

**29th INTERNATIONAL TRADE FAIR FOR PHARMACEUTICALS
PRODUCTS BUSINESS FORUM**

apteka

NOVEMBER 24-26, 2022

SKOLKOVO INNOVATION CENTRE,
AMALTHEA HALL

FACTS & FIGURES

APTEKA 2022

International trade fair for pharmaceuticals products

APTEKA is a key exhibition event in Russia, bringing together participants of the pharmaceutical industry – manufacturers and distributors of medicines and medical products, representatives of pharmacies and pharmacy networks, practitioners, developers of new pharmaceuticals, representatives of state bodies and health authorities.

Entering its 29th year, APTEKA confirms that it is a respected industry business platform for exchanging experiences, solving industry challenges together and is trusted by top decision-makers from Kaliningrad to Vladivostok.



**Olga
Maltseva**

Project Manager

«APTEKA 2022 – It has been our endeavour to make it as useful as possible for everyone involved in the industry. It is worth noting that in 2022 the development vector of APTEKA as the most effective platform for promotion of innovative medicines and technologies for health and longevity among pharmacy chains in Russia has clearly manifested itself».

29-й МЕЖДУНАРОДНЫЙ ФАРМАЦЕВТИЧЕСКИЙ
ФОРУМ-ВЫСТАВКА

аптека

24-26 НОЯБРЯ 2022

Международный центр «Сколково»,
Коллекторский зал

СКОЛКОВО
АМАЛЬТЕЯ HALL

WHY IS IT THE PREMIER EVENT FOR PHARMACIES



6 business and education sessions for the pharmacy business

- 1** The limits of 2022 Pharmacy Retail
- 2** Distance selling of prescription drugs. Is tomorrow already here?
- 3** Pharmaceutical manufacturing as a key trend for the development of a patient-centered approach to treatment
- 4** Prospects for increasing the share of domestic drugs sales
- 5** Small and medium pharmacy business: how to survive side by side with the major players in the market
- 6** Pharmacy marketing and branding - what are we aiming for and what should be left behind?

АПТЕКА 2022 Audience



2000 Sq m

total exhibition
area



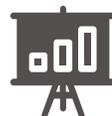
78

participants from
6 countries*



50%

First time
participants



12

business programme
tracks

(Business sessions, round
tables, panel discussions)

* Participating countries: Russia, Belarus,
Kazakhstan, Sri Lanka, Thailand, Croatia



What was new for 2022?

25% Increase in professional visitors relative to 2021

30% Increase in participating organisations relative to 2021



An extensive business programme with a rich mix of speakers



Innovative approach - manufacturing pharmacies with a personalised attention to patient care



What does the APTEKA mean for participants?



«today is absolutely crucial! With such exhibitions you exchange attitudes, opinions. But the government also looks at how the industry is properly regulated».

Airat Farrakhov

State Duma deputy of the Russian Federation



We chose the APTEKA trade fair because of our target audience and partners. This service will help them to successfully scale their business».

Sergey Nikishov

Head of marketing at Tinkoff dolgame



«It is very important that we have the opportunity to escape from the routine and spend time interacting with other market figures, see what others are doing and that gives us new insights, especially since APTEKA takes place in Skolkovo. Considering that the exhibition has existed for 29 years, I wish we could celebrate the event's 30th birthday!»

Alexander Kuzin

CEO of Pharmacy Chain 36.6



«The world of pharmacy production is a single solution for all the needs of a manufacturing pharmacy. Virtually everything we exhibit is classified as an innovative product in this market. The APTEKA trade fair is a specialty event. A good platform to bring what we do enthusiastically to the visitors».

Roman Vorotynskiy

Innovation Director «The World of Pharmacy Production» Ltd



«APTEKA is a great way to showcase ourselves, to show that we are capable of creating innovative products and competing with global brands, sharing contacts and knowledge among our partners and neighbours».

Vitaly Veshkurtsev

Head of Marketing at ROXY-KIDS



«APTEKA is a quality compact site, there are quite good leads, we have made a lot of quality contacts, good networking and we had plenty of time for all that. That is what I enjoy about this exhibition».

