

# A Platform for the Russian Pharmaceutical Market

## Apteka Moscow Provides New Products and Contacts

**The 15<sup>th</sup> International Trade Fair for Pharmaceuticals and Related Products 'Apteka Moscow 2009' will be staged in the Russian capital from 17<sup>th</sup> to 20<sup>th</sup> March at IEC Crocus Expo.**

The fair, established in 1993, is the oldest and one of the most reputable Russian events organized by MSI Fairs & Exhibitions and Expoevents. It is highly regarded among specialists of the pharmaceutical field. The leading scientific centres, manufacturing companies, and professional associations are invited to participate in the exhibition. Regions which reached considerable success in the solution of the tasks set in the field of public health service by the government have the opportunity to show their achievements and to share their experience. The fair provides an extensive market overview: pharmaceuticals, food supplements, vitamins & natural products; homeopathy & phytotherapy; cosmetics, cosmeceuticals; healthcare products; sanitary & hygiene products; equipment for laboratories, pharmaceutical firms and doctors' practices; equipment for pharmacies; ingredients, substances, raw materials, formulations; IT & services for the pharmaceutical sector; processing & packaging; medical equipment;

diagnostic test systems, chemical reagents, diagnostic laboratory tests; infant food, products for children and babies; medical work clothes and shoes, medical knitwear, orthopaedic products. This year, within the trade fair there will be held the multi-branch international medical forum 'Health Industry' which allows the organizers and exhibitors to associate several events on one platform, to complete the exhibition with intensive business and science-practical program, as well as to get acquainted with the world's pharmaceutical and medical experience.

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### Supporters

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The exhibition assists in opening new possibilities for the cooperation within the chain: manufacturer – distributor – pharmacy – final customer, as to the expansion of the foreign product on the Russian market. Thus, the exhibition tends to become even more attractive for the professionals in all intra-branch sectors.

The trade fair is supported by the Ministry for Healthcare and Social Development of Russia, Ministry of Healthcare of the Moscow Region, Committee of State Duma for Healthcare, Russian Academy of

Sciences, Federal Agency of Health Care and Social Development, Federal Services on Supervision in the Sphere of Consumers Rights and Public Welfare Protection, Federal Services on Supervision in the Sphere of Healthcare and Social Development of the Russian Federation, Healthcare Department of the Moscow City, 'Rosmedprom' Association, Association of Russian Pharmaceutica Producers, Russian Association of Pharmaceutical Networks, Association of Pharmaceutical Organisations 'Soyuzpharm', Russian Association of Manufactures and Entrepreneurs, Pharmimex. The information sponsors of Apteka Moscow are: Medical Information Centre 'MedBusinessResource', 'Novaya Apteka' magazine and 'New Diet'. The exhibition is supported by 'Pharmvestnik', 'Pharmaceutical Industry', 'Medical Alphabet', 'Moscow Pharmacies', 'Aptekka' & 'Krestianin' (Rostov-Don), Novosibirsk Medical Newspaper, 'Cabines', 'Consilium Provisorum', 'Per-vostolnik', 'Pharmvedomosti' and many other pharmaceutical editions.

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### Last Year's Participants

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The Russian participant list of Apteka Moscow 2008 was formed by the major manufacturers and distributors of

pharmaceutical and medical products, medical furniture, and skin care products like 'Pharmimex', FGUP NPO 'Microgen', 'Megard-group', 'Tatchimpharm-preparaty', Manufacturing group 'Ira-prom', 'Inkopharm', 'Tandem-West', 'Peptek', 'Medtechmebel', 'Aibolit 2000', 'Rusmedcom', 'Temis', 'Astellaspharma', 'Rumexmedical', 'Novodez', 'Mosoblpharmatsia', 'Miraxpharma'. The portfolio of foreign countries was represented by such companies as LG Life Science (Korea), Biomark GmbH (Germany), Ulti Med Products (Germany), Business House (Macedonia), Sahul India Limited (India), Axso (Germany), Advanced Enzyme Technologies Ltd (India), Pharma Equipment (Germany), Turklab Medical Devices (Turkey) and many others. MSI Fairs & Exhibitions and Expoevents, the organizers of 'Apteka Moscow' trade fair remains one of the most important and popular Russian medical-pharmaceutical events presenting all variety of the modern elaborations in pharmaceutical field.

Apteka will be staged at Moscow's most modern international exhibition centre Crocus Expo.

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[www.msi-fairs.ru](http://www.msi-fairs.ru)  
[www.aptekamoscow.info](http://www.aptekamoscow.info)

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