



**APTEKA 2010**  
**CONFERENCE-EXHIBITION-PRESENTATION**  
NEW CONCEPT • NEW VENUE

Dear Ladies and Gentlemen,

The organizers of Apteka International pharmaceutical trade fair - MSI Fairs & Exhibitions and ExpoEvents – would like to inform you about the project development plan in 2010.

Due to the changes in the Russian pharmaceutical market initiated by the global financial crisis, exhibition companies are therefore searching the most appropriate format to hold pharmaceutical events. After evaluating the marketing condition of the pharmaceutical industry and general intentions of the companies, we have come to a conclusion that the conference format as combined to a classic exposition could be at present moment the most effective.

We are therefore glad to present the renewed concept of Apteka 2010 project to be traditionally held in March 2010.

**NEW CONCEPT**

- 1) format: conference-exhibition-presentation, duration: 2-3 days
- 2) conference space exceeds 500 sq.m. for 250-300 people
- 3) exposition for companies intending to present their products and technologies
- 4) match making opportunities; conference zone can transform into match making platform if needed
- 5) presence of international pharmaceutical opinion leaders which ensures grounds for Russian and international analysis
- 6) vast presence of international companies provided by our Austrian partner - ExpoEvents GmbH
- 7) specialized governmental institutions representatives (Ministry of Health, Roszdravnadzor, etc.) participating

Preliminary conference topics:

- the role of governmental policy in the pharmaceutical industry
- cooperation between government, producers, distributors and pharmacies/chains
- strategic development of pharmaceutical industry in 2010

*The topics will gradually be enlarged. We look forward to receiving ideas on most vital market concerns.*

**NEW VENUE**

Apteka 2010 is to be held in Congress Center of World Trade Center, in one of its spacious and modern halls. The unique Congress Center of World Trade Center Moscow, a purpose-built world- class venue, is considered to be the most advanced, professionally equipped and complete convention site in Russia. WTC is located in the center of Moscow and is easy to reach by any means of transport.

**PARTICIPATION COSTS**

1 sq.m. equipped space – EUR 220

1 sq.m. space only – EUR 180

Registration fee – EUR 400

The price list for conference is being renewed at the moment, and will be available shortly.

The project is traditionally supported by:

Rosmedprom Association  
Association of Russian Pharmaceutical Producers  
Association of International Pharmaceutical Manufacturers  
Sojuzpharma Association  
Association of Russian Honored Doctors



The media support is provided by Pharmaceutical Reporter, Novaya Apteka, Pharmaceutical Business, Pharmaceutical Industry, Moscow Pharmacies, and other Russian and international specialized printed and Internet resources.

Apteka is a project with rich history and represents a platform for information exchange on pharmaceutical industry issues and its future prospects. The Organizers would like to express hope that Apteka will remain an important event valuable for every participant in relation to scientific and practical subjects.

**We will be glad to welcome you at Apteka 2010!**

**Dear Ladies and Gentlemen!**

Your opinion is very important for us.

Please, send the filled in questionnaire to our fax no. **+7 495 225 13 38**

Company name: \_\_\_\_\_

Contact person:  Mr.  Ms. \_\_\_\_\_

E-mail: \_\_\_\_\_ Web: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

- We would like to participate as exhibitors and to order \_\_\_\_\_ sq.m. equipped/unequipped (*underline the required*) exhibition space.
- We would like to hold business program within the show.
- We would like to register as trade visitors. Please, send us the invitation.