



Public Health exhibition

Exhibition space: 4500 square meters

Amount of exhibitors : 221 company

Countries of participants: 14 countries (Ukraine, Belgium, the Netherlands, Belarus, India, Italy, Kazakhstan, China, Latvia, Lithuania, Poland, Russia, Turkey)

Visitors: 7478 registered visitors, 96 of them specialists of medical and contiguous industries.

Scientific events: 29 events

Ukrainian International Travel Market “UITM”

Exhibition space: 2168 square meters

Amount of exhibitors: 107 companies

Countries of participants: 19 countries (Ukraine, Albania, Argentina, Bulgaria, Hungary, Vietnam, Georgia, Dominican Republic, India, Israel, Italy, Lithuania, Maldives, Palestine, Poland, Slovakia, Thailand, Turkey, France)

Visitors: 10 334 registered visitors

Scientific events: 72 hours

Exhibitors' testimonials

Natalie Blanc,
Business Development Manager, Clinique Generale Beaulieu (Switzerland):
I am happy that we were visited by the people we had been waiting for – medical agents, representatives of medical centres and medical tourism operators. There were representatives of both the Ukrainian and CIS medical tourism markets.

Guray Soydan,
Medical Doctor, Office for International Patients at Hacettepe University Hospital (Turkey):
The Hacettepe University Hospital is financed from the budget of Turkey, that is why our main aim of exhibiting at MTEC.Kiev was not so much for commercial gain as for the promotion of the Turkish healthcare industry in Ukraine, including our University. Our visitors included both medical tourism professionals (around 50 useful contacts who are medics and agents) and potential patients.

Anita Birze,
Deputy Head of the Latvian Health Tourism Cluster (Jurmala, Latvia):
The exhibition was successful for Jurmala. There was a lot of interest from the local market - we gave out 14 boxes of promotional materials. Our stand was constantly approached by visitors from medical centres and from tourist agencies that would like to send their patients to us to become healthier and recover.
Health tourism is a developing industry in Latvia with a lot of opportunities. The resorts of the Baltic coast, including Jurmala, are known in post-Soviet countries for a long time. The Jurmala City Council has created a healthcare and medical tourism cluster based on more than fifty institutions - sanatoria, rehabilitation centres and clinics. We are focusing on the advantages of balneology resorts - therapeutic muds, mineral waters, healthy sea air and many other things. In addition to this, we have a centre for plastic and reconstructive surgery, wrist surgery and we also have good stomatological clinics and diagnostic centres.

Dorina Condrea,
Sales Manager, Terme di Sirmione (Verona, Italy):
I did not expect to meet so many potential partners for the company at the exhibition. There was always a queue of visitors at the stand of the company. We were visited by medics, medical tourism agents and tour operators, representatives of pharmaceutical and cosmetics companies and the representatives of the state sector. Buyers were also interested in our tourism and healthcare product, so we would like to thank the organisers for the effective Buyer's programme. I would like to note that it was in Kyiv that I found a business partner from China - entering the Chinese market has been an aim for my business for a long time. We are especially interested in Chinese pharmaceuticals.

Organisers:



Co-organiser:



Supported by:



For more information about the markets and exhibitions, please, contact:

Tel: + 38 044 541 09 79, + 38 067 692 66 82
E-mail: uamtooffice@gmail.com
www.mtec.com.ua

IV Medical Travel

Exhibition and Conference. MTEC.Kiev



4-6 October 2016

IEC, Kyiv, Ukraine
15, Brovarskiy Ave.

www.mtec.com.ua

**CONNECTING
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MTEC.KIEV

Medical Travel Exhibition and Conference is the main event of the industry of medical and health tourism in Ukraine!



Organisers: Premier Expo (Ukraine), ITE Group Plc. (Great Britain), GIMA (Germany).
Co-organizer: Ukrainian Association of Medical Tourism (Ukraine).
Supported by: Association of Physicians in Medical Tourism (Ukraine).
Certified Exhibition by UFI: The Global Association of the Exhibition Industry and hosts an annual audit of statistical data.

MTEC. KIEV – Medical Travel Exhibition and Conference is a unique format event of international level, which will be held together with exhibitions “Public Health” and “Ukraine International Travel Market” (UITM)

Advantages of this format:

Powerful contact database – 71 024 addresses of professionals in all areas of health and tourism sectors
Unique business atmosphere: during the 3-days` event only will brought together experts of health protection and tourism industry

B2B VIP HOSTED BUYERS PROGRAM

Medical Tourism

- In Ukraine over 200 000 patients annually travel abroad for treatment. 15–20% annual growth of outbound medical tourism.
- Most popular outbound medical tourism destinations among Ukrainians are Germany, Israel, Great Britain, Turkey, USA, India and Switzerland.



Exhibitors' Profile:

- International medical travel operators and assisting companies
- Medical travel suppliers: international general and specialized governmental hospitals, private clinics and medical centers, sanatoriums and thermal resorts in Ukraine and abroad
- SPA- and wellness- tourism institutions, mineral spring waters and medical SPA
- MD`s trainings and professional skills improvement institutions
- Medical insurance companies
- Travel agencies, business segment connected to medical tourism
- International airlines

Visitors' Profile:

- Governmental ministries' representatives
- Healthcare providers: private and governmental hospitals' representatives
- Medical doctors and experts
- Representatives of professional niche organizations and associations
- Travel companies' representatives who cover medical travel segment
- SPA and wellness industry professionals
- Insurance industry professionals
- Medical travel operators and agents
- VIP-guests, general buyers and consumers
- Delegates of VIP hosted buyers program

Cost of participation: €

Registration and Administration Fee (compulsory): 440 €
Indoor Space Only: 1m² – 180 €
Equipped Space: 1m² – 220 €
VIP Hosted Buyers Program – 700 €

1 open side	0%	3 open sides	10%
2 open sides	5%	4 open sides	15%

VIP Hosted Buyers Program

The VIP Hosted Buyers Program is a special business to business program to organise meetings between exhibitors and professionals. It will help to attract more than 75 delegates and operators of medical tourism from more than 15 Russian-speaking countries.

All exhibitors will receive a guaranteed list of VIP Hosted Buyer Program delegates a few months before the show.

After working with a list and selection of the most interesting people to collaborate with we will send to exponents the schedule of meetings planned with the selected delegates. Delegates of VIP Hosted Buyer Program are operators of medical tourism, travel agencies with the profile of medical tourism, public-practitioner specialists who are interested in sending patients abroad.



Public Health

In parallel with the exhibition of MTEC.Kiev the anniversary 25th International medical exhibition Public health will take place



Co-organizer: Ministry of Health of Ukraine, Committee of the Verkhovna Rada on Health Protection Issues

Exhibition “Public health” is the first in Ukraine and fourth in Europe event of international level and an actual member of UFI (World Association of Exhibition Industry). Annually “Public Health” collects more than 350 leading producers and distributors of equipment, services, medications, wares of the medical purposes from Ukraine and other countries.

For more than twenty years the exhibition has helped to extend the market and fix partner connections to the companies from Austria, Belarus, Germany, Greece, India, Spain, Italy, China, Korea, Lithuania, Latvia, Poland, Turkey, Czech Republic.