

XXIV Belarusian Medical Forum

BELARUSMEDICA

+ BELARUSDENT

+ PHARMEXPO

21-24.03.2017

MINSK, BELARUS



BELARUSMEDICA



BELARUSDENT

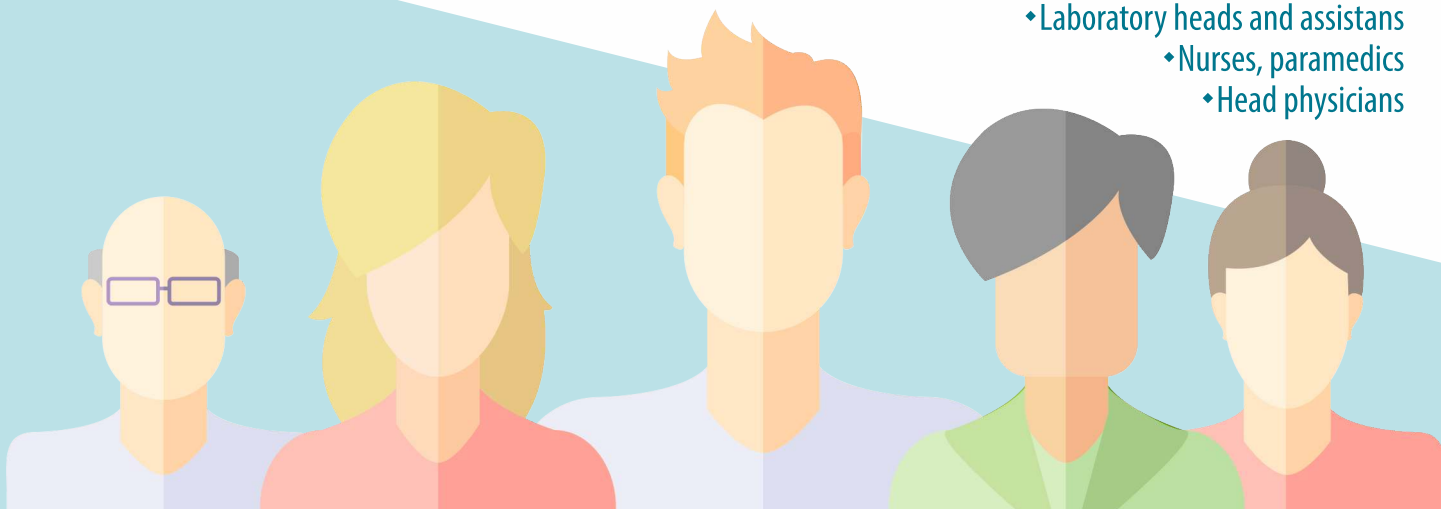


PHARMEXPO

BelarusMedica - the largest review of the latest achievements of medical science and health care, which is traditionally attended by world leaders and Belarusian medical and pharmaceutical industry, developers of new technologies of diagnosis and treatment of human diseases.

Target audience:

- ♦ Heads of medical institutions
- ♦ Heads of regional health authorities
- ♦ Pharmacists, pharmacologists, pharmaceutical companies technologists
- ♦ Practicing physicians of different specialties
- ♦ Regional dealers and distributors
- ♦ Laboratory heads and assistants
- ♦ Nurses, paramedics
- ♦ Head physicians



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Advertising campaign:

- Electronic and mailing lists
- Advertising and articles in specialized magazines, Internet portals
- Contextual and banner advertising on the Internet
- Active presence in social networks
- Advertisement in the subway and on the streets of Minsk
- Advertising campaign on TV and radio
- Placement of posters A3 on all Belarusian health system organizations
- Newsletter target audience with an invitation to visit the exhibition



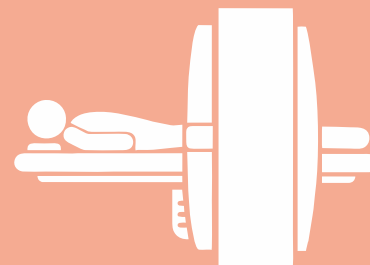
BelarusMedica is the largest medical exhibition in Belarus featuring all major branches of the medicine.

In 2016, the fair exhibited the products made by **over 200 companies** from **14 countries**.

