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Ministry of Industry and Trade of the Russian Federation (Minpromtorg) Review of MEDICA 2013



The 45th annual International Hospital and Medical Equipment Exhibition MEDICA 2013 was held in Dusseldorf, where participants of the Russian collective exposition presented the latest developments in the domestic medical industry via an array of presentations, business meetings, discussions and round tables.

Urals Optical and Mechanical Plant, part of Shvabe Holding GmbH, presented the latest anesthetic breathing device manufactured by UOMP in an event attended by John McGough, Managing Director at TrialTek, Shvabe's subsidiary in Switzerland. Evgeniy Gorbachev, Head of the Department for Exports of Civilian Products at UOMP, thanked the Ministry of Industry and Trade of the Russian Federation (Minpromtorg) for the provided site, and noted that the event proved to be very useful and productive.

A panel discussion entitled "Investing in Russia, or how to win one of the most dynamic markets of medical devices in the world", was attended by over 80 people who were able to benefit from leading Russian and foreign experts in the field of medical technology sharing their views on the Russian medical devices market.

During the discussion, Dmitry Kalashnikov, Head of the medical industry division of the Ministry of Industry and Trade of the Russian Federation (Minpromtorg), explained that Russia offered a number of favorable conditions for further the development of medical products manufacturing, including collaborative projects with foreign companies. He went on to say that Russia had a the Federal Target Program called "Development of the Pharmaceutical and Medical Industry of the Russian Federation for the Period Up to 2020 and Beyond", a program that offered support to any company, foreign or local, that acted as a partner to Russian companies or that directed its representatives to Russia.

The Moscow City Government organised a round table on "Current trends in development of health-care systems of large cities", which was moderated by Andrey Moshkin, Director General of JSC Biochimash. The Moscow stand became an important part of the collective exposition of the Ministry of Industry and Trade of the Russian Federation (Minpromtorg), by presenting the latest achievements of research institutes and organisations of the Russian capital to its guests.

Futhermore, the stand hosted the presentation of JSC Biochimash's latest developments in the treatment of several types of cancer, and traumatically damaged nerves fibers splicing technologies. A presentation of the Pilyugin Center of Automatics and Instruments revealed the innovative technology used to identify chromosomal disorders not only in infants but also at the prenatal stage. Shovnye Materialy LLC unveiled specialized absorbable and non-absorbable surgical sutures, and antimicrobial sutures used for sutures and

wound closure during surgical operations.

Also present were JSC RUSNANO and the Fund for Infrastructure and Educational Programs, who demonstrated new developments of such companies as RUSCHEMBIO LLC, Akela-N LLC, TEHNOSPARK Nanotechnology Center, JSC Zelenograd Nanotechnology Center and TestGen LLC. The latter company launched reagents which can be used to determine the sex and rhesus blood factor of the fetus by blood of pregnant women. The difference between this development and its competing counterparts is the fact that the domestic reagents can be used in any laboratory while competing products can only be used in those laboratories where they were developed.

Andrey Toropovskiy, Director General of TestGen, noted that the development had been seen and appreciated by Dmitry Kalashnikov, who also drew attention to the fact that the project was developed in accordance with the Pharma 2020 program. Toropovskiy concluded that their participation in the MEDICA 2013 exhibition yielded very good results thanks to significant business meetings with foreign companies, and he listed Singapore, Pakistan, India, Iran, and Brazil as having shown major interest in collaborating, with Saudi Arabia offering legal aid with regards to Russia entering its medical market. The communication with European and Russian companies was also cited as having been very fruitful, and Toropovskiy mentioned one agreement with Samara on cooperation and joint projects as particularly pleasing.

Representatives of the Samara collective stand have also shared their success at the event, noting that this year, the company added developments in medical IT to their medical devices presentation which attracted attention of the world community. They expressed their appreciation to the Ministry of Industry and Trade of the Russian Federation for the opportunity to participate in the exhibition, establish new business contacts, and in particular a chance to get to know representatives of the Belgian health cluster. Stanislav Kazarin, the Deputy Chairman of the Government of the Samara region, Head of Department for Information Technologies and Communication of the Samara region confirmed that several agreements on further cooperation had been reached, with only the bureaucratic aspects remaining to be concluded.

This year's participation in MEDICA took place in the frame of the Russian Pharmaceutical and Medical Industries Achievements Promotion System within the framework of the "Development of the Pharmaceutical and Medical Industry of the Russian Federation for the Period Up to 2020 and Beyond" Federal Target Program.

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