

Post Show Report

2024



**29th Kazakhstan International Healthcare
Exhibition**

15-17 May 2024

«Atakent» IEC Almaty,
Kazakhstan

www.kihe.kz

Organizers:





29th Kazakhstan International Healthcare Exhibition

OFFICIAL SUPPORT AND PARTNERS



The Ministry of Healthcare of the Republic of Kazakhstan
Almaty Department of Public Health



Akimat of Almaty city



Association of international Pharmaceutical
Manufactures in Kazakhstan



The Eurasian Medical Association



«SK-Pharmaceuticals» LLP

СК-ФАРМАЦИЯ



Association for support and development of
pharmaceutical activities of the Republic of
Kazakhstan

EXHIBITION PARTNERS



UNIQUE
VISITORS

4 543

EXHIBITORS

329

EXHIBITING
COUNTRIES

19

EXHIBITION AREA

5165 m²

BUSINESS PROGRAM:

3 conference halls 29 business sessions

95 speakers from 6 countries

- 1 International Medical «MedInnovations Forum»
- 2 Conferences, round tables, forum
- 18 seminars, master classes from the participants of the exhibition
- 12 Interviews, Expert-Talks in a mobile TV studio of 1MedTV.KZ
- Live broadcasts on YouTube and Facebook

BUYER PROGRAMS:

- Delegations from the regions of Kazakhstan and Kyrgyzstan – 117 industry specialists
- Delegation of chief medical officers of Almaty



VISITORS

DISTRIBUTION OF VISITORS BY FIELD OF ACTIVITY

- Government structure, hospitals, clinics, polyclinics – **20%**
- Private medical and diagnostic centers, clinics – **17%**
- Medical equipment, devices, instruments – **16%**
- Pharmacy business / Pharmaceutical – **11%**
- Laboratory technologies / Equipment – **9%**
- Consumables for hospitals, clinics and laboratories – **4%**
- Hospital equipment, medical furniture – **3%**
- Dental equipment / Services – **2%**
- Medical tourism – **2%**
- IT technologies, software, solutions – **2%**
- Consulting, publications, media, education, professional development – **2%**
- Orthopedics and traumatology – **2%**
- Optics and ophthalmology – **1%**
- Emergency medical services, disaster medicine – **1%**
- Aesthetic medicine, plastic surgery – **1%**
- Health of mother and child – **1%**
- Other (logistics, design, marketing) – **6%**



VISITORS

LEVEL OF RESPONSIBILITY IN THE COMPANY



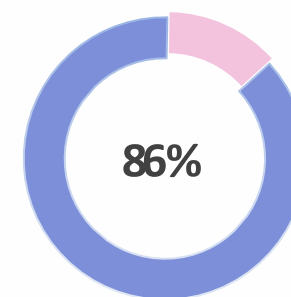
- 39% Manager / Specialist
- 33% Head of a company/ Owner
- 9% Individual entrepreneur
- 8% Representative of government institution
- 6% Head of department
- 5% Chief medical officer / Deputy of chief medical officer



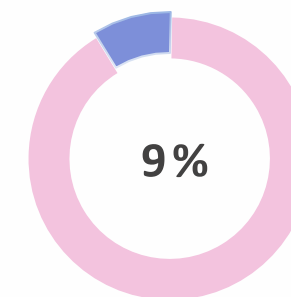
VISITORS

VISITORS' GEOGRAPHY - 36 COUNTRIES

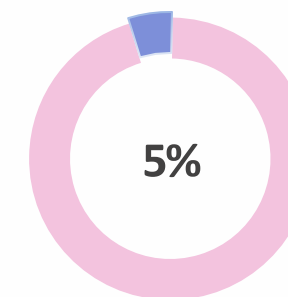
49% visitors came for the first time



KAZAKHSTAN



CIS COUNTRIES



INTERNATIONAL

Australia, Austria, Azerbaijan, Belarus, Great Britain, Germany, Georgia, Egypt, India, Indonesia, Iran, Spain, Italy, Kazakhstan, China, Kyrgyzstan, Latvia, Lithuania, Luxembourg, Maldives, Netherlands, UAE, Pakistan, Poland, Russia, Saudi Arabia, USA, Tajikistan, Turkey, Uzbekistan, Finland, France, Czech Republic, Switzerland, South Korea, Japan.