Mr. Sanjaya Jayaratne

Chairman of Navesta Pharmaceuticals

APTEKA 2022

Audience

 **3000**
Visitors

 **18**
Countries
of the world

 **73**
Russia's
regions

 **83%**
Professional
visitors

APTEKA 2022

 **63**
Business
programme
speakers

 **28**
PRESS
Media partners

 **67%**
Visitors have an
impact on
procurement
decisions

 **60%**
NEW
New
audience

Among visitors



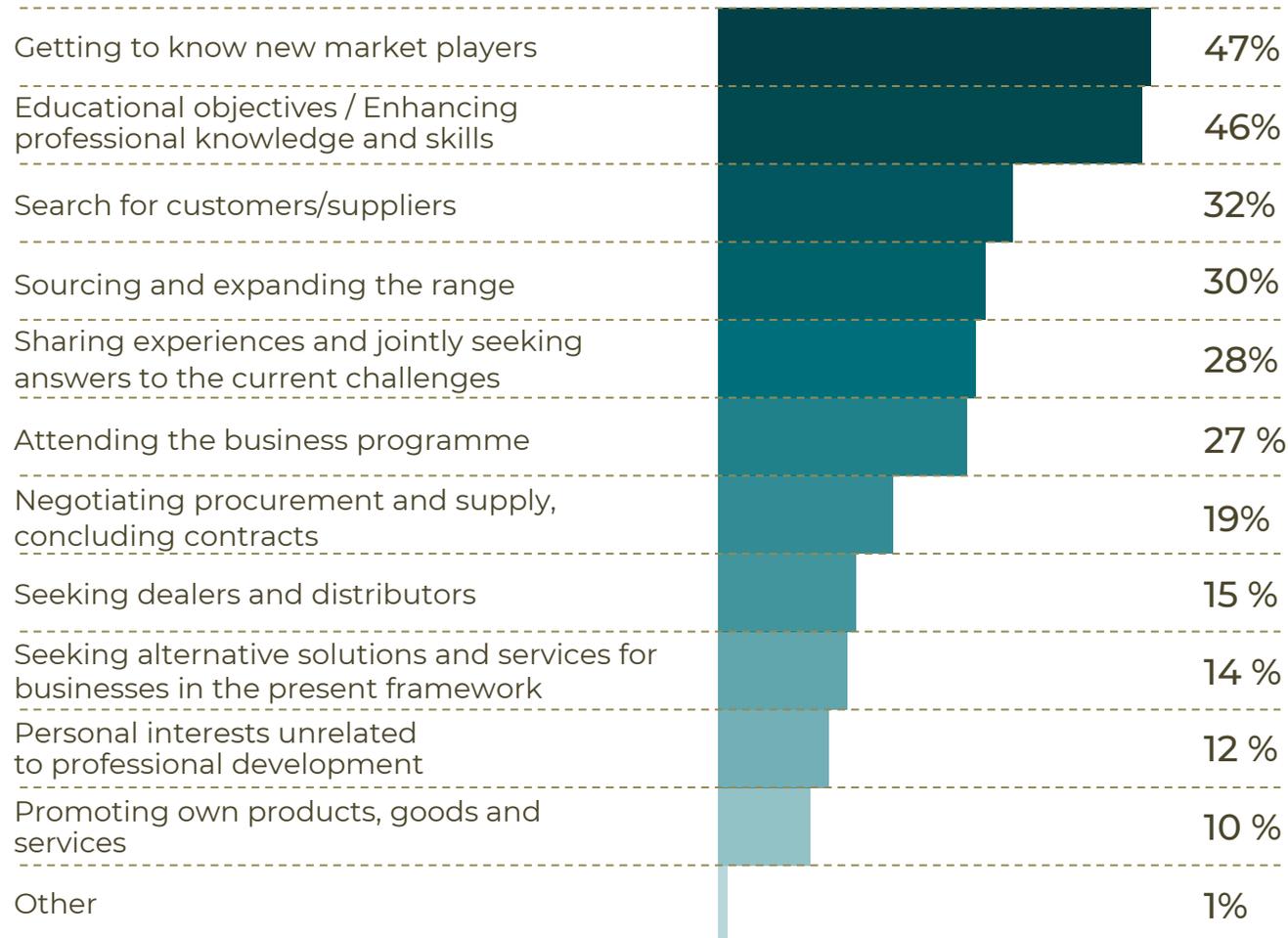
GEDEON RICHTER LTD.