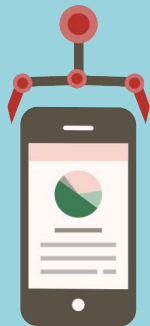
Well-known Belarusian and foreign manufacturers of medical equipment, medical devices, dental equipment and pharmaceutical products actively participated in the BelarusMedica.

More than **10,000 specialists** visited Forum events.

The agenda of the Belarusian Medical Forum was intense and included more than 30 business events: theoretical and practical conferences, meetings, master classes, training courses, workshops, press conferences, presentations and discussions.



Stats:



Visitors

10,000

Exhibiting companies

200+

Participating countries

14

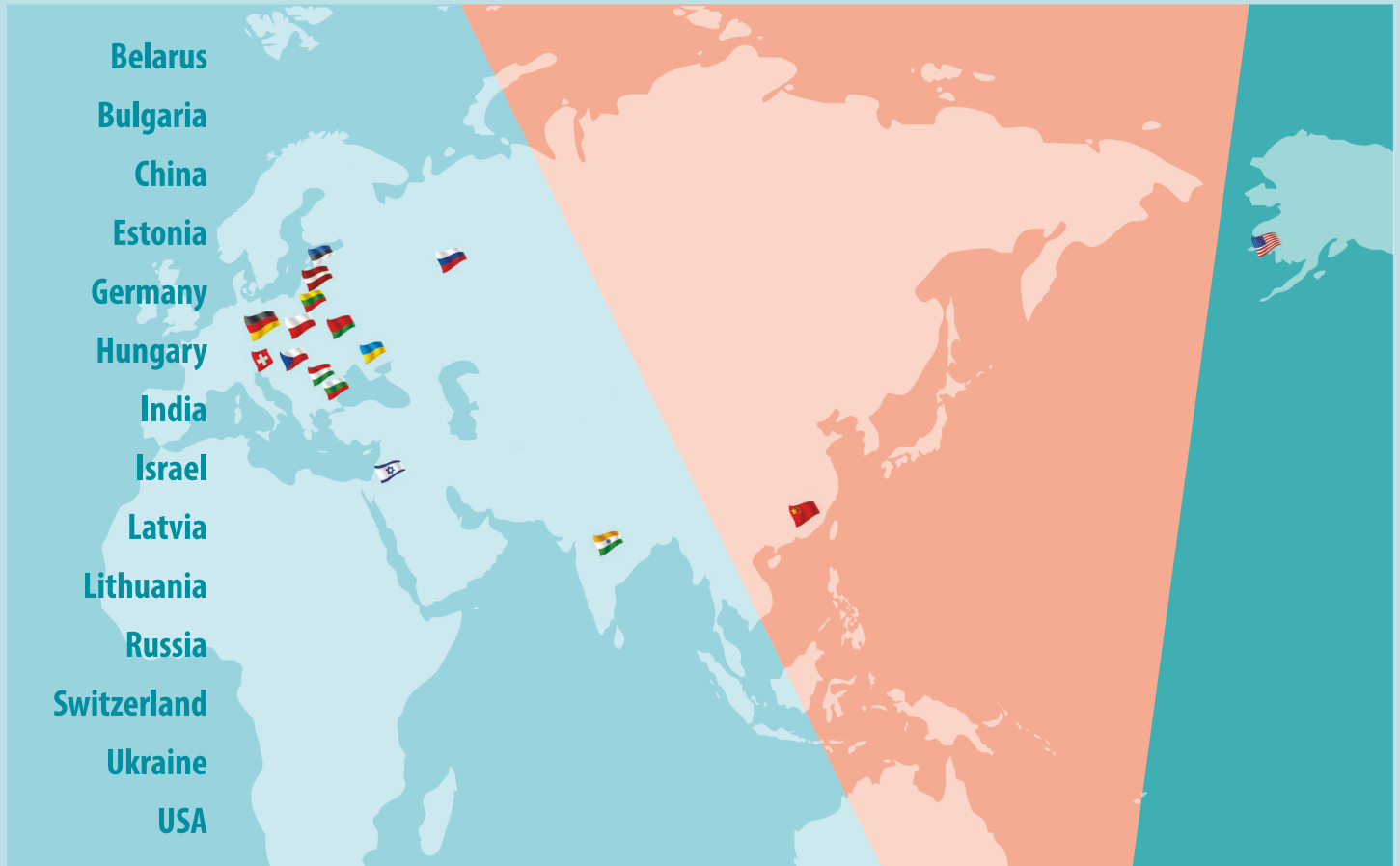
Square meters of the exhibition

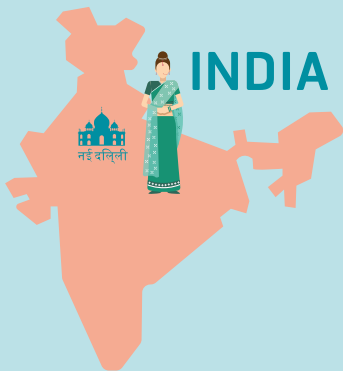
5,000

Scientific-practical seminars, conferences, presentations

30+

Geography of participants:





In 2016, the Republic of India was the Guest of Honor Country at the BelarusMedica. National Exposition of 48 Indian companies presented a wide range of products, services and medical devices.

