



The 16th International  
Congress and Exhibition Forum

# Health Care Week in the Kyrgyz Republic

Easy to enter  
the Kyrgyz market!

**4 | 5 | 6 April 2022**

The Kyrgyz Republic, Bishkek



# About Forum

- ▶ The main annual health care forum in the Kyrgyz Republic.
- ▶ Visitors of the forum: heads of medical and dental institutions, practicing physicians of various specialties, regional dealers and distributors, heads of purchasing departments of pharmacy chains and medical equipment stores, government officials in the health sector of ministries, departments, etc.
- ▶ It has been held since 2005.
- ▶ **The International Congress and Exhibition Forum "Health Care Week in the Kyrgyz Republic" will be held:**
  - ▶ 16th International Specialized Health Care Exhibition - MedExpo Kyrgyzstan 2022
  - ▶ 6th International Specialized Dental Exhibition - Dental-Expo Kyrgyzstan 2022

## Official Support:

- The Cabinet of Ministers of the Kyrgyz Republic;
- Ministry of Health of KR;
- Investment and Development Agency under the Cabinet of Ministers of the Kyrgyz Republic;
- Mayor's Office of Bishkek;
- Department of Medicines and Medical Devices under the Ministry of Health of the Kyrgyz Republic;
- American Chamber of Commerce in the Kyrgyz Republic;
- Trade missions and diplomatic missions;
- Profile associations and agencies.



# The Kyrgyz Republic is a country in Central Asia

Population of the country:

**≥6 million**

Member of EEU



Member EEC  
and member  
of WTO



**420**

State polyclinics,  
hospitals

**141**

Emergency stations

**1060**

Health posts and  
midwifery

**1530**

Private medical  
centers

**806**

Dentistry

**128**

Laboratories



# Figures and Facts 2021

**80%**

Exhibitors positively evaluate the return on investment from the exhibition

**40%**

Participants successfully conclude contracts and deals during the exhibition

**45%**

Exhibitors find representatives during the exhibition

**30%**

Exhibitors book space for the next year



**2500m<sup>2</sup>**

Area of Exposition



**84**

Number of exhibitors



**10**

Participating countries

**53,5%**

**45**

International companies

**46,5%**

**39**

Local companies



**180**

Brands



**115**

Types of products



**54**

Producers

## Alexey Syntenko

Manager, VATECH, Russia

We represent South Korean company VATECH - the leader in sales of X-ray equipment all over the world. We would like to thank all of our friendly team of organizers of DentalExpo. Both the first day of the exhibition and its subsequent days were very productive. Thank you very much to the visitors for their interesting questions, we will present even more equipment next year. See you at the exhibition in 2022!

- Belarus
- Germany
- Kazakhstan
- Kyrgyzstan
- Pakistan
- Poland
- Russia
- Turkey
- Uzbekistan
- Ukraine



# MedExpo Kyrgyzstan 2022

## 16th 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.

### Sections of the exhibition:

#### Medicine:

- Medical technology, equipment
- Diagnostic equipment
- Sterilization and disinfection
- Laboratory equipment
- Intensive care and resuscitation
- Surgery
- Personal protective equipment
- Physical therapy and orthopedic technology and products
- Rehabilitation
- Optics and Ophthalmology
- Disposables 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
- Specialist media and publishing houses
- Specialized literature

#### Medical tourism:

- Medical centers and clinics
- Centers of aesthetic medicine
- Health tourism
- Related services

#### Healthy lifestyle:

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



# DentalExpo Kyrgyzstan 2022

## 6th International Specialized Dental Exhibition

The only specialized event in the field 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.

### Sections of the exhibition:

- Dental equipment, lighting systems, saliva ejectors, compressor systems and installations
- X-ray equipment, laser technology and imaging systems.
- Equipment and materials for dental laboratories, CAD / CAM
- Microscopes and binoculars
- Instruments, handpieces and micromotors
- Autoclaves and sterilizers
- Dental consumables
- Dental implantology, surgery, and supplies
- Orthodontic products
- Pharmaceuticals
- Disinfectants and hygiene
- Materials and means for dentist personal protection
- Information technology in dentistry
- Dental services
- Education and training

