

Why choose KIHE?

Like all major multinational events, KIHE is a favorable basis for business, as it allows the participants to make and confirm a large number of contacts within a short space of time.

KIHE



KIHE 2009 FACT FILE:

KIHE was held in Almaty for its 16th time. Gross total space - 5856 meters, net total - 3802 meters. Number of exhibitors - 150 companies of 18 countries. Number of national exhibitors - 50 companies. The exhibition was also well attended with companies from Russia, Turkey, Germany, Jordan, China, Egypt, Belarus and etc. Bavarian Ministry for Economic Affairs, Jordan and Chinese companies represented their national groups at the show.

VISITORS PROMOTION CAMPAIGN

Direct mailing of 35,000 invitations via our professional database that includes all medical companies and organizations in Kazakhstan, as well as in Azerbaijan, Kyrgyzstan, Russia and Uzbekistan.

Distribution of 10,000 invitations through specialized publications and medical organizations in Kazakhstan.

ADVERTISING CAMPAIGN

- Advertising and articles in specialized magazines and leading mass media in Kazakhstan and Central Asia
- Radio and video advertising during the two weeks prior to the exhibition in Almaty and in the various regions of Central Asia.
- Street advertising in Almaty
- Internet marketing
- Preliminary press-conference devoted to the opening of the KIHE 2010 exhibition

www.kihe.kz



OFFICIAL SUPPORT:



MINISTRY OF PUBLIC HEALTH OF THE REPUBLIC OF KAZAKHSTAN



S.D. ASFENDIYAROV KAZAKH NATIONAL MEDICAL UNIVERSITY



ALMATY CITY ADMINISTRATION
ALMATY CITY HEALTHCARE DEPARTMENT



MEDTEHNIKA JSC

ASSOCIATION OF PHARMACEUTICAL FIRM, REPRESENTATIVES IN THE REPUBLIC OF KAZAKHSTAN



АССОЦИАЦИЯ ПРЕДСТАВИТЕЛЕВ ФАРМАЦЕВТИЧЕСКИХ ФИРМ В РЕСПУБЛИКЕ КАЗАХСТАН

ORGANISERS:



ITE (London, UK)
Tel.: +44 (0) 207 596 5221
Fax: +44 (0) 207 596 5127
E-mail:
Anastasia.Tarasova@ite-exhibitions.com



Iteca (Almaty, Kazakhstan)
Tel.: +7 727 258 34 34/258 34 39
Fax: +7 727 258 34 44
E-mail: healthcare@iteca.kz



GIMA (Hamburg, Germany)
Tel.: +49 (0)40 23524335
Fax: +49 (0)40 23524404
E-mail: kunze@gima.de



EUF (Istanbul, Turkey)
Tel.: +90 212 291 83 10 (ext. 130)
Fax: +90 212 240 43 81
E-mail: yahyat@ite-turkey.com



17th KAZAKHSTAN INTERNATIONAL HEALTHCARE EXHIBITION



www.kihe.kz



KIHE



12 -14 May 2010

Atakent Exhibition Centre, Almaty, Kazakhstan

www.kihe.kz

17th KAZAKHSTAN INTERNATIONAL HEALTHCARE EXHIBITION

KAZAKHSTAN. COUNTRY OVERVIEW

Republic of Kazakhstan possesses a wide range of mineral resources with significant oil and gas reserves, which rank the Republic as one of the largest oil producers in the world.

Kazakhstan was the first country of CIS which obtained investment country rating from the leading rating agencies - "Moody's Investors Service", "Standard & Poor's" and "Fitch Rating's Ltd". All ratings are presented with «BBB» level and specified as «stable».

By 1st of January 2009 gold holdings of Kazakhstan, including those of National Bank and National Republican Fund amounted to \$ 47 billion.

GOVERNMENT REGULATION OF THE MEDICAL SECTOR

The government owns 80 % of medical institutions in Kazakhstan, thus the government plays a significant role in medical issues.

Following its appointment as a WTO member, Kazakhstan has brought its local medical regulations in line with international standards.

The Kazakhstan Legislation Institute has just completed a draft of the Kazakhstan Healthcare Code which came into force from the 1st of January 2009.

PROGRAMME OF REFORMATION AND DEVELOPMENT OF PUBLIC HEALTH

This programme was approved by the Government of the Republic of Kazakhstan and its main measures are:

- by 2010 public health expenditure will increase to 4% GDP
- creation of unified healthcare information system
- hospitals, clinics and laboratories construction and facilities; development of medical science
- production growth of native competitive pharmaceutical and medical products
- investment opportunities procurement of healthcare sector for private companies
- health manpower training and retraining

«A HUNDRED MEDICAL FACILITIES» PROGRAMME

In message to the people of Kazakhstan, the President of the Republic assigned to Government to launch a programme of «Building a hundred medical facilities on the base of state-private partnership». This project includes 103 objects and its realization is planned in the course of 3 years. In whole over a 70 billion tenge were built into the budget for construction and renewal of public health projects in 2009. 45 billion tenge were provided for «A hundred medical facilities» Programme. 7 projects were completed in 2008, 18 projects are planning to complete in 2009, 78 projects will put into operation in 2010-2011. The Vice-Minister of Public Health, Elzhan Birtanov announced that construction of 46 hospitals, 36 clinics, 9 blood centers, 4 TB dispensaries, 3 maternity hospitals is bringing into effect within the bounds of «A hundred medical facilities» Programme. 248 billion tenge were provided for the Programme implementing in 2010-2011.



THE MEDICAL EQUIPMENT MARKET:

The medical equipment market in Kazakhstan has increased rapidly in size over the last few years. Nevertheless, the market still strongly depends on the import of medical equipment, which makes up 90 % of its total capacity.

According to industry analysts, the high-priority sectors for investment within the sphere of medical equipment are:

- Electromedical equipment
- Diagnostic equipment
- Medical lasers
- Endoscope
- Dental equipment

MEDICAL MARKET OVERVIEW

299,5 billion tenge are provided for the Kazakhstan healthcare sector in the Republican budget in 2009, 411,6 billion tenge in 2010 and 368,9 billion tenge in 2011. Annually Government invests 25-30 billion tenge for purchase of medical equipment. Government is the principal customer of medicines on the market. 70 billion tenge were given for medicines purchasing from the Republican budget in 2009. In comparison with 2008, total purchase amount was 55 billion tenge.

1054 hospitals and 3720 short-stay clinics operate in the Republic. The number of medical organizations increased in 7 regions of Kazakhstan. State authorities forecast that hospital accommodation capacity will reach 120 000.

According to 2009 data there are 57 000 doctors and 126 000 medical personnel practise in the Republic of Kazakhstan. Total amount of emergency stations - 274, total amount of emergency institutions - 3 462.

75 medical institutions with 15 000 personnel operate in Almaty. 20 research-and-development centers operate in public health system, 15 of them operating in Almaty.

THE PHARMACEUTICAL MARKET

The Kazakhstan pharmaceutical market size overdrove \$ 1 billion in 2008 and growth trend is 15-20%. Over 10 000 pharmaceuticals are currently registered in Kazakhstan, representations from 100 countries are working in the Republic.

Local production makes up 12% of the total pharmaceutical market. Unitary system of medicine distribution project is put into operation in 2009 and it makes possible to reduce medicine costs and buy it directly to producer.

By 2012 it is planning to create an effective infrastructure and give attention to the transport and logistic system development.