The BelarusMedica Annual Specialized Exhibition is the main country's fair in the field of medicine and public health. For more than 20 years, it has been attracting huge numbers of participants from Belarus and other countries, who see the exhibition as a key event to demonstrate new achievements and developments, to communicate with physicians and hospital administrators, to meet partners and potential customers.



Welcome to the XXIV Belarusian Medical Forum on March 21-24, 2017 in Minsk, Belarus!



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ВКонтакте

Facebook

*detailed information
and terms of participation*

Organizer:



Technics and Communications, JSC

Under the auspices of:
The Ministry of Healthcare
of the Republic of Belarus

How to get:

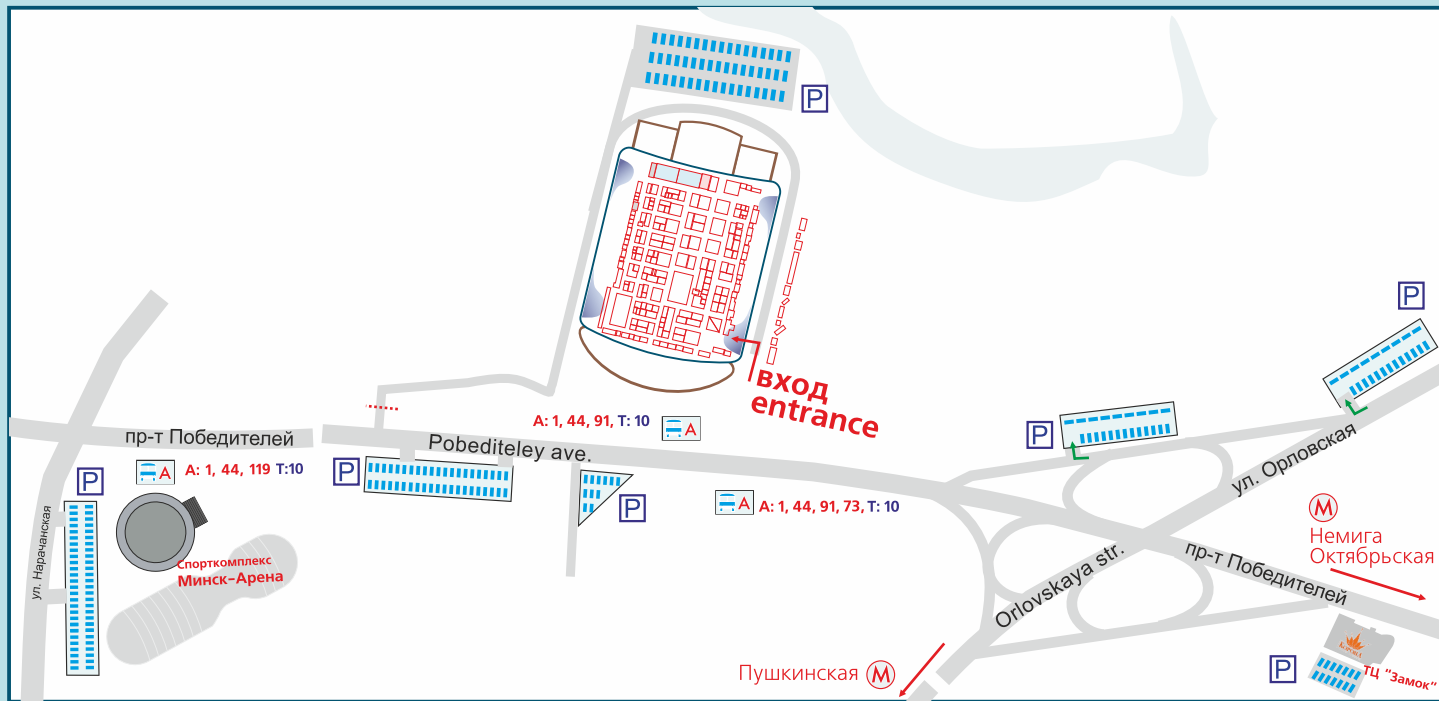
VENUE:

20/2 Pobediteley ave., Minsk

WORKING HOURS:

10.00 - 18.00 Marth 21-23

10.00 - 14.00 Marth 24



The XXIV BELARUSIAN MEDICAL FORUM

HEALTHCARE OF BELARUS 2017 (BELARUSMEDICA) PHARMEXPO 2017 STOMATOLOGY OF BELARUS 2017

[March 21-24, 2017, Minsk, Belarus](#)

The **XXIV Belarusian Medical Forum** including the “**Healthcare of Belarus 2017**” (**BelarusMedica**), the “**PharmExpo 2017**”, and the “**Stomatology of Belarus 2017**” International Specialized Exhibitions, will take place in Minsk (Republic of Belarus) on March 21-24, 2017.

Venue: 20/2, Pobediteley Avenue, Minsk, Belarus.

Organizer: ZAO “Technics and Communications” (T&C).

Under the auspices of the Ministry of Healthcare of the Republic of Belarus.

Today “**Healthcare of Belarus**” (**BelarusMedica**) remains the largest medical exhibition in Belarus featuring all major branches of the medicine.

The main objective of the Forum is to demonstrate experience of the world leading and local vendors, and manufacturers of medications, medical cosmetics, optical eyecare products, medical purpose hardware and goods, laboratory and diagnostic equipment, dental equipment, consumables, and to inform practitioners about the condition status and development trends of this industry both in Belarus and abroad.

An extensive scientific program implemented within the framework of the Forum’s events will enable modern medical specialists to share expertise, establish new contacts, and set strategic plans.

The “**Healthcare of Belarus**” (**BelarusMedica**) Annual Specialized Exhibition makes considerable contribution to implementing new medical technologies and improving the health care system of Belarus.

In 2016, the fair exhibited the products made by **over 200 companies from 14 countries**. The agenda of the Belarusian Medical Forum was intense and included **more than 30 business events**: theoretical and practical conferences, workshops, presentations and discussions. More than 10,000 specialists visited Forum events.

It was the first time for 48 companies from the Republic of India to participate in the exhibition by presenting themselves at their national pavilion.

More than 10 information partners widely presented the Forum events in the Belarusian and foreign Mass Media.

THEMATIC SECTIONS:

Pharmaceutical preparations, non-prescription medicines;
Equipment and raw materials for pharmaceutical industry;
Biologically active additives, biologically active substances, diet and special foods;
Phytotherapy;
Pharmaceutical and medical packaging;
Veterinary;
Medical equipment;
Construction and equipment of medical facilities;
Laboratory and diagnostic equipment and technologies;
Surgery: equipment, instruments and tools, materials, technologies;
Optics and ophthalmology;
Resuscitation, intensive care, anaesthesiology;
Orthopedy, rehabilitation, auxiliaries for physically handicapped persons;
Rescue and emergency medicine;
Mother and child care, baby food;
Sterilization and disinfection;
Care and hygiene articles;
Disposable articles;
Dentistry: equipment, instruments, materials, preparations, technologies;
Aesthetic medicine, plastic surgery;
Surgical and therapeutical cosmetics;
Sports medicine;
Solarium and exercise equipment;
Sanatorium services;
Medical centers, services;
Medical media;
Information technologies in medicine;
Other medical products.

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For more information, please visit the website www.tc.by or contact ZAO “Technics and Communications” (phone: +375 17 3060606, fax: +375 17 2033386, e-mail: medica@tc.by, Project Manager Mrs. Irina Klimchenko).

Information is also available on the official pages on [Facebook](#) and [VKontakte](#).