RATING OF SECTIONS THAT INTERESTED VISITORS:

- **38%** Laboratory Equipment / Consumables for Laboratory Diagnosis
- **37%** Functional Diagnostics / High-Resolution Diagnostic Imaging
- **25%** Innovative Medical Technologies
- **17%** Surgery
- **16%** General Hospital Equipment
- **16%** Disposable Items and Consumables
- **15%** Pharmaceutical
- **14%** Gynecology and Neonatology
- **13%** Intensive Therapy and Resuscitation
- **13%** Health and Beauty
- **13%** Publications and Services
- **12%** Endoscopy
- **11%** Orthopedics and Traumatology
- **11%** Optics and Ophthalmology
- **10%** Emergency Care and Disaster Medicine
- **9%** Blood Service
- **8%** Urology
- **8%** Dentistry
- **7%** Medical Tourism
- **6%** All sections



VISITORS

BUYER PROGRAMS

To attract specialists of the field medicine, buyers program is sixth year with a free transfer to the exhibition:

- **Delegation from Kyrgyzstan** – at the invitation of Iteca Company the delegation from Kyrgyzstan has arrived to the exhibition consisting **102 specialists** to conduct negotiations with potential partners from companies:

LLC "Alliance Medical", LLC "Arali Pharm", "Arma optic", "Asteria dental clinic", Hardware cosmetology Bishkek, "Bikard", "Biodent", City Clinical Hospital No. 1", LLC "Garant Aseptic", Diagnostic laboratory "Human", "Cardiocenter", KGMA named after I.K. Akhunbayeva, Kafmedcenter, Clinic "iDent", Clinic "International Medical University", Clinic "Neomed", KRD NCOMiD, Clinic "SN Beauty", Clinic "AVA", Medical Center "ASMED", Medical Center "Vedanta", Med Clinic, LLC "Miramed & Co.", NOOB, NCOMID, "National Hospital of the Ministry of Health of the Kyrgyz Republic", "National Hospital Department of Eye Microsurgery No. 2", Neurological Center "Cortex", LLC "Emergency+", "Osteoclinic", "Pediatric Service", LLC "Remak", Physiotherapy Clinic "Sanitas", Educational, therapeutic and Scientific Medical Center of KSMU, Emergency Medical Emergency Center, Family Medicine Center No. 3, CEM, Expresslab LLC, etc.

- **Delegation from the southern regions of Kazakhstan, Shymkent and Taraz:** consisting of 15 directors and specialists from organizations such as: Zhusanmed LLP, GKPPHV "Kentau Central City Hospital", GKP na PHV "Zhambyl regional ambulance station of the Health Department of the Akimat of Zhambyl region", GKPPHV "Zhambyl regional Multidisciplinary Hospital", "Rehabkaizen clinic".
- **Delegation of chief medical officers of Almaty**



VISITORS

VISITORS FEEDBACK

“

This is my second time visiting the exhibition; the first time was last year. I really liked the scope and number of manufacturers represented. We, as one of the largest distributors in Russia, are interested in the development of our product portfolio. Almaty is a platform of growth, Kazakhstan is our friendly country, where we can look at the exposition in a good mood, get acquainted with the products presented and get new contacts. We are confident that we will find partners here who will be useful to us in our work and we will be useful to them too.

LYUDMILA GUBINA
«MEDTECH» LLC (Russia)

”

“

This is my first time visiting an exhibition in Kazakhstan; before that I visited an exhibition in Russia. I am very impressed, this is the first time I have seen such a scale. I usually visited exhibitions dedicated to certain branches of medicine. And at KIHE, various products, including medicine, manufacturing, laboratory work, consumables and supplies, equipment and services are presented. One of the big advantages of this event is that I met a lot of friends from the industry. I also found companies that are useful and interesting for me to work with for the development of my production workshop.

