

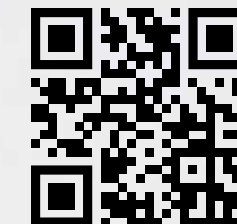


The 17th International Congress
and Exhibition Forum

Health Care Week in the Kyrgyz Republic

*It is easy to enter
the Kyrgyz market!*

Arena of the Kyrgyz State Academy of Physical Education and Sport, 97 Akhunbaev str.
Kyrgyz Republic, Bishkek



About forum

The main annual health care forum in the Kyrgyz Republic.

- ▶ The Forum is one of the top five major health care exhibitions in Central Asian region.
- ▶ **Held since 2005.**

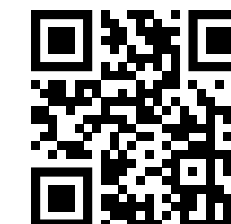
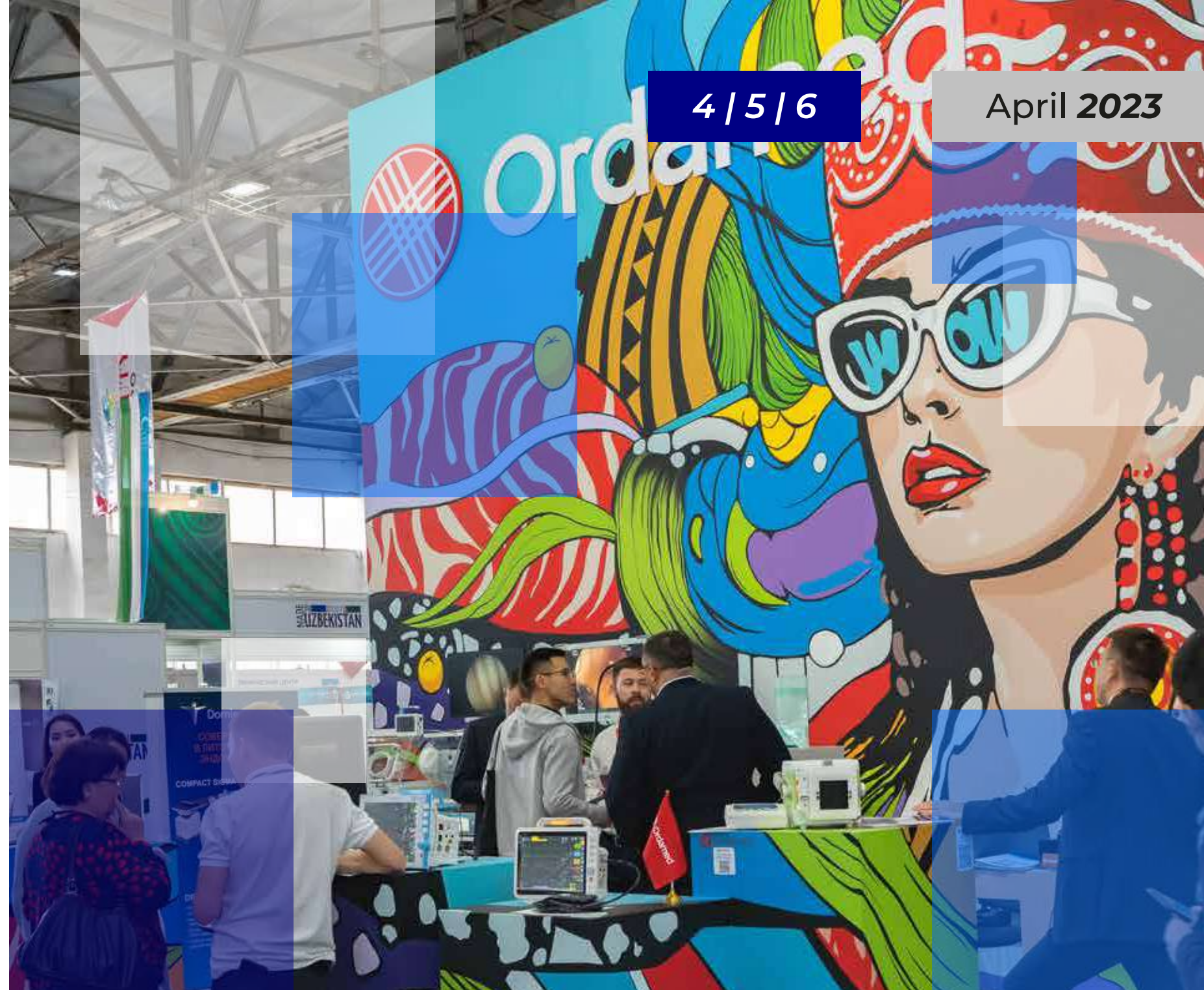
The International Congress and Exhibition Forum "Health Care Week in the Kyrgyz Republic" will be held:

- ▶ 17th International Specialized Health Care Exhibition - **MedExpo Kyrgyzstan 2023**
- ▶ 7th International Specialized Dental Exhibition - **Dental-Expo Kyrgyzstan 2023**

Official Support:

- National Investments Agency under the President of the Kyrgyz Republic
- Ministry of Health of KR
- Mayor's Office of Bishkek

- Department of Medicines and Medical Devices under the Ministry of Health of the Kyrgyz Republic
- Kyrgyz State Medical Institute for Retraining and Advanced Training named after S.B. Daniyarov
- Association of Clinical Laboratory Diagnostics Specialists of KR



The Kyrgyz Republic

is a country in Central Asia

≥6,6 million

Population of the country



Member of EEU



Member of WTO

420

State polyclinics,
hospitals

141

Emergency
stations

328

Pharmacy
warehouses

1060

Health posts and
midwifery

1530

Private medical
centers

25

Hemodialysis
centers

806

Dentistry

128

Laboratories

20

Maternity hospitals

797

Pharmacy



Feedback from the participant of Dental-Expo Kyrgyzstan 2022

”

Salimgaliev Temirlan

**CEO of Esdentik International, Kyrgyzstan
/ Türkiye**

«We present at our booth three types of products from leading factories in Türkiye - these are Aligners Orthero, Inci Dental - dental consumables and Nucleoss implants. We are pleased with our participation in the Dental-Expo Kyrgyzstan and very grateful to the organizers for such a large-scale event. During the participation period we received more than 1000 new customers and satisfied buyers. We definitely plan to participate next year, we really liked both the organization of the exhibition and visitors. During 3 days of work at the exhibition our company increased the turnover several times. »



Figures and Facts

80%

Exhibitors positively evaluate the return on investment from the exhibition

40%

Participants successfully sign contracts and deals during the exhibition

45%

Exhibitors find representatives during the exhibition

40%

Participants book space for next year



2500M²

The exposition area



8

Participating countries



61

Companies participating

46%

28

International companies

54%

33

Local companies

Participating countries

-  Belarus
-  Russia
-  Kazakhstan
-  Kyrgyzstan
-  Pakistan
-  Poland
-  Türkiye
-  Uzbekistan



250

brands



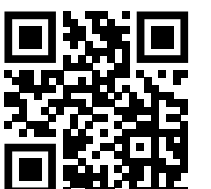
115

types of products



54

manufacturers



MedExpo Kyrgyzstan 2023

17th International Specialized Health Care Exhibition

The main annual healthcare exhibition in the Kyrgyz Republic, which demonstrates advanced technology and the latest developments in the industry. Over the years, the exhibition has become the optimal place for the exchange of experience between employees of medical institutions, scientists, suppliers, dealers and manufacturers of modern medical equipment, instruments, medicines and medical products, which contributes to the implementation of health system modernization programs and improving the quality of medical services.

