



# PHARMA

Saint-Petersburg

12-14 October 2016

EXPOFORUM,  
St. Petersburg, Russia

## 4<sup>th</sup> International exhibition of medicines, food and dietary supplements



The only exhibition  
of medicines, food  
and dietary supplements  
of B2B format in the  
North-West of Russia



Organised by



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med@primexpo.ru

Within



ST. PETERSBURG  
INTERNATIONAL  
HEALTH FORUM

[pharmaexpo.ru](http://pharmaexpo.ru)

## International exhibition Pharma

is an effective tool for increasing sales of medicines, food and dietary supplements in the North-West of Russia

### Exhibition profile:

- Medicines and vaccines
- Dietary supplements, vitamin and mineral complexes
- Pharmaceutical ingredients and fermental preparations
- Dietary products



### Exhibitors:

Russian and foreign manufacturers and distributors of medicines, food and dietary supplements

### Visitors:

Representatives of pharmacies and medical institutions as well as companies-distributors of medicines, food and dietary supplements, interested in finding suppliers of pharmaceutical products



Pharma exhibition is a remarkable event in the pharmaceutical industry. Participation in the exhibition has fully met our expectations, brought a lot of important contacts with buyers, representatives of distributors and pharmacy chains.

For companies belonging to the cluster AltaiBio to enter the market of St. Petersburg is a strategic task, and the exhibition gave us the opportunity to held business negotiations with new partners and clients. The number of visitors pleasantly surprised us!

**Kondakov A. A.,**  
Director of Altai Bio-Farmaceutical Cluster

The exhibition is held with the support of the **Pharmaceutical Association of St. Petersburg and the North-West of Russia**





## Pharma is held within the St. Petersburg International Health Forum

St. Petersburg International Health Forum (SPIHF) is a platform for professionals in the sphere of health care, consolidating five specialised exhibitions

### Facts and figures 2015:

3700 visitors\*

52 exhibitors representing 5 countries:

Russia, Pakistan, South Korea, Malaysia, Kazakhstan

### Visitors interest to products represented at the exhibition\*\*:

Medicines.....	69%
Dietary supplements.....	47%
Disposable medical materials .....	41%
Vitamin and mineral complexes .....	40%
Pharmaceutical ingredients .....	38%
Dietary products .....	34%
Phytotherapy, aromatherapy .....	32%
Homeopathy.....	27%
Enzyme preparations .....	25%
Mineral water: curative water, table water .....	24%
Diagnostic preparations .....	22%
Dermatological preparations .....	21%
Vaccines .....	20%

\* Data refer to all exhibitions held within SPIHF

\*\* Multiple choice questions were used in visitors questionnaire



The key event of the business programme of the annual exhibition is the conference **Topical Issues of Pharmacy**.

Sponsorship of the conference will attract additional attention of the conference participants – pharmacists, chief nurses, and will provide for the company a significant advantage in a competitive environment.

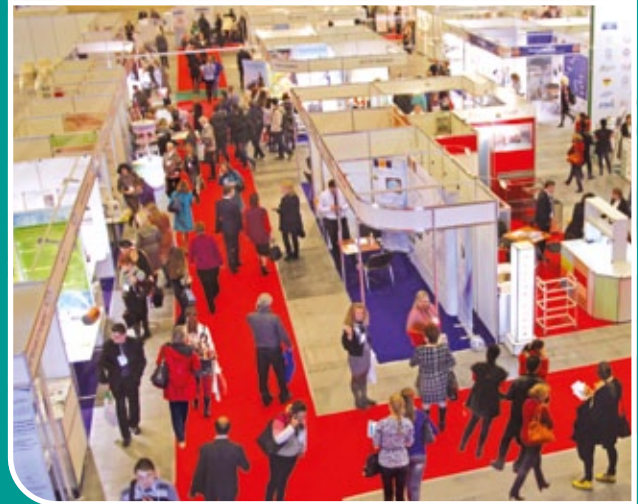




## Organiser matters!

**PRIMEXPO company**, part of the ITE Group, has been working on the exhibition and conference markets of Moscow, St. Petersburg and other Russian cities since 1996. Today the company's portfolio includes more than 20 annual exhibitions, and this list is constantly growing. High quality and prestige of the business events organised by PRIMEXPO are confirmed by many awards for successful activities of the company.

Established in 1991, the **ITE Group** is one of the leading organisers of international trade exhibitions and conferences. The company has 30 offices in 15 countries and holds over 230 exhibitions and conferences each year. ITE's portfolio includes many trade events that are well known to professionals in different fields. Russian market leader, ITE Group, with a share of more than 20% operates through its offices in 5 cities: Moscow, St. Petersburg, Krasnodar, Novosibirsk and Yekaterinburg.



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**pharmaexpo.ru**

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