

**30<sup>th</sup> INTERNATIONAL TRADE FAIR FOR  
PHARMACEUTICALS AND RELATED PRODUCTS**

**apteka**

**NOVEMBER 22-24, 2023**

SKOLKOVO INNOVATION CENTRE,  
AMALTHEA HALL

**FACTS & FIGURES**



# APTEKA\* 2023

The international pharmaceutical forum-exhibition APTEKA is a priority exhibition event in Russia, bringing together participants in the pharmaceutical industry - manufacturers and distributors of medicines and medical supplies, representatives of pharmacies and pharmacy chains, medical practitioners, developers of new drugs, representatives of government agencies and health authorities.

APTEKA forum and exhibition provides an opportunity to receive maximum useful information about all important events in the pharmaceutical industry, find new suppliers, place orders for the upcoming season, and acquire additional contacts for further mutually beneficial cooperation.

“Throughout the 30 years of development of the project, the forum-exhibition confirms that APTEKA is an authoritative industry business platform aimed at sharing experience and solving problems facing the industry. The exhibition is trusted by top officials of companies representing the market from Kaliningrad to Vladivostok.”



**Alexander Ralyuk**  
Project Head Manager

# WHY IS THIS THE MAIN EVENT FOR PHARMACIES



## 7 business and educational sessions for the pharmacy business

- 1** The future of private and public pharmacy chains: development of the national healthcare system
- 2** Russian pharmaceutical industry: time to collect stones
- 3** Pharmacy offline and online. Pharmaceutical e-comm
- 4** New transformation of pharmacies and pharmacy chains: franchise, competence centers or autonomously independent business?
- 5** Digitalization of the pharmacy business: trends and new solutions
- 6** Dietary supplement empire. Market development under the heading "labeling"
- 7** Marketing promotion for dietary supplements and more. What works best?



# APTEKA 2023

## Audience



**2200 sq.m.**

total  
exhibition area



**93**

participants from  
7 countries\*



**50%**

exhibitors took part in  
the exhibition for the  
first time



**15**

business program tracks  
(business sessions, round  
tables, panel discussions)

\*Participating countries: Russia, India, Japan, Germany, Italy, Spain, Turkey



# New in 2023

**3000+** professional visitors

**20%** increase in participating companies compared to 2022

**7** participating countries: Russia, India, Japan, Germany, Italy, Spain, Turkey

**2** collective expositions of Russian regions (Altai Territory and Tomsk Region)



eventful business program with a “golden” line-up of speakers





# What does APTEKA mean to participants?



"The format of the event, its history is something big, because for 30 years the forum-exhibition APTEKA has been representing the pharmacy sector. This is an honorable mission to unite all market players, and the issues that are raised here further resonate."

**Alexander Oparin**  
**Executive Director of the Russian Association of Pharmacy Chains (RAAS)**

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«At the exhibition we present equipment for creating aseptic conditions for organizing clean areas, in-pharmacy production, medical institutions and clinical laboratories. We consider it important to participate in such specialized events and see real returns from this."

**Alexander Usatov**  
**Director of the Scientific and Educational Center "AVTech"**

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"APTEKA is the most significant exhibition in the field of pharmacies. I'm glad that this exhibition is attended not only by manufacturers, but also by representatives of offline networks, whom we don't see very often."

**Olga Lazareva**  
**Head of the Pharmacy group at OZON**



"Our enterprises at the collective stand of the Altai Territory are very pleased with the organization of the event, the new contacts that they receive here, and what is especially important is that these contacts receive long-term development."

**Irina Popova**  
**Deputy Head of the Altai Territory Department for Food, Processing, Pharmaceutical Industry and Biotechnology**

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"We have been participating in the APTEKA exhibition since 2003, because it is the central platform for pharmacy retail. We always find new clients here, both among visitors and other exhibitors."

**Pavel Smirnov**  
**Head of Marketing Department, Scan Biotech Research and Production Company**

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"The Russian market is a very important market for us and with the help of APTEKA we intend to find partners and exclusive representatives here."