Exhibition sections:

Medicine:

- Medical technology, equipment
- Diagnostic equipment
- Sterilization and disinfection
- Laboratory equipment
- Intensive medicine and resuscitation
- Surgery
- Personal protection equipment
- Physiotherapy, Orthopedic Technology and Products
- Rehabilitation
- Optics and Ophthalmology
- Disposable and consumables

- Gynecology and neonatology
- Urology
- General Hospital Equipment
- Pharmacy
- Beauty and Health
- Medical devices
- Medical instruments
- Medical clothing and footwear
- Furniture for hospitals and clinics
- Information and communication technologies in medicine
- Medical services
- Specialized Media and Publishing Houses
- Specialized literature

Medical tourism:

- Health centers and clinics
- Centers for Aesthetic Medicine
- Health tourism
- Related

Healthy lifestyle:

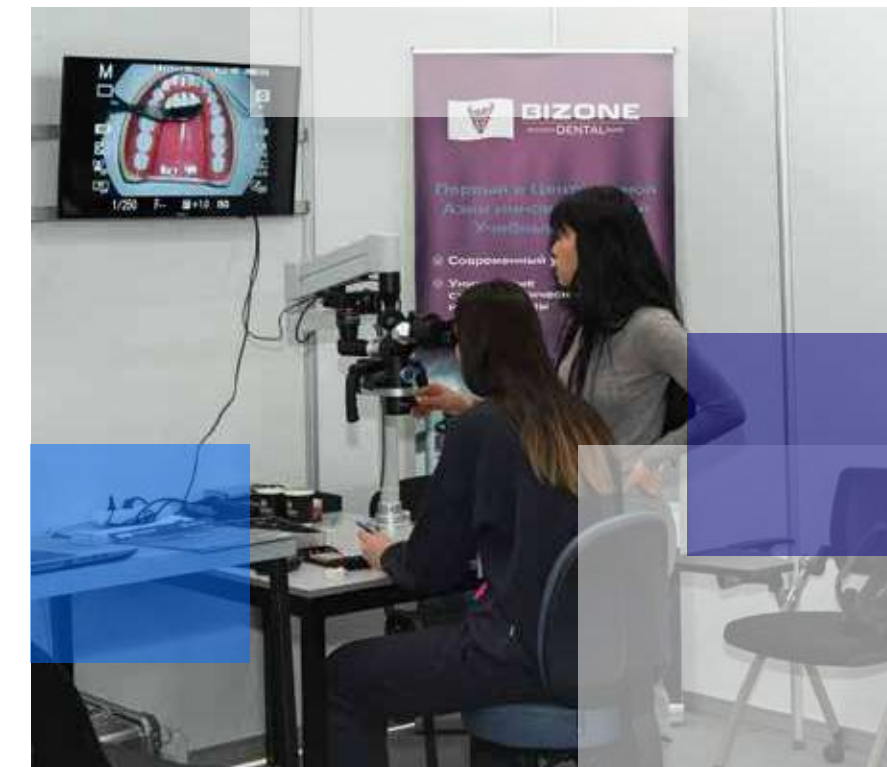
- Healthy food technologies and products
- Phyto and aromatherapy
- Organic / bio natural products
- Natural food supplements
- Alternative medicine
- Fitness and physical activity



Dental-Expo Kyrgyzstan 2023

7th International Specialized Dental Exhibition

The only specialized event in the sphere of dentistry in the Kyrgyz Republic, which promotes the development of the industry and allows professionals and entrepreneurs to meet and discuss ways of development of dentistry in the Kyrgyz Republic. The exhibition traditionally includes a business program, where the leading foreign experts in the field of dentistry speak on topical issues with lectures, seminars and master classes. Participation in the business program allows specialists to gain new knowledge and improve their skills.



