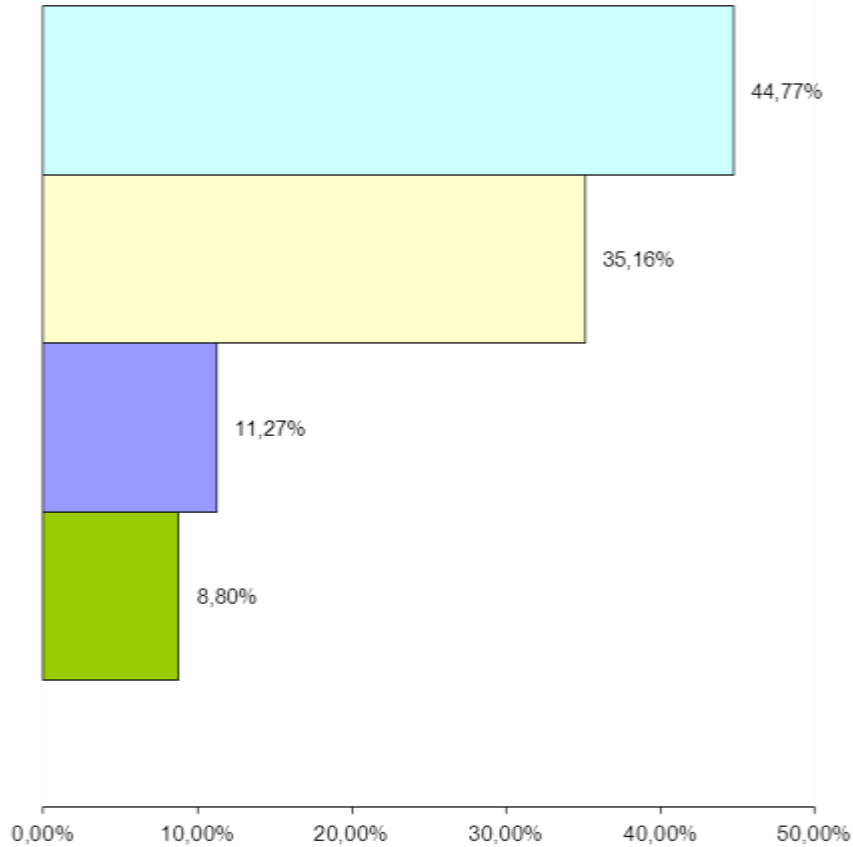


The visitors' geography





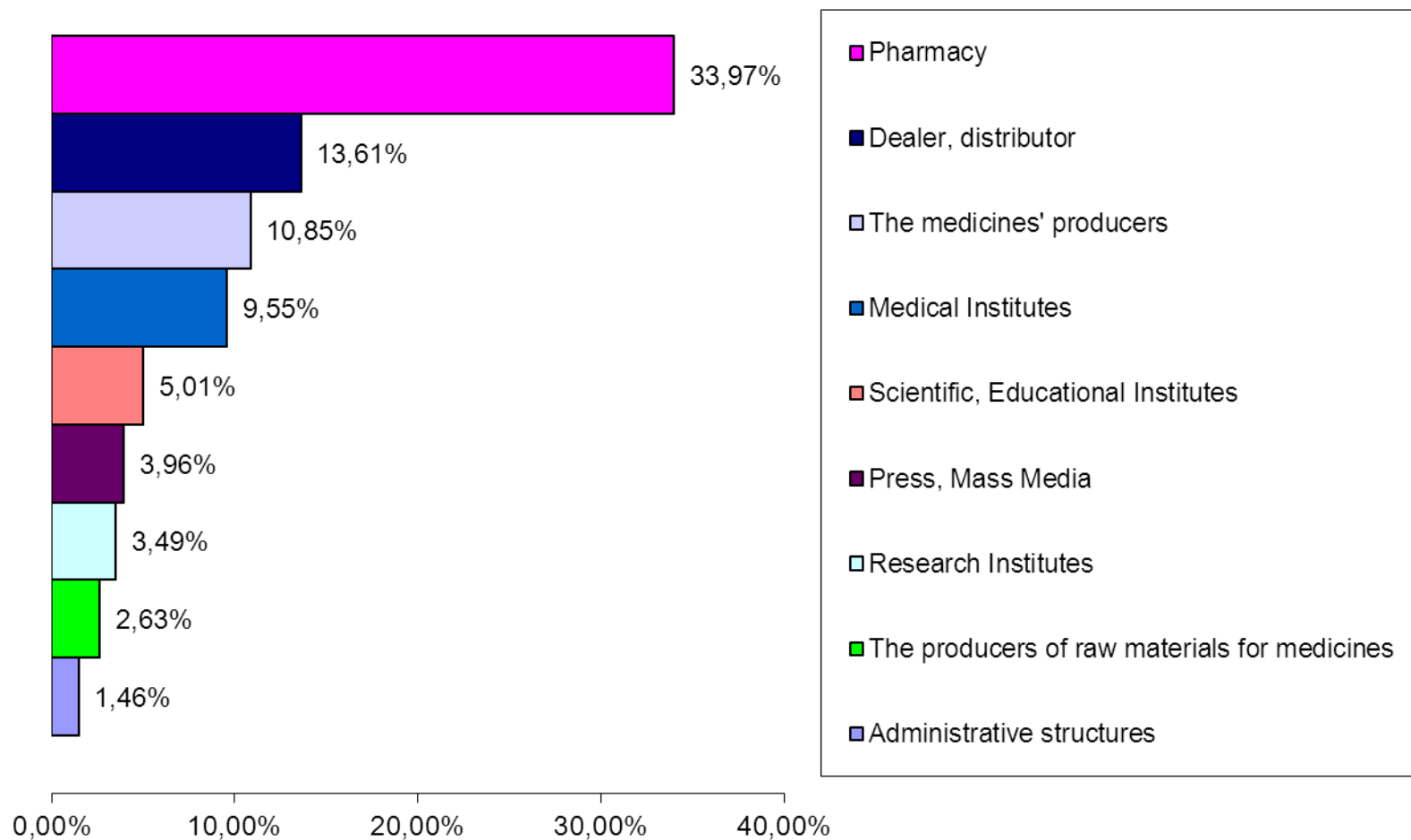
The purposes of visiting



- I want to visit the exhibition itself
- Professional Interest
- Personal Interest
- I want to take part in Forum