**Mr. Selman Alimoglu**  
**Chairman of the Board of Directors of Ocean (ORZAKS İLAÇ KİMYA SANAYİ TİCARET A.Ş.)**

# АПТЕКА 2023

## Audience



**3000+**

Visitors



**33**

Countries  
of the  
world



**72**

Russia regions



**81%**

Professional visitors

## АПТЕКА 2023



**43**

Business  
program  
speaker

**PRESS**

**12**

Information  
partners



**68%**

Visitor shave an  
impact on  
purchasing decisions

**NEW**

**66%**

New  
audience



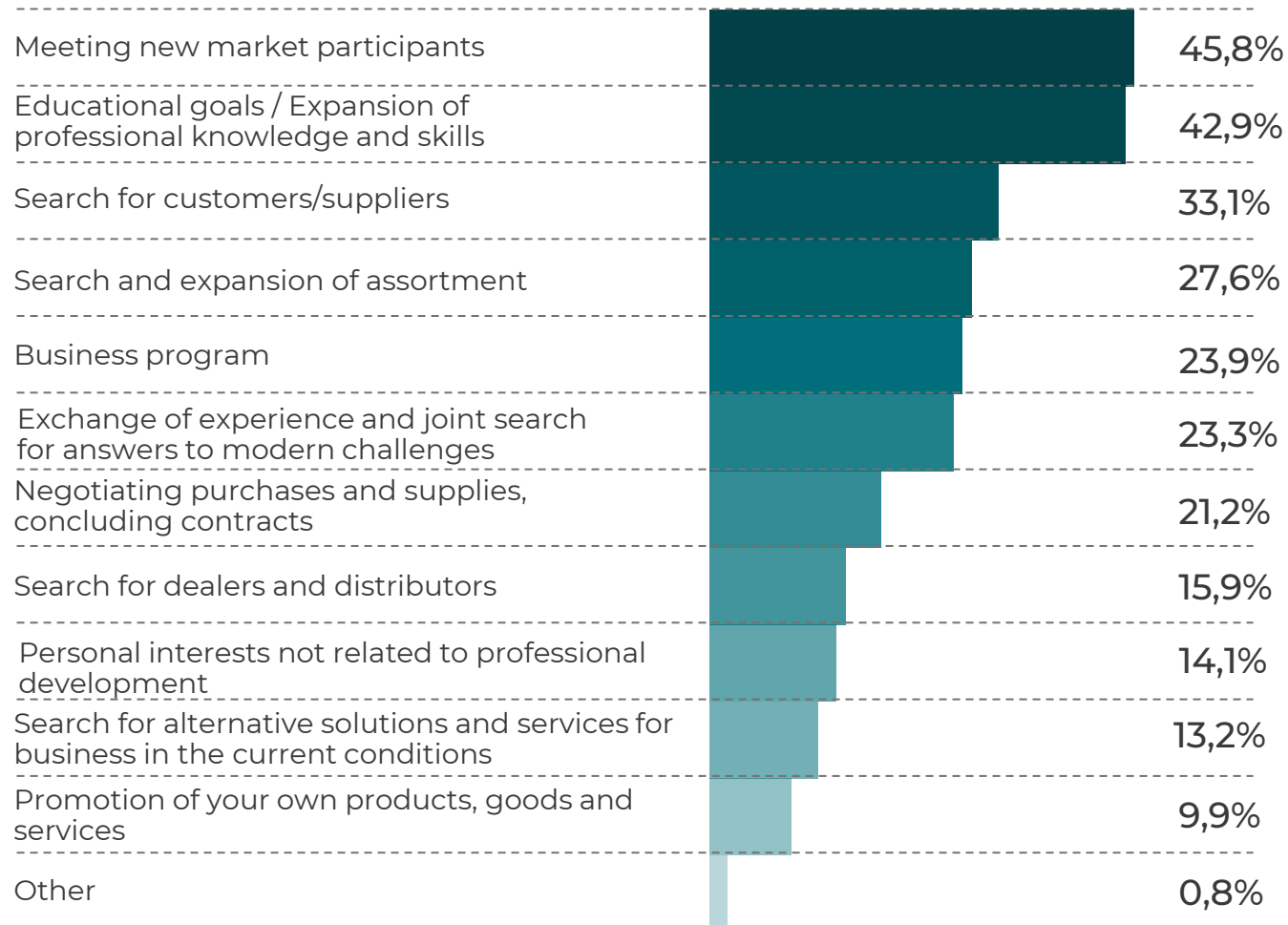
# Among our visitors





# APTEKA 2023 Audience

## Purposes of visiting the exhibition





# APTEKA 2023

## Audience