Exhibition sections:

- Dental equipment, lighting systems, salivaries, compressor systems and installations
- X-ray equipment, laser technologies and imaging systems
- Equipment and materials for dental laboratories, CAD/CAM
- Tools, handpiece and micromotors
- Autoclaves and sterilizers
- Dental consumables
- Dental implantology, surgery, and materials
- Orthodontic products
- Pharmaceuticals

- Disinfectants and hygiene products
- Materials and means for dentist personal protection
- Information technology in dentistry
- Dental services
- Education and training

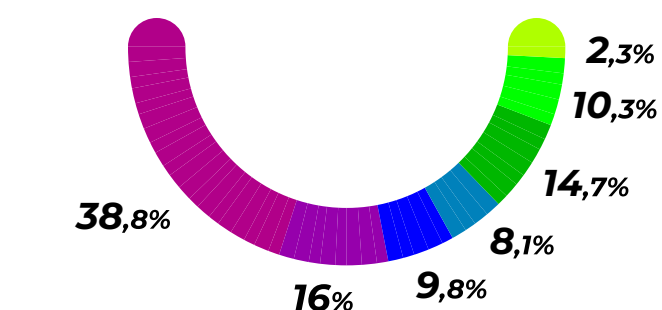


Visitors 2022

Total number of visitors

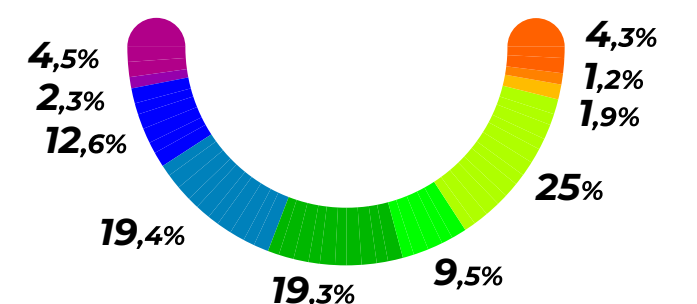
3377

The purpose of the visit:



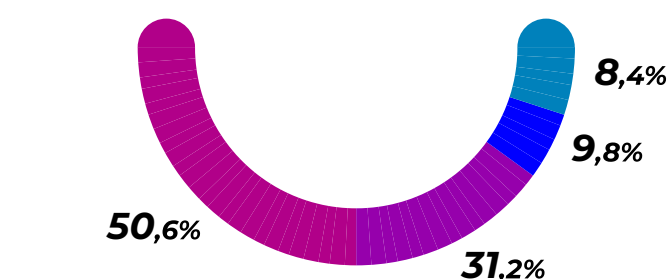
- 38,8%** Get information about products
- 16%** Purchase products/services
- 9,8%** Find new suppliers
- 8,1%** Maintain existing business contacts
- 14,7%** Attend seminar/conference/workshop
- 10,3%** Communicate with colleagues
- 2,3%** Offer my products

Organizational Profile:



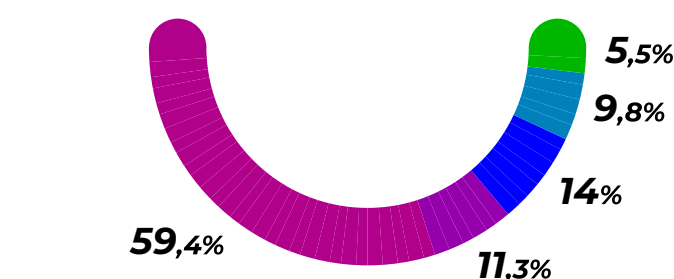
- 4,5%** Pharmacy
- 2,3%** Laboratory
- 12,6%** Educational institution
- 19,4%** State Medical Institution
- 19,3%** Dentistry
- 25%** Commercial organization in the sphere of services/trade
- 9,5%** Private clinic
- 1,2%** Government agency/ministry/committee
- 4,3%** Other
- 1,9%** Commercial organization in the sphere of production

Visitor's specialization :



- 50,6%** Medicine
- 31,2%** Dentistry
- 9,8%** Pharmacy chains
- 8,4%** Not related to medicine

Visitor's working area :



