



РОССИЙСКАЯ
НЕДЕЛЯ ЗДРАВООХРАНЕНИЯ
RUSSIAN HEALTH CARE WEEK

4–8 December 2017

Expocentre Fairgrounds, Moscow, Russia



MedTravelExpo



**Medical
Clinics,
Health and
Spa Resorts**

www.rnz-expo.ru/en

**International
Exhibition**

12+

 **EXPOCENTRE**

Unique platform to present your products and services in Russia



- **Prevention and diagnostics**
- **Treatment and rehabilitation**



MedTravelExpo is an international trade show held within the Russian Health Care Week. The Week is the largest series of health care and medicine related events in Russia and the CIS. It also includes international trade shows (Zdravookhraneniye, Healthy Lifestyle, Apteka) and many more associated events.



MedTravelExpo will help you to achieve your goals! Show your capabilities, accomplishments and innovations, and introduce physicians of your clinic to the Russian professional community and potential patients.



MedTravelExpo offers every opportunity to all participants to boost business and explore new ways to provide medical services.

Address all your business needs over five days at one go



First time under one roof

- Health and spa resorts
- Medical centres
- Medical professionals



Find new partners and clients



Use face-to-face meetings to show the best side of your services. You can't do it online



Network, exchange experience, find your way to success



Raise your brand awareness

Our exhibitors



General and specialized clinics
and medical centres



Centres for reproductive
medicine



Alternative medicine clinics



Dental clinics



Beauty clinics



Health and spa resorts



Medical tourism agencies

Professional visitors



- Representatives of Russian executive and legislative authorities
- Heads of state-run and private medical centres and facilities
- Trade union representatives
- Representatives of social security funds and nonprofit organizations
- Industry experts

- Physicians
- Investors
- HR
- Representatives of medical tourism agencies
- Students and graduates of medical colleges
- Individual customers



Presentation zone



Presentations of medical facilities

Presentations of health and spa resorts

- Draw attention of partners, clients and investors; increase your brand awareness
- Make yourself known, tell about unique traits and new services
- Illustrate arguments and visualize facts
- Be close to your patients, show loyalty making special offers



Russian Health Care Week



40,000 sq m
Total space of trade shows

924 Exhibitors
30 Countries

More than **21,000**
professional visitors

The history of the Russian Health Care Week started with the launch of the Zdravookhraneniye exhibition for health care in Moscow in 1974. It was initiated by the USSR Ministry of Health Care headed by Academician Boris Petrovsky. In 1997 Zdravookhraneniye became an annual event. In 2016 it became part of the Russian Health Care Week, which is now included in the event calendar of the Russian Ministry of Health Care.

The Russian Health Care Week

is the main and currently the only Russian platform to address and discuss issues of all sectors of the health care and medical industry.

It is a powerful tool for development of medical and health care services. Its aim is to bring together industry professionals and promote inter-sectoral cooperation, professional development, networking and exchange of experience.

The co-location of several medical trade shows (Zdravookhraneniye, Healthy Lifestyle, and MedTravelExpo. Medical Clinics. Health and Spa Resorts) ensures large scale and importance of the Week for the medical and business communities and boosts development of health care in general and medical tourism in particular.

The Week is part of the supported event list of the Russian Ministry of Industry and Trade (Order No.99 from 7 March 2017).

Wide target audience

74%

Visitors have direct purchasing power or influence

43%

Visitors come from Russian regions or other countries

34%

Visitors attend exclusively Zdravookhraneniye and Healthy Lifestyle

Expocentre in 2016

521,451 sq m
total exhibition space occupied

114 trade shows in 2016

34 own brands

26,611 exhibitors

112 countries

1,351,259
professional visitors

Effective

More than 30 of our brands are Russia's largest and most respected international trade shows

Convenient

We are in the heart of Moscow: transport, hotels, sightseeing attractions are within walking distance

Quality

We offer only state-of-the-art exhibition and convention services

Professional

We will be pleased to share our 57-year experience and expertise

Constructive

We successfully cooperate with Russian authorities, governments of Moscow and other Russian regions, Russian Chamber of Commerce and Industry, various professional associations

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