

PUBLIC HEALTH

PUBLIC HEALTH

29-31

March

2023

Kyiv, IEC, Brovarskiy prospect, 15,



LABEXPO



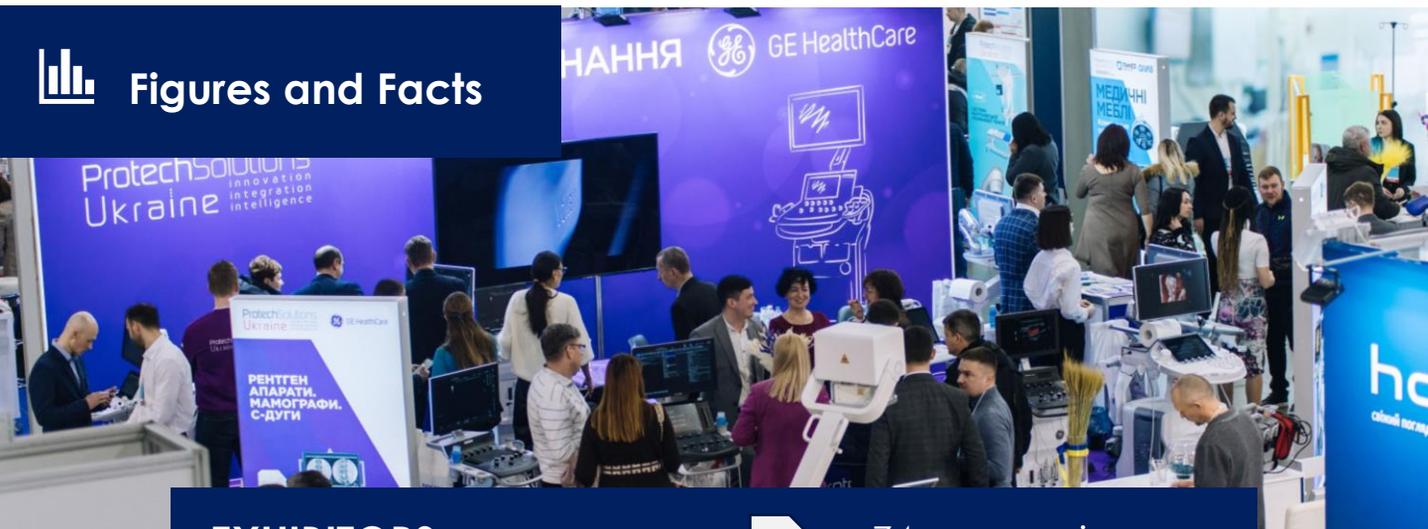
POST SHOW REPORT

Organiser: **PREMIER**

General partner: **ProtechSolutions**
Ukraine innovation
integration
intelligence



Figures and Facts



EXHIBITORS



74 companies

VISITORS



3 494 professionals

BUSINESS PROGRAM



22 events

The main healthcare event in Ukraine

Public Health is the largest medical platform for communication of business and healthcare professionals, government structures, and hospitals managers and owners.

Annually, at **Public Health** are showcased innovative technologies and equipment for diagnosis, treatment, and rehabilitation, as well as medical products and services from leading international and Ukrainian distributors and manufacturers.

Public Health brings together specialized exhibitions like LabExpo, IDF, and MTEC.Kyiv, complemented by the business program of the **Public Health Congress & Events**.

This year, the exhibition's participant composition and international presence have been influenced by the ongoing war, leading to a focus on war trauma rehabilitation, healthcare system restoration, and the infrastructural stage of healthcare reform.

Nonetheless, **Public Health** remains an integral hub within the healthcare industry, providing opportunities for discovering new horizons in medical practice and the medical business.

Participation gives you an opportunity to:

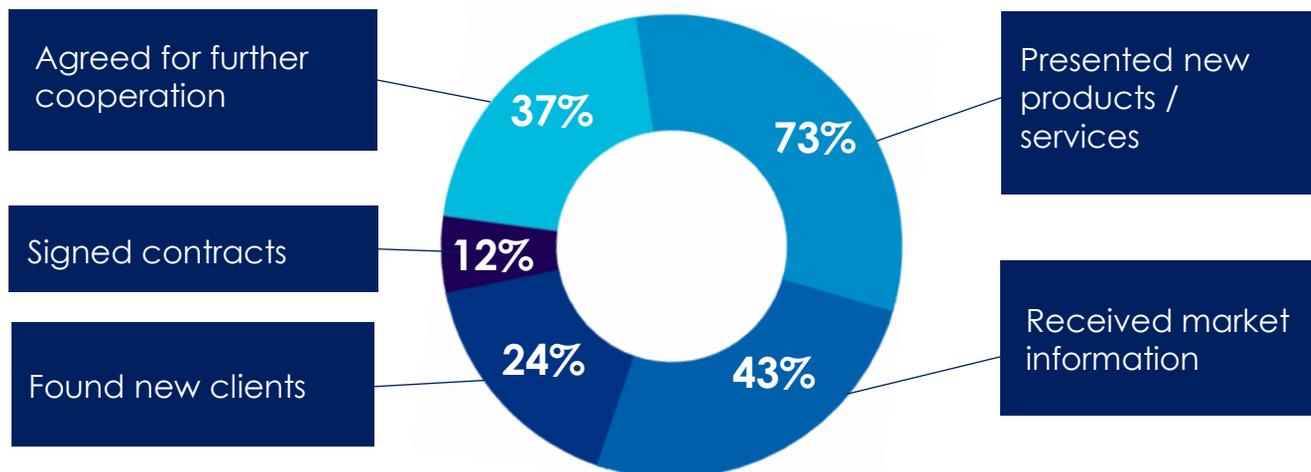
- ✓ Expand your business network and forge new partnerships
- ✓ Showcase your products and services to a wide audience
- ✓ Enhance brand visibility and strengthen market presence
- ✓ Explore collaboration opportunities and joint ventures