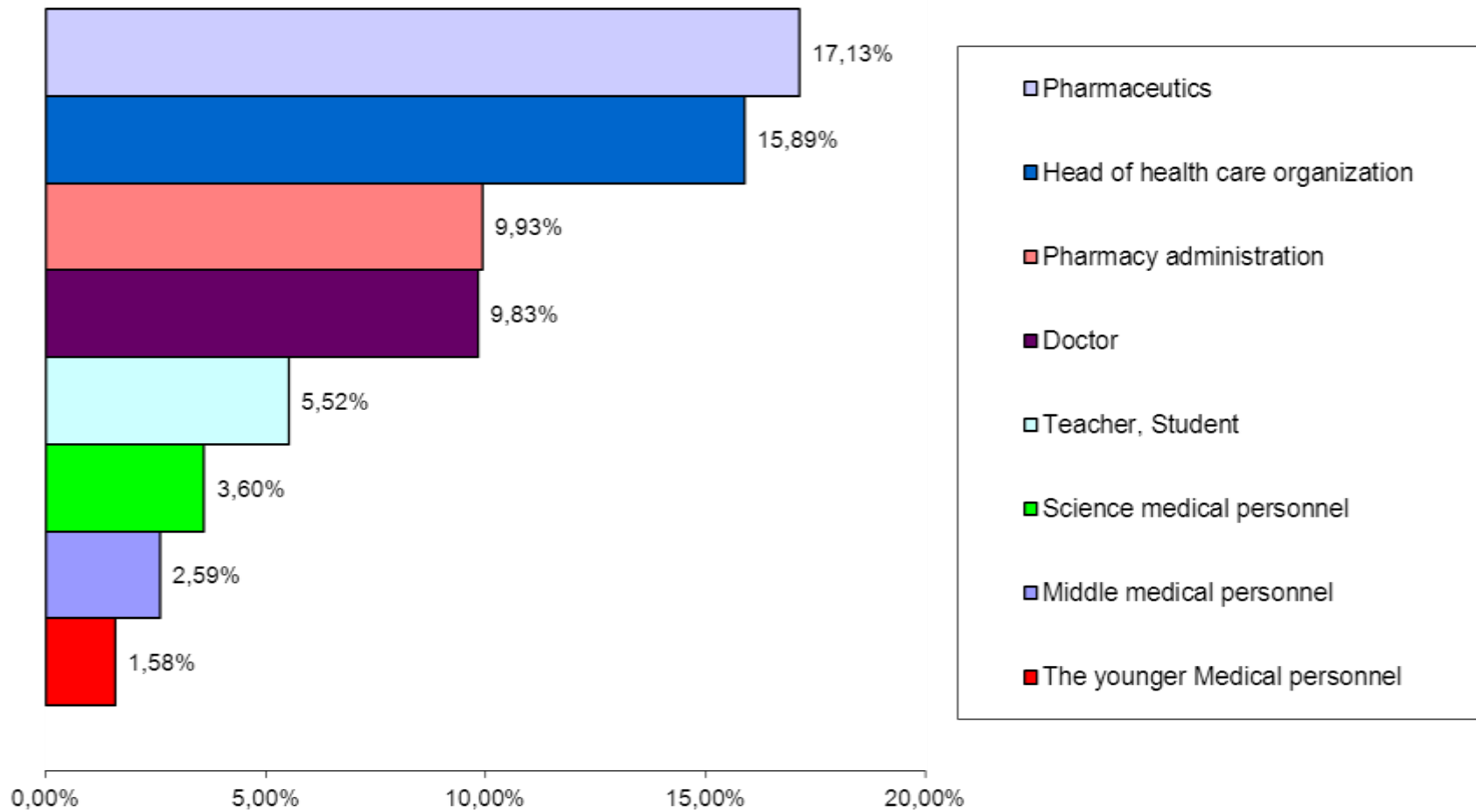


The types of companies represented by the visitors





The position of visitors





International Medical and Pharmaceutical Business Forum

- ❑ Is held within the exhibition since 2008

- ❑ **THE MAIN GOALS ARE:**
 - ❑ To promote development of the pharmaceutical market of Russia;
 - ❑ To create a platform for experience exchange between experts in the field of pharmaceuticals, financing, management of projects etc.;
 - ❑ To acquaint an audience with new developments in pharmaceuticals sphere;
 - ❑ To promote an establishment of business ties and meaningful dialogue adjustments between the basic regulators of the market;
 - ❑ To present to investors reliable companies and the most attractive projects for financing.

- ❑ See detailed program in [2010](#)

- ❑ Co-organizer of the Forum is KST group





International Medical and Pharmaceutical Business Forum

In 2010 Forum covered the following topics:

- Key Aspects of State Regulation in the Medical Products Sphere;
- Picture of the Russian Pharmaceutical Industry in the Frame of Pharmaceutical Market;
- Medsoft-Farma: Information and Communication Technologies in the Modern Pharmaceutical Industry
- Modernization of Pharmacy Business. What to Do First;
- The Market of Pharmacy Retail Chains. Review, Analysis, Development Tendencies;
- Strategy of Pharmacy Chains in the Changed Market Conditions
- Non-Pharmaceutical Marketing in Pharmacy Retail.

See more at <http://www.aptekaexpo.com/forum/>



Quick links

- ✿ [The results of the exhibition](#)
- ✿ [Photo gallery](#)
- ✿ [List of exhibitors](#)
- ✿ [Statistics of the exhibition](#)





We'll be happy to welcome you
at the 18th International Specialized Exhibition

APTEKA 2011!

December 5-8, 2011 года

IEC Expocentr

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