



BIHE 2014

20th Azerbaijan International Healthcare Exhibition

25-27 September 2014

Azerbaijan, Baku

Baku Expo Center

The largest in the Caucasus region Healthcare Exhibition BIHE - this is a unique an opportunity to demonstrate the entire spectrum of products and services, as well as last achievements in the medical industry to meet industry professionals, manufacturers and distributors of medical equipment and medicines.

Facts and figures BIHE:

- Date of establishment: 1995
- Frequency: Annually
- Exhibition BIHE has quality mark UFI
- **120 companies from 17 countries** - Azerbaijan, Germany, Russia, Ukraine, Czech Republic, Turkey, China, etc.

Structure of exhibitors:

60% - foreign companies

40% - local companies

Economics and healthcare sector of Azerbaijan:

- Over the last five years there were built and renovated more than 400 healthcare institutions in Azerbaijan. Azerbaijan regularly update technical equipment that meets with international standards
- During the same period country was implemented 9 public healthcare programs and spent about \$ 255 million
- In 2011, the budget's expenditures in healthcare amounted \$ 684 million
- It was planned to increase this amount to \$ 760 million in 2013.

Population is 9 million people, and has tends to increase, the average age is 30 years. Azerbaijan is an attractive destination for investing into healthcare.

Prosperous economy and growing healthcare system provide excellent opportunities for the development of the pharmaceutical industry, healthcare providers, equipment manufacturers, as well as medical tourism market - both inbound and outbound. Currently, most people in the country undertake travel to neighboring countries such as Iran and Turkey.

For example, in 2012, 4106 Azerbaijani citizens have received medical treatment in Turkey, and in the same year, about 1,600 Azerbaijanis carried trip to Iran for daily medical procedures. On the other hand, the latest medical institutions, for example, specializing in the treatment of cancer, ophthalmologic and cardiovascular diseases, allow Azerbaijan to introduce itself as a promising medical tourism market player.

An extensive exhibition of foreign medical centers in Baku will allow visitors to evaluate and compare the diversity of the health services offered abroad. Participation in the exhibition in Baku is a perfect opportunity to demonstrate full range of your company's services, and to understand the needs of the local market.

Target Audience:

- | | |
|--|---|
| • Chief doctors | • Insurance Companies |
| • Doctors | • Tour operators and agencies |
| • Managers of health centers, hospitals, clinics | • Companies with medical tourism destination |
| • Experts in the field of medical tourism | • Representatives of ministries and governmental institutions |
| • Healthcare providers | • VIP-guests |
| • Representatives of relevant organizations | • Press representatives |
| • Wellness-industry experts | • Diplomatic Corps |

Official web-site of the event: <http://www.bihe.az/2013/>

Ukrainian Association of Medical Tourism provides favorable conditions for UAMT's members that will optimize your resources.

Waiting for your applications: office@uamt.org.ua

Please, call: **+38 050 330 10 08**