

# URAL HEALTH CARE

## Yekaterinburg

3rd international  
dedicated expo forum  
on medical equipment,  
tools, consumables,  
pharmaceuticals,  
as well as medical  
and resort services

**April  
12th-15th,  
2022**

Organizer:



Official support by:



Government  
of Sverdlovsk  
region



Health Care  
Ministry  
of Sverdlovsk region



Ministry of Industry  
and Science  
of Sverdlovsk region

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**5**  
foreign  
countries

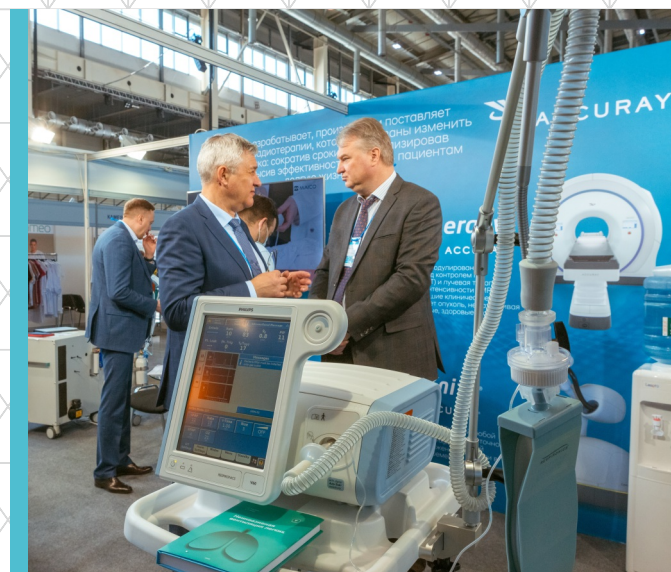
**30**  
Russian  
cities

**15 000**  
visitors from  
16 Russian regions

**40**  
events scheduled  
in the federal level  
business program

**300**  
units of state-of-  
the-art medical  
equipment

**200**  
exhibitors



## MAIN THEMATIC AREAS OF THE EXHIBITION

- Equipment for comprehensive fitting-out of health facilities
- Instrumental examination equipment, 3D and 4D technologies
- Medical laboratory equipment
- Health care computerization. IT. Telehealth.
- Surgical instruments, equipment and materials
- Consumables and bandaging materials
- Ambulance equipment. Air medical service
- Equipment for intensive therapy and critical care units
- Restorative medicine, rehabilitation equipment, orthopedic products
- Design and construction of health facilities, village first-aid stations, economic operations
- Pharmaceuticals, medicines
- Medical furniture
- Medical clothes
- Disposal of medical waste, means of disinfection, sanitation and hygiene
- Training, skills development
- Medical simulation equipment
- Effective healthcare technologies: lean polyclinic
- Medical services: state-run and private health care facilities
- Medical tourism: medical service export, treatment abroad
- Palliative care, volunteer movement in health care
- Health resort treatment
- Medical literature
- Medical products for home use



## EVENTS OF THE EXHIBITION

### FOR PROFESSIONALS

**Third Interregional Medical Forum of the Ural Federal District  
*Efficient Health Care Technologies:***

**40**

events scheduled  
in the federal  
level business  
program

**600**

federal and  
international  
speakers and  
experts

**7 000**

delegates and guests  
of the forum  
(including in  
online format)

The forum is organized jointly with the Health Care Ministry of Sverdlovsk region with the support of the Ural State Medical University and participation of federal and international experts, and chief specialists of the Russian Ministry of Health.

Health Care Minister of the Russian Federation Mikhail Murashko has been invited to the plenary session of the forum.

### **The Business Contacts Exchange**

is a series of one-on-one meetings of exhibitors with the chief physicians of leading health care institutions, procurement department supervisors and chief specialists of the Health Care Ministry of Sverdlovsk region. In 2021, 72 business meetings were held at the Business Contacts Exchange.

