



PUBLIC HEALTH

2-4

October

2024

Kyiv, IEC, Brovarskiy prospect, 15



LABEXPO



MTEC

Medical Travel Exhibition & Conference



International
Dental
Forum

POST SHOW REPORT

Organiser: **PREMIER**



Figures and Facts

EXHIBITORS



192 companies

VISITORS



6680 healthcare professionals

BUSINESS PROGRAM



54 events

The main healthcare event in Ukraine

Public Health — is a leading medical platform that brings together healthcare professionals, business, government authorities, managers and owners of medical institutions. Public Health showcases the latest technologies and equipment for diagnostics, treatment and rehabilitation, medical products and services from leading international and Ukrainian distributors and manufacturers.

Public Health unites specialized exhibitions such as LabExpo, IDF, and MTEC.Kyiv, accompanied by events within **the Public Health Congress & Events** business program.

Annually, **Public Health** creates a professional space for the development of the medical business, establishing new business contacts and facilitating the exchange of experience among medical professionals.

Public Health has assumed particular importance during the period of war, due to the significant increase in demand for advanced medical technologies. The exhibition became a pivotal point for communication between medical institutions, government authorities and businesses, facilitating the provision of effective assistance to both civilians and the military.

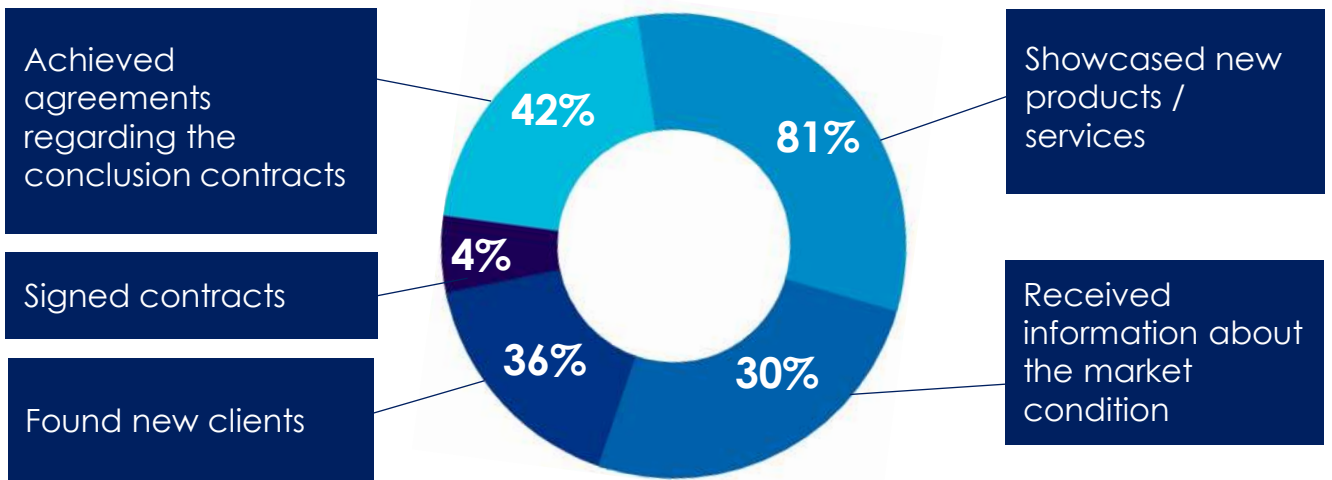
Participation offers the opportunity to:

- ✓ find new clients and partners among the largest medical audience
- ✓ showcase new products and services, conduct competitive analysis, and explore industry innovations
- ✓ establish contacts with clients and partners in person
- ✓ enhance the company's professional reputation

Exhibitors



Participation outcomes



Assessments of the quality of visitors:



Assessments of the quantity of visitors:





Visitors



Visitors' Occupation

- 29%** Doctor
- 17%** General Manager, Director
- 12%** Head of Department
- 10%** Sales Manager
- 9%** Chief Medical Officer, Medical director, Chief physician
- 7%** Head Nurse, nurse
- 6%** Deputy chief physician
- 3%** Laboratory assistant, Microbiologist
- 3%** Engineer / Technologist
- 1%** Healthcare government official
- 1%** Pharmacist
- 1%** Head of Laboratory
- 1%** Others