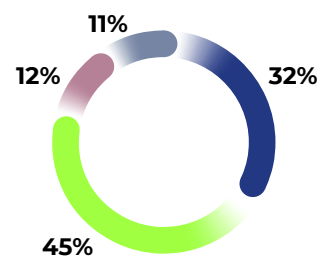


# Visitors 2021

## Total number of visitors

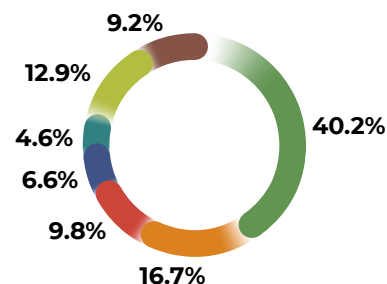
## 3100

### Rating of visitors on decision making:



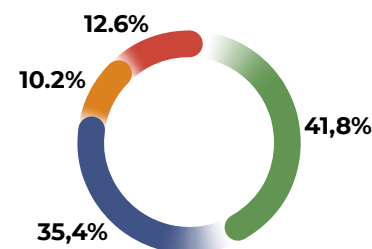
- 32% Independently make decision
- 45% Agree with decision
- 12% Recommended by
- 11% Don't affect the decision

### The purpose of the visit



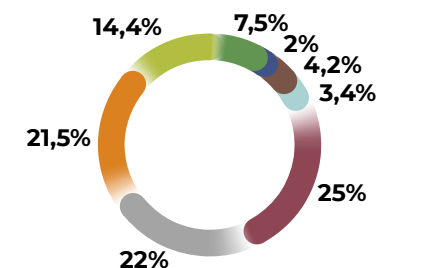
- 40.2% To get information about products
- 16.7% To buy products/services
- 9.8% To find new suppliers
- 6.6% Support existing business contacts
- 4.6% To offer my products/services to exhibitors
- 12.9% Visit a seminar / conference / workshop
- 9.2% To communicate with colleagues

### Visitor's specialization



- 41.8% Medicine
- 35.4% Dentistry
- 10.2% Pharmacy chains
- 12.6% Not related to medicine

### Organizational Profile



- 7.5% Pharmacy
- 2% Dental Laboratory
- 4.2% Laboratory
- 3.4% Educational institution
- 25% Dentistry
- 22% Private clinic
- 21.5% State medical institution
- 14.4% Commercial organization in the sphere of services / trade



# Marketing and advertising of forum

- ▶ **Targeted advertising:** social networks Facebook and Instagram
- ▶ **Contextual media advertising:** SEO Google, Yandex
- ▶ **Outdoor advertising:** more than 25 billboards and LED screens
- ▶ **Remarketing:** Google Ads technology that allows to return users to a previously visited website
- ▶ **Retargeting:** technology Yandex.Direct, which allows to broadcast ads to the audience that visited the site and made a specific action there
- ▶ **Classifieds:** online advertising on the highest-rated specialized sites in the CIS
- ▶ **Video marketing:** promotion with video content: YouTube, Facebook and Instagram
- ▶ **E-mail marketing:** mailings to a database of more than 10 000 contacts of dedicated visitors
- ▶ **Telemarketing:** call center with over 10 000 contacts of core visitors
- ▶ **Mass media:** more than 30 specialized publications
- ▶ **VIP Address Mailing:** personal invitation letter by a database of over 2000 contacts, 2 weeks before the event
- ▶ **SMS distribution:** text message through a database of over 10 000 contacts of core visitors.



## Olga Zavolishina

### Advertising Specialist, "BZMP", Russia

We are a leading company in the export of medicines. We have been operating in the Kyrgyz market since 1997. This exhibition served as a platform to meet with our partners, discuss plans for the development of our organizations, further supplies and increase sales.



# Business program 2021

## ► March 30

### **Lecture-practical course:**

"Aesthetic and functional solutions from GC in restoration of masticatory teeth".

Lecturer: Arthur Tumashevich, Moscow. Therapist, prosthodontist, microscopist, adviser to the Russian Association of anesthesia and safe dentistry, KOL GC Europe.

### **Event:**

Opening ceremony of the 15th International Congress and Exhibition Forum "Health Care Week in KR" - 2021.

### **Topic:**

Radiology software  
I. EzDent-i / II. Ez3D-i

### **Topic:**

"New Perspectives in Endodontics".

Lecturer: Prof. Gaffoorov Sunatillo, Tashkent - leading specialist in the field of

dentistry and endodontics and professor, Head of the Department of Dentistry, Pediatric Dentistry and Orthodontics.

### **Topic:**

"Effective Endodontics"

Lecturer: Asatov Mansur, Tashkent - Official expert and well-known lecturer of Dentals Pharma GmbH on stomatology and endodontics.