Exhibitors

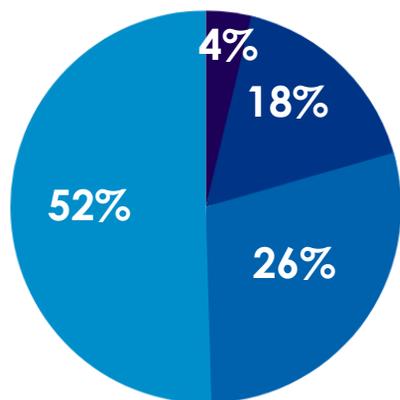
74 exhibitors



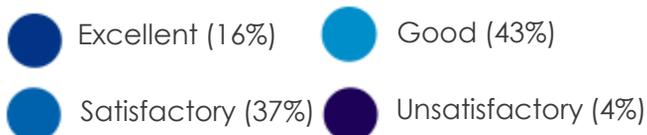
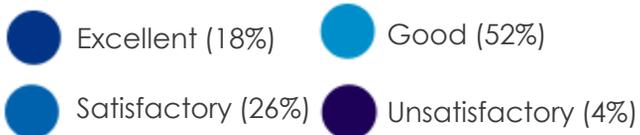
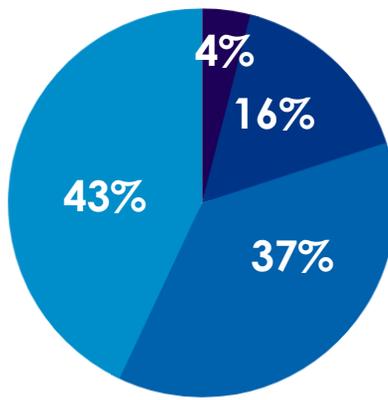
Participation results



Assessment of visitors' quality



Assessment of visitors' quantity



The visitor compactness per company increased by 111%



Visitors

3494 professional visitors



Visitor positions

- 29%** Doctor
- 21%** Medical TOP management (General medical director, Medical director, Chief physician)
- 17%** Manager, Director of the company
- 9%** Head of department
- 7%** Head nurse/nurse
- 6%** Sales specialist
- 3%** Laboratory assistant, Microbiologist
- 2%** Deputy chief physician
- 2%** Head of laboratory
- 1%** Healthcare government official
- 1%** Pharmacist
- 2%** Other

41%
of visitors are
decision-
makers

Geography of visitors

Top 5 cities: Kyiv | Cherkasy | Zhytomyr | Sumy | Chernihiv

Visitors from 24 regions of Ukraine, including those from liberated and occupied territories

- | | | |
|--------------------------|---------------------|-----------------------|
| ✓ Vinnytsia region | ✓ Kyiv region | ✓ Sumy region |
| ✓ Volyn region | ✓ Kirovohrad region | ✓ Ternopil region |
| ✓ Dnipropetrovsk region | ✓ Luhansk region | ✓ Kharkiv region |
| ✓ Donetsk region | ✓ Lviv region | ✓ Kherson region |
| ✓ Zhytomyr region | ✓ Mykolaiv region | ✓ Khmelnytskyi region |
| ✓ Zakarpattia region | ✓ Odesa region | ✓ Cherkasy region |
| ✓ Zaporizhzhia region | ✓ Poltava region | ✓ Chernivtsi region |
| ✓ Ivano-Frankivsk region | ✓ Rivne region | ✓ Chernihiv region |



Visitors

3 494 professional visitors



Visitors' Field of Activity



New Audience of Visitors

NEW

Charitable and investment funds

15

NEW

Local self-government bodies, heads of territorial communities

86

Visitors' specialization

9%	Rehabilitation	3%	Gynecology, reproductive medicine, neonatology
8%	General medical practice	3%	Dentistry
8%	Surgery	3%	Pharmaceutics
7%	Ultrasonic diagnosis	3%	Infectious diseases
7%	Laboratory diagnosis	2%	Functional diagnostics
7%	Radiology	2%	Sports medicine, physical therapy
6%	Emergency medicine	2%	Oncology
5%	Transplantology	1%	Otolaryngology
5%	Cardiology	1%	Ophthalmology
4%	Paramedic, nurse	1%	Urology
4%	Traumatology and orthopedics	1%	Neurosurgery
4%	Neurology	1%	Immunology
		3%	Other



Public Health: Congress & Events

2172
Visitors
of events



EVENTS



2172 healthcare professionals visited 22 specialized events alongside the Public Health

Official partner:



The business program of the **Public Health Congress & Events** is an integral part of Public Health and serves as a powerful tool for knowledge and innovation exchange in the healthcare industry.