### Areas of interest for professional visitors

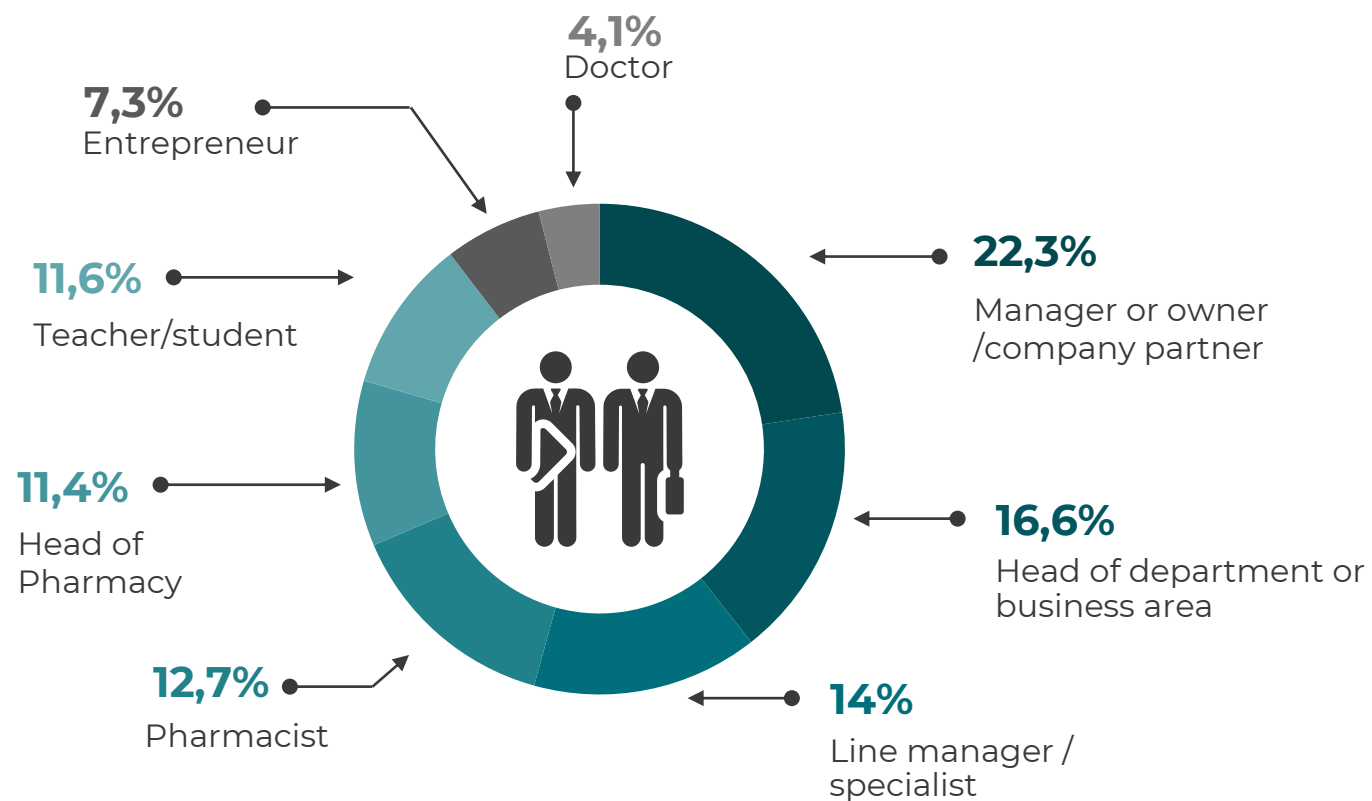
Medicine	70,8%
Cosmetology / hygiene	49,6%
Nutriceuticals / dietetics	32,8%
Orthopedic products / medical knitwear	23,1%
Innovative solutions for healthy lifestyle	18,8%
Traditional medicine of the world / Ayurveda	16,6%
Business automation / information technology	15,8%
Antiseptics / disinfectants	15,8%
Products and food for newborns	13,9%
Medical clothing	13,4%
Laboratory equipment / diagnostic test systems	11,3%
Equipment / furniture for pharmacies	10,5%
Optics / glass frames	9,3%
Financial services	7,1%
Other	3,7%