### FOR PRIVATE VISITORS

#### **Health Campus –**

health screening for all the exhibition visitors. The health examination is organized by the Sverdlovsk Regional Center for Medical Prevention.



## INVITING PROFESSIONAL VISITORS

- arranging visits at the exhibition and forum events by specialists of all state-run health care facilities of the Sverdlovsk region in compliance with the order of the Health Care Ministry
- personal invitation to procurement department supervisors of the Health Care Ministry, as well as to Deputy Chief Physicians for Procurement
- arranging individual tours for representatives and delegations of executive government bodies of the Sverdlovsk region and regions of the Ural Federal District
- arranging group visits for business mission representatives from countries of the CIS in cooperation with the Ural Chamber of Commerce and Industry
- arranging official visits by the top officials of all consulates and diplomatic missions with offices in Yekaterinburg
- mailing individual postal and electronic invitations to healthcare professionals using the personal data base
- call-center operations: calls based on the mailing results for individual invitations to forum events - more than 6 000 contacts
- distribution of invitation cards in medical institutions - print run of 12,000
- name mailings to different categories of visitors with offers from specific exhibitors and personal invitations to the booth

## INVITING PRIVATE VISITORS

- Large-scale advertising campaign on leading media channels
- Posters in all public health care facilities of the city in the waiting rooms, pharmacy chains, private clinics and laboratories
- Invitations to health checkup through registration offices of all city polyclinics in Yekaterinburg (61 polyclinics, 60,000 invitations given out with the patient card)
- E-mail and text messaging to private visitors
- Free shuttle buses from subway to the Expo Center on all days of the exhibition

## SUMMARY OF EXPO FORUM 2021

### Exhibitors

**120** exhibitors

**>30** Russian cities

**>200** units of medical equipment

### Visitors

**12 240** visitors in 4 days of work

**3 427** health professionals from 37 cities of Russia and 41 settlements of the Sverdlovsk region

### Forum Business Program

**36** events

**350** speakers

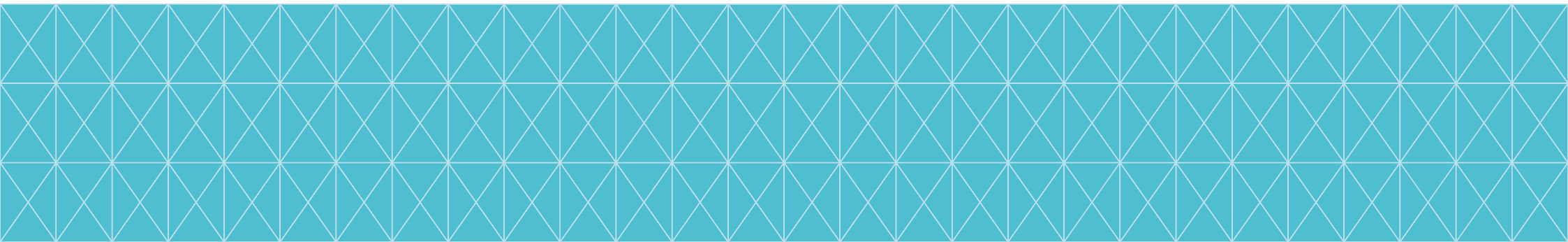
**7 000** attendees

### Health checkup

**9** mobile medical complexes, 2 health centers

**>20** types of examination

**5 689** people completed a health screening





## ORGANIZING COMMITTEE DETAILS:

**Organizer: ProExpo (VO Permskaya Yarmarka LLC)**



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### Event location:

Yekaterinburg-EXPO exhibition  
center, 2, EXPO boulevard,  
Yekaterinburg, 620060 Russia

### Opening times:

April 12: 12.00 PM to 06:00 PM  
April 13, 14: 10.00 AM to 06:00 PM  
April 15: 10.00 AM to 03:00 PM

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