The program is organized in collaboration with leading scientific, governmental, and non-governmental organizations, ensuring a high level of content and coverage of relevant issues in healthcare, management, functioning, reform, and after war restoration of medical system.

Current facts

- 22 events
- 2172 attendances
- 196 speakers
- 144 hours of lectures
- 24 partners of events
- CPD credits



Forum Restoration of the healthcare system at the community level

Forum topic:

State and non-state programs for the restoration of affected medical facilities. Exchange of experiences among hospital owners, their managers, and donor organizations.

The Forum was attended by 117 specialists, including hospital owners, mayors, heads of territorial communities, and their representatives, medical facility managers, government authorities, and international investment organizations.



Public Health Congress & Events

2172

Visitors of events

EVENTS

2172 medical specialists visit 22 events

Partners of Public Health Congress & Events:



PUBLIC HEALTH CONGRESS & EVENTS (29-31 March) included

- Multidisciplinary approach in ultrasound diagnostics
- Ukrainian Nursing School
- Organizational principles of forming a transplantation system in Ukraine
- Management of healthcare institutions: development guidelines
- Rehabilitation School 2023
- NEW** • Requirements and regulations for the circulation of medical products, including in vitro, for legal implementation
- Current issues in the Ukrainian blood system
- NEW** • Forum for the restoration of the healthcare system at the community level
- NEW** • Methodology for conducting urgent ultrasound diagnostics in medical practice
- Tactical Combat Casualty Care (TCCC) ASM training
- Digital Med
- Application of PCR in the diagnosis of infectious diseases
- Modern methods of laboratory diagnostics
- NEW** • Team management in rehabilitation
- NEW** • Encephalitis or brain tumor: clinical features, differential diagnosis
- NEW** • Medbudget" Procurement of medical institutions: drugs, medical devices, medical and laboratory equipment
- NEW** • Complex clinical cases in coloproctology, endoscopy, and gastroenterology
- NEW** • Medical volunteering
- Ultrasound-guided regional anesthesia navigation etc.



Figures and Facts

Connecting the Lab Business and Industry Experts

EXHIBITORS


11 companies, 46 brands

VISITORS


867 visitors

EVENTS

 5 events, 505 visitors,
23 hours of lectures

Alongside Public Health exhibition, the LabExpo International Exhibition was held, in which 11 leading manufacturers and suppliers of laboratory equipment, consumables and technological solutions for medical laboratories took part.

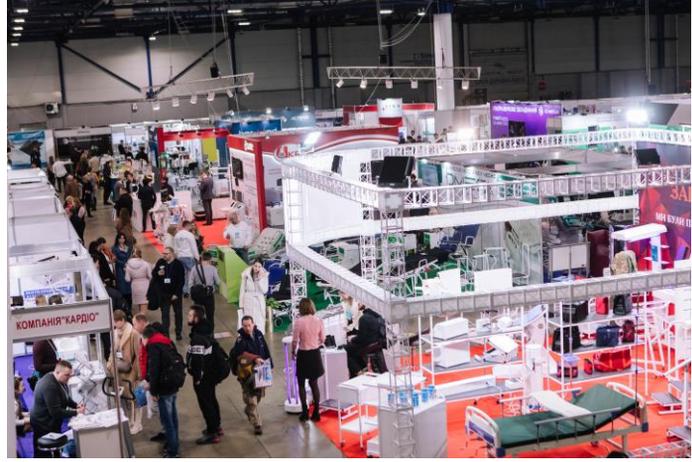
Laboratory specialists had the opportunity to get acquainted with new equipment and features of their practical application, to establish long term business relations improve skills, share experience with industry experts.

Exhibitors and trademarks:



Visitors' Profile:

- General managers of medical labs – 13%
- Deputies, heads of departments – 31%
- Laboratory specialists – 44%
- Researchers – 8%
- Laboratory assistants – 4%









PUBLIC HEALTH

PUBLIC HEALTH

4-6

ЖОВТНЯ

2023

Київ, МВЦ, Броварський пр-т, 15



International
Dental
Forum



LABEXPO

**Запрошуємо
до участі!**

Тел.: (044) 496-86-45 (вн.234, 274)

E-mail: ph@pe.com.ua

www.publichealth.com.ua

Організатор: **PREMIER**