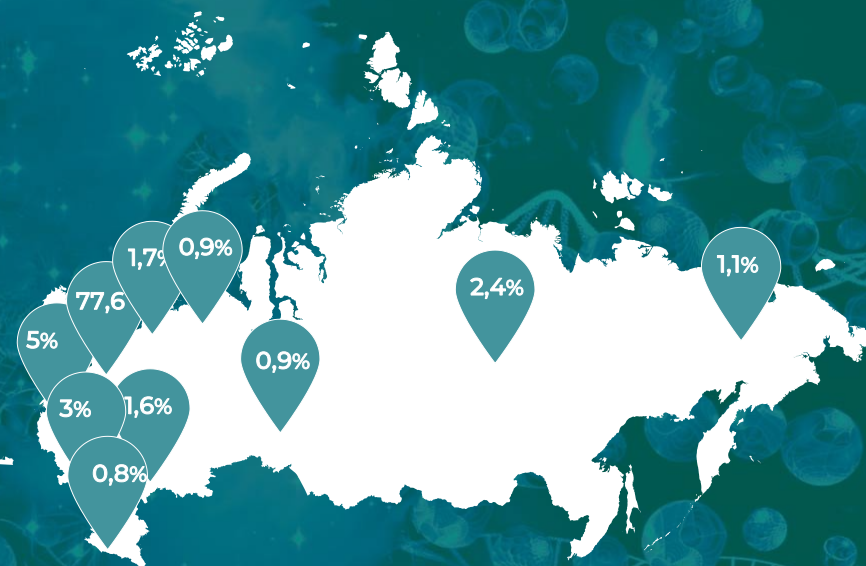


# APTEKA 2023 Audience

## Visitors by job position



## Geography of visitors by federal districts



77,6%	Moscow and Moscow region	1,6%	South
5%	Central	1,1%	Far Eastern
3%	Privolzhsky	0,9%	Northwestern
2,4%	Siberian	0,9%	Ural
1,7%	Saint Petersburg	0,8%	North Caucasian

In addition, 2.1% CIS countries, 2.8% non-CIS countries

# APTEKA 2023 Online coverage



**162 400**  
website visitor traffic  
\*



**268 200**  
website page views

## COVERAGE ONLINE



**34 126**  
confirmed  
contacts  
newsletters in Russian  
and English



**80+**  
online press  
publications  
coverage of about  
6.8 million people,  
including social  
networks and groups

\*According to Yandex.Metrica data for the period 12.2022-12.2023

Фармацевтический ВЕСТНИК

Поиск

Лента новостей Газета Документы Фармкружок Календарь

Главная События 30-й Международный фармацевтический форум-выставка «АПТЕКА»

### 30-й Международный фармацевтический форум-выставка «АПТЕКА»

22.11.2023 - 24.11.2023

Место Россия, Москва, Инновационный центр «Сколково», Большой бульвар, 40, Амальтея HALL

С 22 по 24 ноября 2023 года в Инновационном центре «Сколково», Амальтея HALL, состоится 30-й юбилейный Международный фармацевтический форум-выставка «АПТЕКА».

АПТЕКА – ключевое ежегодное событие российского аптечного рынка, объединяющее производителей, дистрибьюторов лекарственных средств, товаров медицинского назначения, косметических товаров и продукции для здоровья и аптечные организации, аптечные сети, частные и государственные медицинские учреждения.

Статистика (ключевые цифры) и участники

На площадке «АПТЕКА» будут работать более 3 000 провизоров и фармацевтов, заведующих аптеками, управляющих аптечными сетями, генеральных директоров и собственников аптечного бизнеса, представителей частных и государственных медицинских учреждений, которые приедут на выставку в поисках новых поставщиков.

