

PUBLIC HEALTH

25
years



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IEC, Kyiv, Ukraine

Organisers



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The most recognized and authoritative medical event on the Ukrainian market

Ukrainian Healthcare Market Highlights

- The S&P and IMF forecast Ukrainian GDP to **grow by 2%** in 2016, **3.5%** in 2017 and **4%** in 2018.
- Total state budget allocated to healthcare in 2015: **€ 3.3 bn**.
- Total number of hospitals: **10 500**
- Total number of pharmacies: **21 805**
- Total number of doctors: **130 000**
- Market of private medical services amounts to **€ 1.4 bn** showing a **10–20%** growth vs 2014.
- Investing in the Ukrainian medical market is attractive due to its relatively low level of competition. In addition, the average payback period of such investments in Ukraine is shorter than in the more mature markets. The profitability of private clinics in Ukraine now stands at **5–30 % per year**, depending on the segment.

Public Health Sectors Represented

Pharmaceuticals and dietary supplements

- Strong local production: local producers make up for **42%** and **78%** of the market in value and in volume, respectively. Growth of local production by **27.7%** vs 2014. Strong domestic production is in growing need of quality facility equipment and raw ingredients.
- Total sales (pharmacies + hospitals) amounted to **€ 2.1 bn** in 2014. **16.2% growth** is forecasted for 2015.
- Total number of pharmacies in the country is continuously growing (**3.2 % growth** in 2015 vs 2014).

Laboratory

- A total of over **5 700** medical laboratories operate on the Ukrainian market.
- The market of private medical laboratories amounts to approx. **€ 88 mln**.
- Over 2015, private medical laboratories market is expected to grow by **20–25%** in terms of value.
- According to the agreed National Strategy of Healthcare Reformation in 2015–2025, non-core activities of state hospitals (diagnostics, alimentation, etc) will be outsourced, opening new opportunities for private services providers.

Medical Equipment and Devices

- Average monthly sales of medical devices amount to **€ 165 mln**.
- The Ukrainian medical device market is expected to grow by a CAGR of **1.5 %** over the 2013–2018 period.
- Over the past 10 years, diagnostic imaging exports have increased by five times.
- Ukraine and Japan agreed a grant of **€ 7.2 mln**, of which **€ 3.7 mln** will be used to purchase medical equipment for Ukrainian hospitals.

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: Germany, Israel, Great Britain, Turkey, USA, India and Switzerland.

PH`2015

Facts

- **221** exhibitors from **14** countries
- **4 500** sqm of exhibition space
- over **5 000** professional visitors
- **29** concurrent professional events
- **86** buyers registered for the matchmaking program

Public Health Ukraine Exhibition Provides

- **Organized jointly with the Ministry of Health of Ukraine**
- **Access to the industry:** a major meeting place for medical business executives, medical practitioners, State representatives and potential investors
- **Matchmaking Program:** a special service designed to help foreign companies to find local partners and distributors
- **Networking:** a place to meet foreign and local market players, exchange experience and ideas, find out the latest news of the industry
- **Media Visibility:** exposure to key industry media and publications