34%

of visitors are decision-makers in procurement

Geography of visitors

Top 5 cities: Kyiv | Chernihiv | Kharkiv | Zhytomyr | Dnipro

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

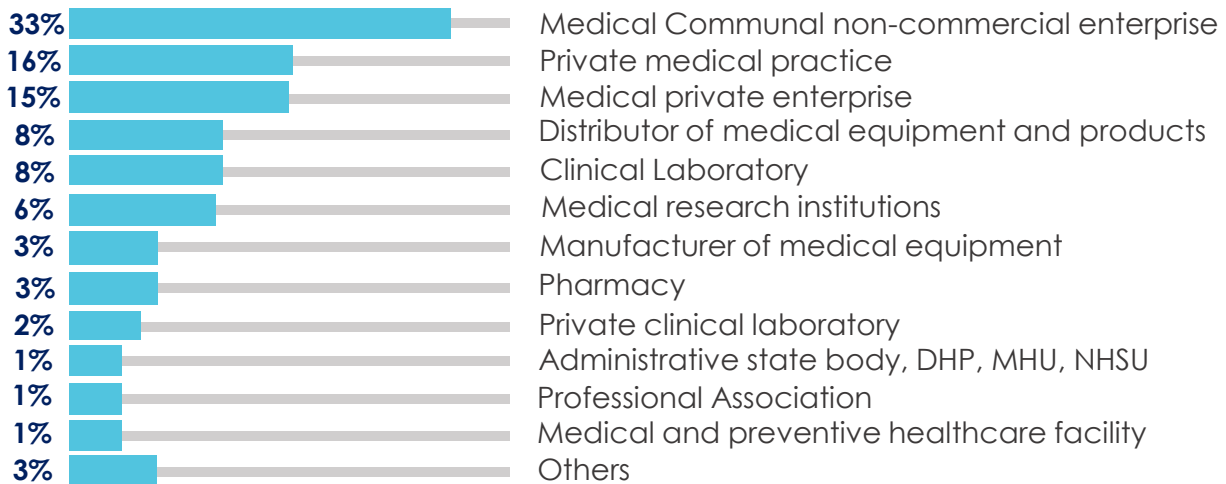
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|--------------------------|---------------------|-----------------------|
| ✓ Vinnytsia region | ✓ Kyiv region | ✓ Sumy region |
| ✓ Volyn region | ✓ Kirovohrad region | ✓ Ternopil region |
| ✓ Dnipropetrovsk region | ✓ Luhansk region | ✓ Kharkiv 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



Field of Activity



Visitor Profile





Public Health: Congress & Events



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.



Forum for harmonizing needs, opportunities, and plans of all parties in ensuring the health and preserving the lives of community residents in the context of war, decentralization, and healthcare reform, aimed to preserve and develop human capital.

The Forum was **attended by 158 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



Partners:



Program of events:

NEW

- Rethinking and Recovery of Ukraine's Healthcare Delivery Network: Focusing on Community Needs

NEW

- Go through my rehabilitation process
- The response of ultrasound diagnostics to the challenges of today
- Aspects of European integration in the transformation of the blood system in Ukraine

NEW

- Mental health and war, nowadays challenges
- Marathon of support programs for healthcare institutions.
- Ukrainian Nursing School

NEW

- Registration of medical products

NEW

- Contracting 2024-2025: practical cases of realized requirements

NEW

- How can a healthcare institution attract one million dollars directly for its own project through foreign donor support?

- Radiology – modern diagnostic possibilities in healthcare

NEW

- Modern challenges in first aid delivery

NEW

- Practical cases in the practice of mental health experts today
- The practice of ultrasound diagnostics in war trauma
- Bacterial infections of the nervous system: changes in the past few decades
- Reconstructive surgery for head and neck and modern rehabilitation

NEW

- Management of healthcare service quality and service enhancement in conditions of limited resources

NEW

- Doctor's brand VS Clinic's Brand etc.



The international exhibition LabExpo is held alongside the Public Health. It features leading manufacturers and suppliers of laboratory equipment, consumables and innovative solutions for medical laboratories.

This year, LabExpo showcased key trends in the development of laboratory equipment and materials, providing participants with the opportunity to integrate these solutions into their business processes.

The exhibition strengthened collaboration between suppliers and healthcare institutions, playing an important role in adaptation and recovery of Ukraine's healthcare system.

Exhibitors and Brands:



Visitor Profile:

- Head of laboratory – 20%
- Deputy manager, Head of department – 34%
- Laboratory assistant – 66%
- Technical support – 23%
- Researchers – 12%
- Laboratory managers – 12%



IDF



IDF is a key dental event in Ukraine, bringing together 38 leading manufacturers and importers, who showcased more than 200 brands of dental products, equipment and tools for specialists in the field of dentistry.

IDF Conference is the educational part of the exhibition. Congresses, conferences, seminars, training sessions, ongoing presentations in the IDF Space, and practical masterclasses at the participants' demo zones create a dynamic atmosphere for exchanging experience, advanced knowledge, and useful life hacks.

Among the participants:



41%

of visitors are decision-makers in procurement

The exhibition is held in partnership with :







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1-3

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LABEXPO



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To book a stand, please contact:

Alina Vakulenchyk - International Sales Manager

Tel.: +38 044 496 86 45 (in.241)

E-mail: a.vakulenchyk@pe.com.ua

publichealth.com.ua

Organiser: **PREMIER**