В прошлом году современные препараты и технологии для здоровья и долголетия представили 78 компаний из России, Белоруссии, Шри-Ланки, Таиланда, Казахстана и Хорватии.

Свое участие в 2023 году уже подтвердили: Cosmewax (Испания), Orzax (Турция), Biorepair (Италия), Nahrin (Швейцария), Brawn Laboratories (Индия), Глобал Дент, МЕДПЛАНТ, БИОТЕКФАРМ, СКАН БИОТЕК, Зеленая Дубрава, АВТех, РОСБИО, Эндокринные технологии, 1С-РАРУС, М.К.Асептика, коллективные стенды предприятий

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ФАРМБАЛЛЫ

НОВОСТИ КОНКУРСЫ ПОМОЩЬ ФАРМАЦЕВТУ МНЕНИЕ ЭКСПЕРТА ФАРМЛАЙФ

Новости розницы Регуляторика Фармпроизводство Фармацевтика и наука Медицинские стартапы

Новости фармрынка / Новости розницы / Итоги международной форум-выставки АПТЕКА: что было интересного для фармацевтов?

30.11.2023 12:18

Итоги международной форум-выставки АПТЕКА: что было интересного для фармацевтов?

28.11.2023

Компания Daiichi Sankyo станет поставщиком 1,4 млн доз вакцин в Японию

12



# Additional services

**1** **Design and construction**  
individual stands

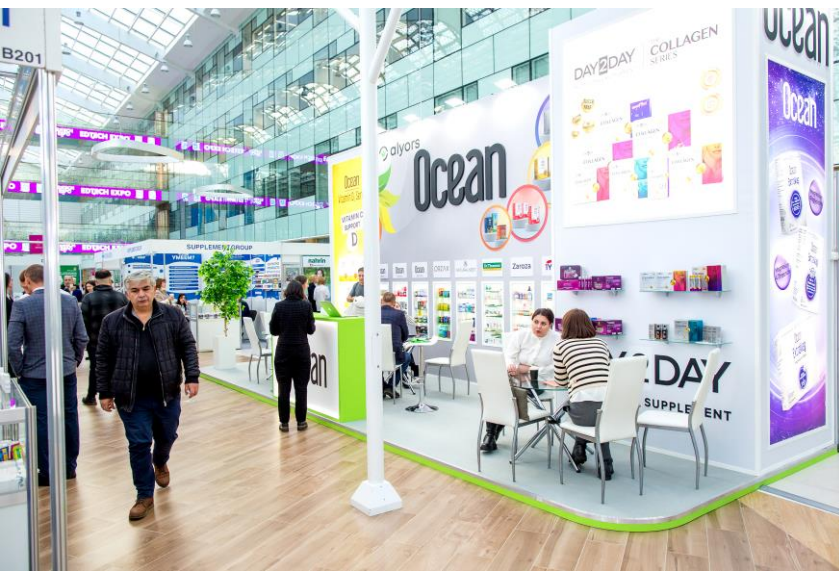
**2** **Partner packages**  
and status

**3** **Advertising support**  
in industry media

**4** **Digital marketing**  
on the exhibition resources

**5** **Matchmaking** with the client's  
target audience

**6** **Catering and organization services**  
of accompanying events



# Special thanks to our partners in 2023

WITH SUPPORT



РОССИЙСКАЯ АССОЦИАЦИЯ АПТЕЧНЫХ СЕТЕЙ



Ассоциация  
независимых аптек

саморегулируемая организация



ORGANIZERS OF COLLECTIVE  
EXPOSITIONS



ПРАВИТЕЛЬСТВО  
АЛТАЙСКОГО КРАЯ



ТОМСКАЯ ОБЛАСТЬ

GENERAL INFORMATION  
PARTNER

*Фармацевтический*  
**ВЕСТНИК**

INFORMATION PARTNERS



**АПТЕКАРЬ**



[Link to post-release of the exhibition >>>](#)



# See you at the 31st International Pharmaceutical Forum and Exhibition APTEKA in 2024!

**October 22-24, 2024**  
**Expocentre**

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Request to participate



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Organizer

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