- 59,4%** Doctors (specialists)
- 11,3%** Managers, medical representatives
- 14%** Directors, private entrepreneurs, owners
- 9,8%** Teachers, students
- 5,5%** Others



Marketing and Advertising Forum

- **Targeted advertising:** Social networks Facebook and Instagram
- **Contextual and media advertising:** SEO Google, Yandex
- **Outdoor advertising:** more than 25 billboards and LED screens
- **Remarketing:** Google Ads technology that allows you to return users to a site that they have previously visited
- **Retargeting:** Yandex.Direct technology that allows you to broadcast advertisements to an audience that visited the site and took specific actions there
- **Classifiers** – advertising in Internet resources on the most rated specialized sites of the CIS
- **Video marketing** – promotion using video content: YouTube, Facebook and Instagram
- **E-mail marketing** – mailings to the database of over 10 000 contacts of profile visitors
- **Telemarketing** – calling more than 10,000 contacts of specialized visitors with a call center
- **Mass media** – more than 30 specialized publications
- **Addressed VIP mailing** – a personal invitation letter on the database of more than 2000 contacts, 2 weeks before the event
- **SMS mailing** – text message to the database of over 10 000 contacts of profile visitors



Feedback from the participant of MedExpo in Kyrgyzstan 2022



Vergeychik Svetlana

Deputy Chief of export of Belpharmprom, Republic of Belarus

«We came as part of four companies, they are all united in the structure of the republican unitary enterprise "Management Company of the Holding "Belpharmprom". Our company regularly participates in the exhibition MedExpo in Kyrgyzstan. I would like to note the high level of organization of this event. We are sure that our products will be presented in an even wider range in the market of Kyrgyzstan. We hope that the participation of Belarusian pharmaceutical enterprises in this exhibition will be traditional. Next year we plan to come but in a wider composition. »





Business program 2022

► April 4

Topic:

«Presentation of the capabilities of the «Rossiyskaya Gazeta»»

Speaker: Dmitry Yevlashkov, Director of «Rossiyskaya Gazeta»

Topic:

«Otogenic dizziness »

Speaker: Kubatalieva Nurzhan, otorhinolaryngologist, otoneurologist

Topic:

«Remote Medicine. Innovative trends and prospects»

Speakers: Aksenov Arkadiy, Head of the Operational Office, Tomsk, «Siberia» Direction, Center of Complementary Medicine Group, Russia.

Rakhimov Kubat, Executive Director of Public Fund "Applicata-Center for Strategic Decisions". Former Adviser to the Prime Minister of Kyrgyzstan. Doctor of Economic Sciences, MBA.

Aibek Ashirbayev, anesthesiologist and resuscitator. Specialist in primary and emergency medical care at remote industrial facilities. Assistant of the Department of Hospital Surgery of KRSU.

Member Vladislav, Full Course Instructor «BLS/AED provider», «ACLS provider», «ITLS provider», «REM», Russia

► April 5

Topic:

«Matrix KALDIN CONSULTING.

A universal tool for choosing the optimal marketing strategy of the clinic».

Speaker: Kaldin Konstantin, General Director, Head of Medical Institutions Management

Topic:

«Mathematics of management decisions in medical management»

Speaker: Kaldin Konstantin, General Director, Head of Medical

Institutions Management

Topic:

«THE PHARMACIST IS A PERSON.

How to use the "gaming DNA" of pharmacy staff and sales representatives so that motivation programs bring more sales.

Seminar of the developer of IT platforms for automation of trade-marketing motivational programs, sales process and loyalty management training».

Speaker: Ksenia Prudnikova, CEO Connect

Topic:

«Digitalization in medicine. How to improve our medicine with the help of foreign practices?»

Speaker: Esen Sagynov, Founder, CEO of IT company Mancho Devs

Topic:

«Application of Alerana serum in diffuse telogen alopecia»

Speaker: Baltabaev Alijon, Candidate of Medical Sciences.