OKSANA KAZANTSEVA
PRODUCTION TECHNOLOGIST OF «DOLCE» LLP (Kazakhstan)

”

“

This is my ninth time visiting the exhibition. This year's exhibition is much larger and more organized. There is a very large flow of visitors, interesting stands of participants and unique products presented at the exhibition. We found a lot of companies that are interesting for us to work with, with interesting equipment, and every year the equipment becomes more and more modern. We have not yet concluded a partnership agreement, as we are still searching, but I think that by the end of the exhibition we will definitely conclude long-term contracts.

AZIZ GAZIYEV
MANAGER OF «ASIAN», (Kazakhstan)

”

Visitors feedback of KIHE 2024



BUSINESS PROGRAM – new content

■ I International Medical «MedInnovations Forum» **NEW**

- 3 days
- 5 blocks
- 42 speakers
- Panel sessions, workshops, video broadcasts, presentations of innovations



■ TV studio of the First medical channel - 1MedTV.KZ **NEW**

- 3 days of shooting exclusive interviews, expert talks with top officials persons of the industry in the Kazakhstan



Business Program of KIHE 2024





EXHIBITORS

96%

consider participation in the KIHE exhibition important for business development

97%

will recommend participation to partners

95%

partially or completely achieved their goals at the exhibition

95%

are satisfied with the exhibition this year

84%

have confirmed or planning future participation in the exhibition



EXHIBITORS



Bangladesh
 Belarus (NSE)
 Great Britain
 Germany (NSE)
 Egypt
 India



Italy
 Kazakhstan
 China (NSE)
 Lithuania
 Poland
 Russia (NSE)



Singapore
 Turkey
 Uzbekistan
 Ukraine
 France
 Czech Republic (NSE)
 South Korea

**NSE - National Stand Exposition*

[Exhibitors List KIHE 2024](#)



EFFECTIVENESS OF PARTICIPATION

99%

visitors are recommended to visit KIHE by their colleagues and business partners



99%

consider the KIHE exhibition important for the company's activities and important for business development



98%

have confirmed or planning future visiting in the exhibition 2025



93%

came with the purpose of choosing a product/service for business and exploring the industry

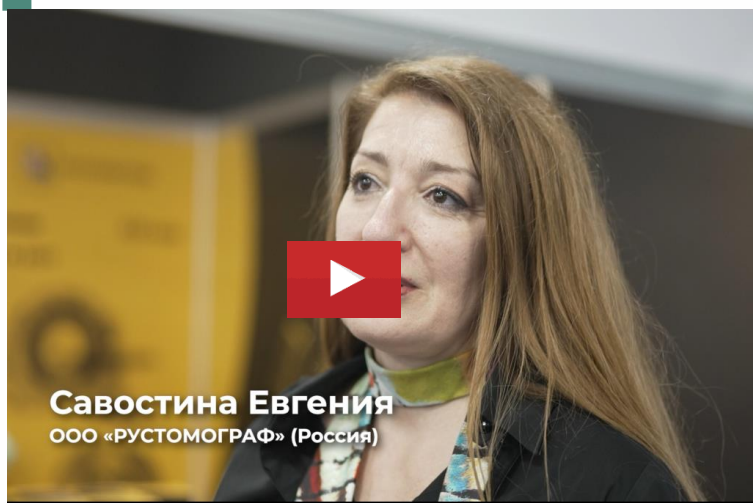


93%

make and influence decisions on the purchase of products/services

EXHIBITORS FEEDBACK

“



«We have been participating in the exhibition for the third year. We are delighted with the organization, as there is something to compare with».

”

“



«All the participants who came here as part of the national stand are very satisfied».

”

“



«This is a unique platform for us that allows us to present our equipment».

”

[More interviews of exhibitors](#)