АПТЕКА 2022

Audience

Objectives of the visit



APTEKA 2022 Audience

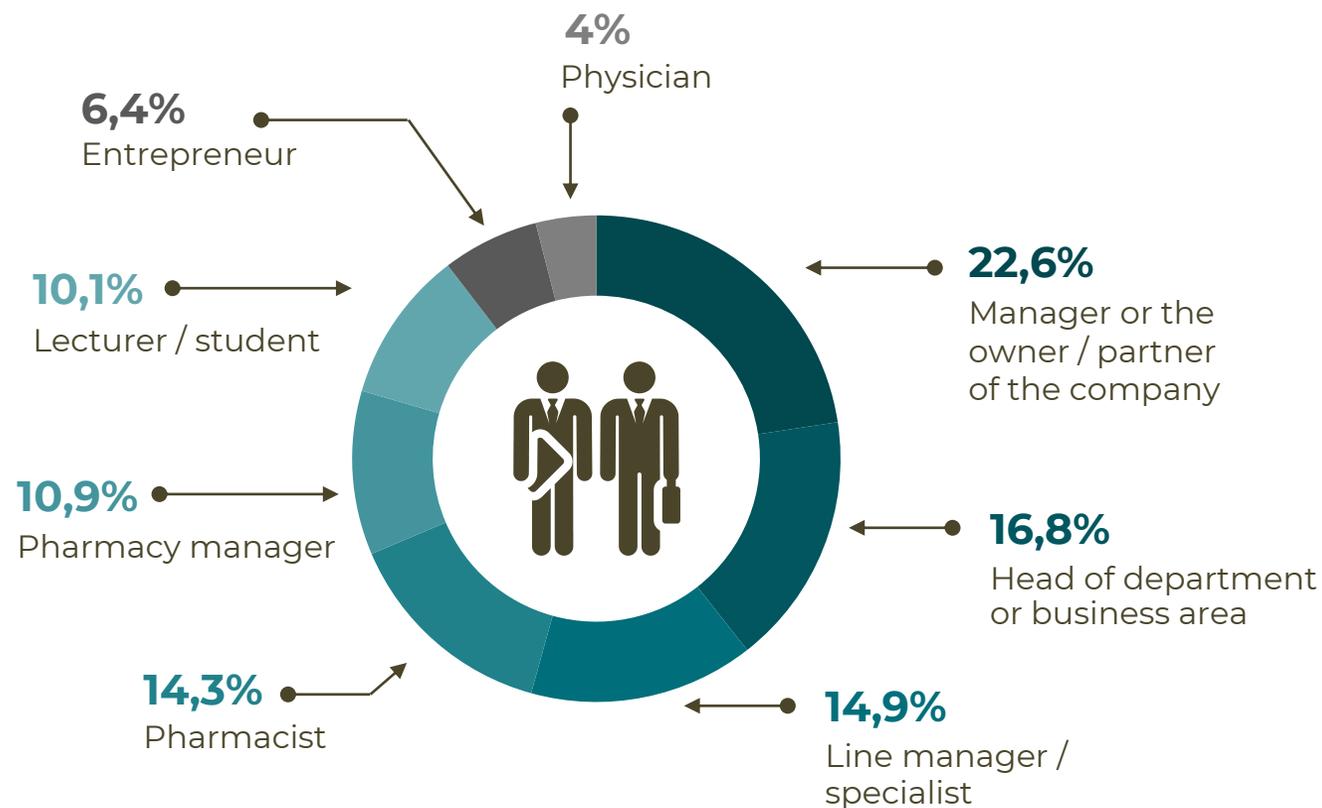
Professional visitors' areas of interest

Medicines / pharmaceuticals	74,6%
Cosmetology / hygiene	50,8%
Nutraceuticals / dietetics	34,4%
Orthopaedic products / therapeutic hosiery	26,5%
Innovative solutions for a healthy lifestyle	21,1%
Goods and nutrition for newborns	17,5%
Antiseptics	16,9%
Business automation / IT	16,4%
Traditional medicines of the world / Ayurveda	16,2%
Medical wear / scrubs	15,1%
Pharmacy equipment / furniture	11,6%
Lab equipment / diagnostic test systems	11,5%
Optics / eyeglass frames	10,7%
Financial services	7,3%
Other	7,3%