Associate Professor of the Department of Dermatovenereology and Phthiisology of the Medical Faculty of KRSU

► April 6

Topic:

«Mathematics of small clinic management »

Speaker: Kaldin Konstantin, General Director, Head of Medical Institutions Management



Develop your business based on objective data!

The visitor data provided in the report were collected and processed using the EXPODAT service.

A unique service for registering visitors EXPODAT and the mobile application LeadER EXPO is a modern way to collect contact information, without paper questionnaires, without collecting business cards, without errors and the human factor.

Features of LeadER EXPO:

- ▶ Instant identification of the target visitor by scanning visitor's badge;
- ▶ Fixing the interests of visitors in the catalog of goods;
- ▶ Conducting surveys and questionnaires of visitors;
- ▶ Forming of a database of contacts for managers who worked with visitors to the booth;
- ▶ Adding notes/photos to collected contacts, both during and after the meeting;
- ▶ Motivating your booth staff with KPI analysis of their work during the exhibition, even if you do not present at the exhibition;
- ▶ Online reports with the results of the work of the booth, without waiting for the end of the event.



Participation formats

- Equipped booth
- Unequipped booth
- Working place
- Space outside the pavilion
- Seminar as part of the exhibition
- Distance participation

Booking terms:

- Early booking period *
from May 1, 2022 till July 1, 2022
- Standard booking period *
from July 2, 2022 till February 10, 2023
- Late booking period *
from February 11, 2023 till April 4, 2023

* Mandatory prepayment of 30% of the contract amount.



Feedback from the participant of Dental-Expo Kyrgyzstan 2022



Nurgazy Karimov

Director of AsurDent Dental Clinic, Kyrgyzstan

«At the Dental-Expo exhibition, we provide information about our clinic. And also we present the latest model of the microscope for dentists. 3D Vision is not just a microscope - it is an innovative technology. Last year we attended the exhibition as visitors, and this year we decided to become participants. We would like to note that the attendance of the event is very high. Thanks to the organizers for the opportunity to be a part of this large-scale event, everything is perfect.»

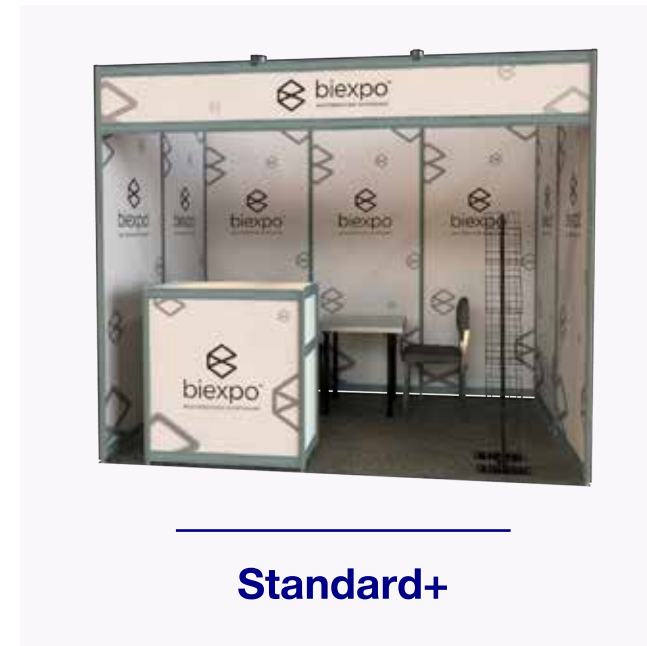
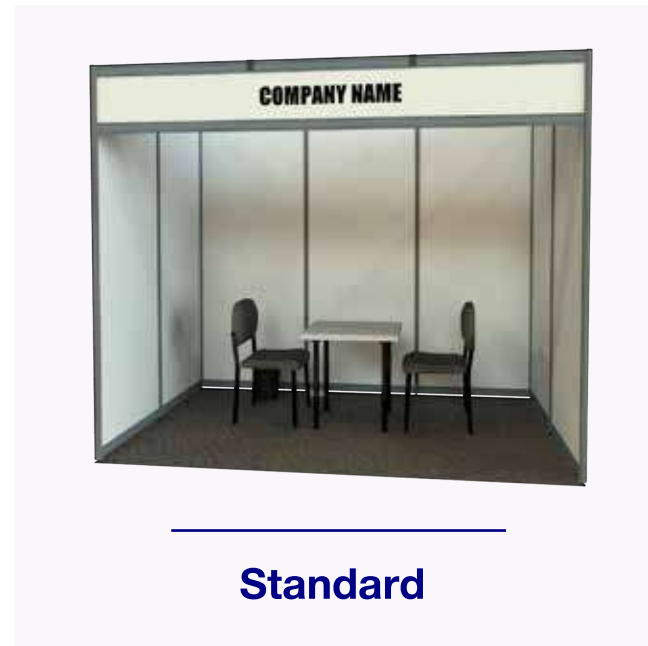


