

THE MAIN EVENT OF LABORATORY INDUSTRY



International Forum "Complex Support of Laboratories"

25-27 September 2012



KYIV EXPO PLAZA
2b Salutna Str., Kyiv, (metro station «Nivki»)



INTERNATIONAL
PARTICIPATION

ACTUAL SCIENCE
AND BUSINESS PROGRAM

INTERNATIONAL
VISITING

Organizers:



Supported by:



General investor:



General sponsor:



Partners:



Sponsors:



www.labcomplex.com

International Forum "Complex Support of Laboratories"

- The main event of laboratory industry in Ukraine
- The only large-scale Forum, that covers all aspects of complex support of laboratories and laboratory analysis in all branches of industry, scientific researches and medicine
- Meeting place of professionals



STRUCTURE OF THE FORUM

LABForum

Complex of actual scientific and business events for laboratory market specialists

LABZone

Zone of master-classes and presentations - a unique opportunity to test equipment and to get qualified advice from the professionals

LABInnovation

Presentation of the latest equipment and appliances, innovative developments and projects used for laboratory research



LABDEMO-Tour

Specialized technical excursions, which include the presentation of worldwide equipment brands for carrying out all types of laboratory researches



LABComplex

5th International specialized exhibition of complex support of laboratories:

- **LABSolutions**
Complex solutions for laboratories: design, equipment, modernization
- **LABAnalyt**
Analytical laboratory equipment
- **LABMeasure&Control**
Laboratory measurement equipment, diagnostic equipment
- **LABEquipment**
General laboratory equipment, laboratory furniture, ware, expendable materials
- **LABComplete**
Components for the production of laboratory equipment, appliances, furniture
- **Chem4LAB**
Chemistry for laboratories: reagents, indicators, test-systems, chemical agents
- **LABCleanTech**
Clean rooms, coveralls, personal protectors, disinfection
- **MobileLAB**
Mobile laboratories
- **LABMetrol**
Standardization, certification, metrology and laboratory accreditation
- **LABHR**
Staff education and training



Specialized expositions

«LABComplex - Science and Education»

Everything necessary for carrying out researches in scientific and educational laboratories

«LABComplex - Industry»

Everything necessary for carrying out laboratory researches in different stages of production and technological processes for all branches of industry

«LABComplex - Agro»

Everything necessary for quality control and agricultural products safety

«LABComplex - Medicine»

Equipment, instruments and expendable materials for carrying out all types of laboratory researches in healthcare institutions

«LABComplex - Pharm»

Everything necessary for pharmaceutical industry laboratories on the stages of development, production and realization of pharmaceuticals

«LABComplex - Water. Quality and Control»

Everything necessary for water quality control in water conditioning and treatment



FORUM ADVANTAGES

- **Actual Business Program**, which includes conferences, seminars, round tables on questions of development, equipment and re-equipment of laboratories, introduction of innovative developments in all branches of industry
- **BusinessPoint Program** – is a pre-planned schedule of meetings of exhibitors with business visitors
- **The constantly growing audience of business visitors and specialists from all branches of industry**: all regions of Ukraine, CIS countries and foreign visitors
- **Large-scale advertising-informational company of the Forum** opromotion of the Forum on domestic and foreign markets during the year
- **Buyer Program** is a special program of attraction of quality professional target audience to the Forum



WHY PARTICIPATE?

- **TO GET** new contacts with potential customers and direct communication with partners
- **TO PRESENT** products / services to the professional target audience in full scale
- **TO STRENGTHEN** company's image and to get a good position in a competitive environment
- **TO KNOW** all tendencies and trends of Ukrainian laboratory market
- **TO PRESENT** new products by making a speech at a profile conference, seminar, round table



OUR VISITORS

- Managers and specialists of large state and private companies in all branches of industry, commercial and technical directors, quality directors
- Heads of supply departments and material-support departments
- Chief engineers, chief technologists, specialists
- Heads and specialists of state and private laboratories
- Scientists, specialists, scientists of domestic and foreign research-educational institutions, institutes of the National Academy of Sciences of Ukraine, of the National Academy of Agrarian Sciences of Ukraine, of the National Academy of Medical Sciences of Ukraine, ministries and departments of Ukraine and CIS countries
- Healthcare specialists: heads of laboratories, laboratory doctors, specialists of medical clinicodiagnostic laboratories, blood supply services, AIDS centers, Health Inspection Services



MARKETING AND FORUM ADVERTISING

A complex strategy of the Forum promotion, based on marketing researches and monitoring of the laboratory market, including the annual advertising and information work with the target audience:

- Placement of image advertising, announcements, articles in specialized and business publications, in catalogs of leading international exhibitions, cooperation with informational agencies
- Distribution of Forum advertising and information materials at the profile conferences, seminars and other events during the year
- Joint organization of scientific-practical and business events with associations, unions, state and research institutions
- Internet support of the Forum at the specialized, industrial and exhibition portals and web sites
- Direct mailing to current database of the given state sector organizations, enterprises in all branches of industry, research areas, trading companies
- E-mail distribution, covering the database of 750 000 addresses
- BTL-activity - loyalty programs, direct contact with potential visitors
- Advertising and announcement of the Forum on TV, radio, outdoor advertising
- Creation of the new information resource - magazine-catalog about the products of laboratory equipment market

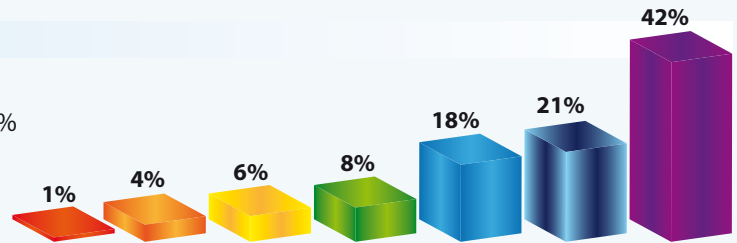
FIGURES AND FACTS 2011

- In 2011 the number of registered visitors of the Forum was **6570 specialists**
- Our visitors are specialists from all regions of **Ukraine** and also from **Russia, Moldova, Turkey, Bulgaria, Georgia, Italy, China, Germany, France, Belarus** and other countries

STATISTICS OF VISITATION 2011

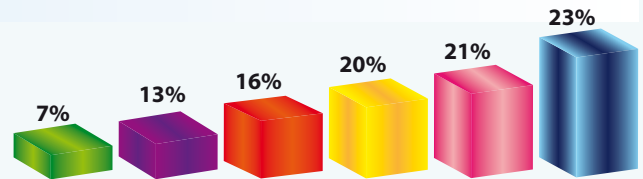
Visitors' geography over the regions

- Kiev and Kiev Region - 42%
- Northern Region - 21%
- Central Region - 18%
- Western Region - 8%
- Eastern Region - 6%
- Southern Region, ARC - 4%
- Foreign visitors - 1%



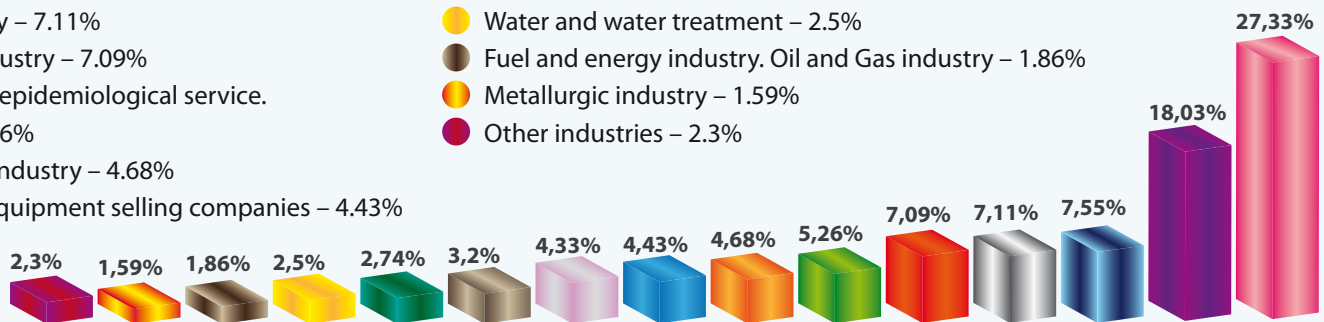
Visitors' posts

- Heads of departments - 23%
- Specialists - 21%
- Managers of enterprises - 20%
- Quality specialists - 16%
- Technical managers - 13%
- Other - 7%



Visitors' field of work

- Laboratory medicine – 27.33%
- Science and education – 18.03%
- Pharmaceutical industry – 7.55%
- Food industry – 7.11%
- Chemical industry – 7.09%
- Sanitary and epidemiological service. Ecology – 5.26%
- Agricultural industry – 4.68%
- Laboratory equipment selling companies – 4.43%
- Veterinary – 4.33%
- Standardization and Metrology – 3.2%
- Machine industry – 2.74%
- Water and water treatment – 2.5%
- Fuel and energy industry. Oil and Gas industry – 1.86%
- Metallurgic industry – 1.59%
- Other industries – 2.3%



Dynamics of the Forum development from 2008 to 2011

	2008	2009	2010	2011
Exhibition area (sq. m)	3 112	4 053	5 132	5 800
Number of exhibitors	104	223	268	280
Number of visitors	2 311	5 097	5 834	6 570

Regarding exhibition participation:

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Regarding business and scientific program participation:

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