### **Topic:**

"Presentation of Jurabek Laboratories products"

Lecturer: Damira-khan Chynyeva, Bishkek, associate professor of the department of the Republican infectious diseases hospital. Presentation of Jurabek Laboratories products.

### **Topic:**

"When should we not use infusion solutions?"

Lecturer: Yuldashev Bekhzod Alisherovich, Commercial Director of Samarkand England Eco Medical,

Tashkent

### **Topic:**

"Registration of medicines in the framework of EEC"

Lecturer: M.A. Musaeva, Bishkek. Head of sector with EEC, Department of Medicines and Medical Devices

## ► 31 Март

### **Lecture - practical course:**

"Modeling of premolar and molar"

Lecturer: Arthur Tumashevich, Moscow. Therapist, prosthodontist, microscopist, adviser to the Russian Association of Anesthesia and Safe Dentistry, KOL GC Europe.

### **Topic:**

"Dental Management Program."

Lecturer: Abay Turdubaev, Bishkek

### **Topic:**

X-ray diagnostic software  
III. EzDent-i / IV. Ez3D-i

### **Topic:**

"Asclepion laser technologies in cosmetology and medicine. Modern tendencies of development."

Lecturer: Irina Lebedeva, Moscow, General Director of Asclepion Academy Russia and CIS, expert in laser technology Laser Med Systems, head of the clinic @SCI\_CLINIC.

### **Topic:**

"Microbiota. Immunity. Health."

Lecturer: Valentina Belosvet, Bishkek, nutritionist, health and wellness coach.

### **Topic:**

"Rayner intraocular lenses - the highest quality of artificial lenses. Product of GMV (Italy) - manufacturer of the original and the only plasma technology in the world. Schwind Atos SmartSight femto-second laser".

Lecturer: Mariana Mashatkulova, Turkey. Manager of Medical Equipment Imports in Ophthalmology.

### **Topic:**

"Hormones and Life."

Lecturer: Natalya Salomakhina, Bishkek, endocrinologist, nutritionist, vice-president of Clinical Nutrition and Metabolism Society.

### **Topic:**

"Issues of registration of medical devices within the EEC".

Lecturer: Abaliev A.I., Bishkek. Head of the department of registration of medical devices in Department of Medicines and Medical Devices



# Develop your business on the basis of objective data!

► Data about visitors, provided in the report above, was collected and processed by EXPODAT service.

Unique service for visitor registration EXPODAT and mobile application LeadER EXPO is a modern way to collect contact information, no paper questionnaires, no collection of business cards, no errors and no human factor.

## Features of LeadER EXPO:

- ▶ Instant identification of the target visitor by scanning the visitor's badge;
- ▶ Capture visitors' interests through a product catalog;
- ▶ Conducting surveys and questionnaires of visitors;
- ▶ Forming a database of contacts by managers who worked with visitors to the booth;
- ▶ Adding notes/photos to the collected contacts, both during the meeting and after it;
- ▶ Motivating your booth staff with KPI analysis of their work during the show, even if you yourself are not present at the show floor;
- ▶ Online reports with the results of the work of the stand, without waiting until the end of the event.

## Maryana Mashatkulova

Representative of Senomed International, Turkey

This is the first time we are participating in an exhibition in Kyrgyzstan, but I am happy with the organisation. I would like to thank BiExpo for the excellent opportunity to enter the Kyrgyz market, establish new contacts and demonstrate our products.