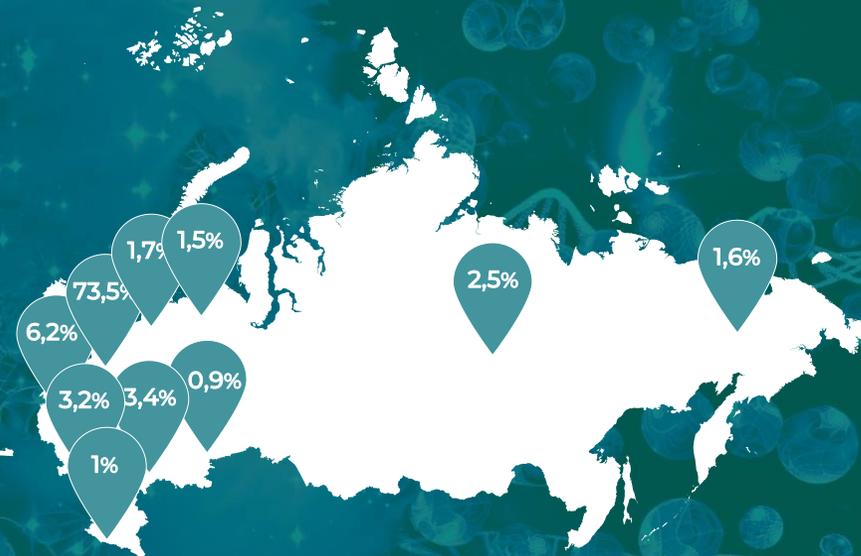


APTEKA 2022 Audience

Visitors by position



Geography of visitors by federal district



73,5%	Moscow and Moscow region	1,7%	Saint-Petersburg
6,2%	Central	1,6%	Far-Eastern
3,4%	Volga	1,5%	Northwestern
3,2%	Southern	1%	North Caucasian
2,5%	Siberian	0,9%	Ural

In addition 2.3% CIS countries, 2.2% non-CIS countries

АПТЕКА 2022 Online coverage



67 237

website visitor
traffic*



151 000

website
page views

ONLINE COVERAGE



54 302

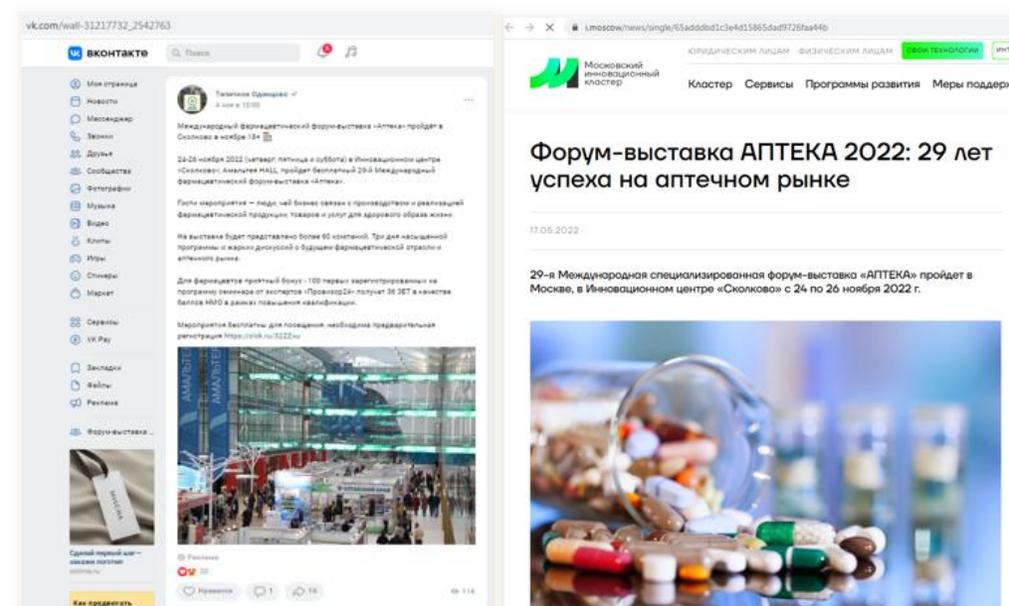
verified contacts
mailings in Russian
and English



120

Online press releases
Reach of approximately
12.8 million people,
including social networks
and groups

* According to Yandex.metrca for
the period 12.2021-12.2022



Additional services

1 Design and construction of individual stands

2 Partnership packages and statuses

3 Promotional support in industry-specific media

4 Digital marketing on the exhibition's resources

5 Matchmaking with a target client audiences

6 Catering and organisation of accompanying activities



Acknowledging our partners for their support in 2022!

SUPPORTED BY



Ассоциация
независимых аптек
саморегулируемая организация



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OFFICIAL MEDIA AND
ANALYTICAL PARTNER



STRATEGIC PARTNER



HOTEL PARTNER



MEDIA PARTNERS



[Link to the exhibition post-release >>>](#)

We look forward to seeing you at the 30th Anniversary Trade Fair for Pharmaceuticals Products АРТЕКА in 2023!

November 22-24, 2023
Skolkovo Innovation Centre,
Amalthea HALL, Moscow

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Application for
participation

www.aptekaexpo.ru

Organised by



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