Exhibition stands

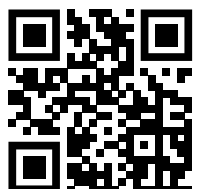
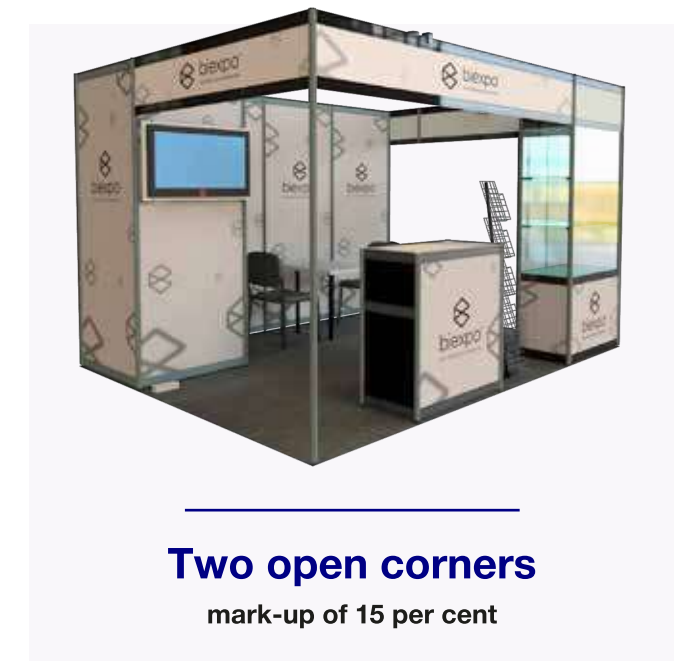


You can choose a stand with the necessary area, equipment and configuration depending on the exhibition plan and your wishes

Options of equipped stands on the example of 6 sq.m.:



Options for the configuration of stands on the example of 12 sq.m.:



Partner Opportunities

We invite you to take part in the exhibition as a Partner

- Partner status will allow you to consolidate your leadership position in the industry, will provide a unique opportunity to promote your product, both among the professional target audience and direct customers.
- Each of the ready-made partnership packages contains the optimal set of tools that solve the problems of the most effective participation in the exhibition. Of course, the content of affiliate packages can be adjusted and the set of options revised to create an individual package, in accordance with the marketing goals and objectives of your participation in the exhibition.

**For more information, please contact the event organizer.*



Feedback from the participant of MedExpo in Kyrgyzstan 2022



Jamshut Usmanov

Director of Chori Plast, Uzbekistan

«We produce products for children and medical goods. I'd like to thank BiExpo Company for organizing the exhibition MedExpo Kyrgyzstan. In our opinion, the exhibition is organized very qualitatively. Today, several pharmaceutical companies that attended the event are interested in our products, and we hope for fruitful cooperation with them. So our products will be presented on the territory of Kyrgyzstan, and soon the entire EEU. Based on the number of specialized visitors, we plan to participate in the exhibition next year.»