# Participation formats

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

## OFFLINE-PRO:

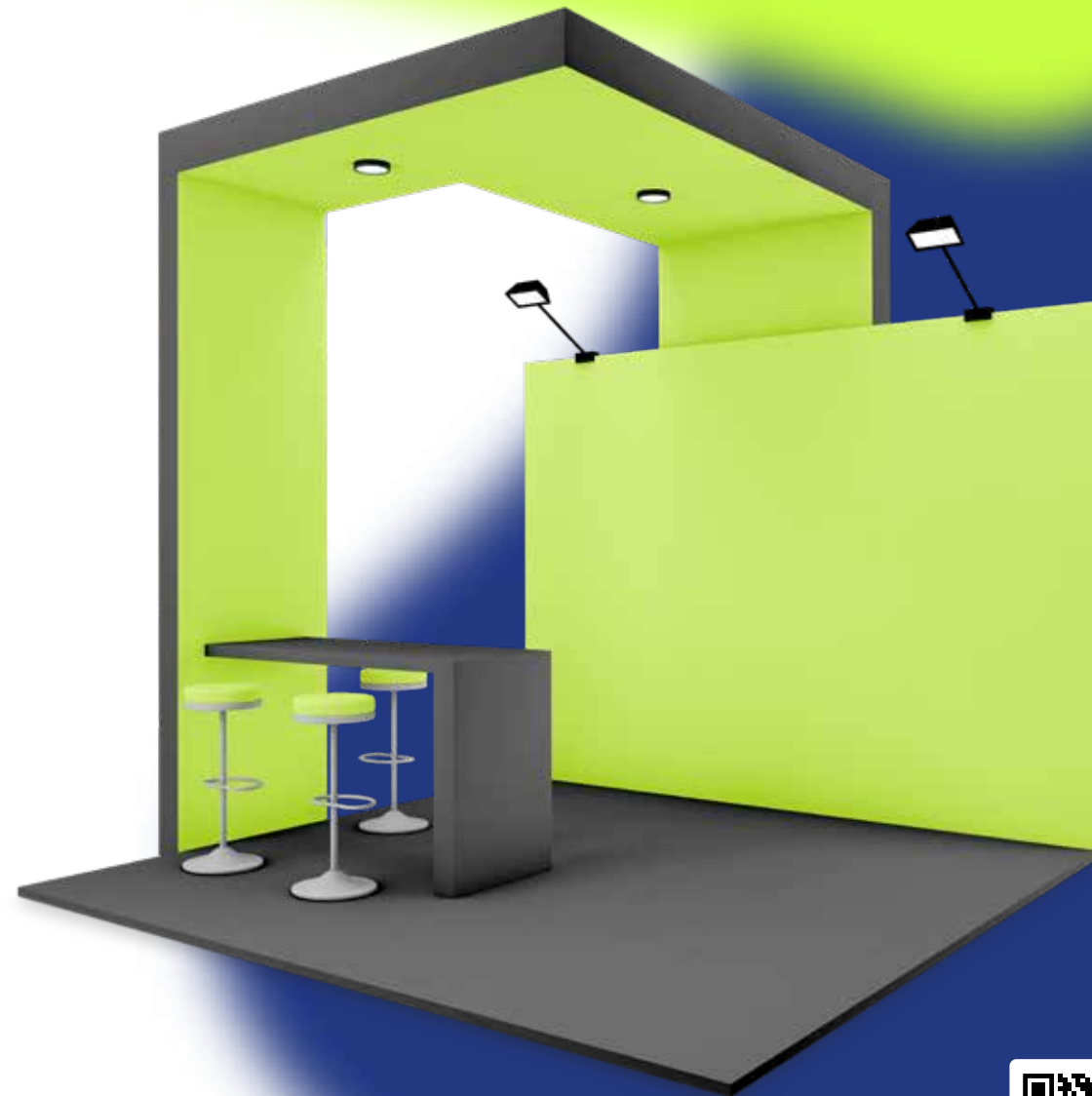
COMPANY'S representation at the exhibition without the EXPONENT'S PRESENCE.

If your company can't take part in the event we will provide you with a booth, necessary additional equipment and a booth attendant accredited by the exhibiting company.

## Booking terms:

- Early bird period\*  
**from May 01, 2021 till September 10, 2021**
- Standing period\*  
**from 11 September 2021 till 10 Feb 2022**
- Late booking period\*  
**from 11 Feb 2022 till 01 Apr 2022**

\*Mandatory prepayment of 30% of the contract amount.



# Sponsorship opportunities

- ▶ We invite you to participate in the exhibition as a Sponsor.

Sponsor status allows you to consolidate your leadership position in the industry and provide a unique opportunity to promote your product among professional target audience as well as direct customers.

Each package contains the optimal set of tools to ensure the most effective participation in the exhibition. Content of the sponsorship packages can be adjusted and options can be reconsidered to create a custom sponsorship package according to your marketing goals and objectives.

\*For more information please ask the organizer of the event.



## Kuvshinova Natalia

**Executive Director of NPF "ELEPS", Russia**

I represent ELEPS - producer of endosurgical equipment in Kazan, Russia. We are very glad to be here at the exhibition after a long break. Pleasantly surprised by the very lively interest, very many people, many of our old partners, new partners, our potential customers. We were warmly welcomed and people are interested in our products. I am sure that the results of our participation in the exhibition will not be long in coming, and in the foreseeable future we will continue to work closely with Kyrgyzstan, we will supply our equipment, and we will be happy to communicate and maintain our contacts here in Kyrgyzstan.

