

General information

There are 89 regions in Russia, and over 80% population is concentrated in the European part of the country, west of the Ural Mountains, and along the southern border. 25% of the population is classified as rural.

On 1st of August 2009 the Russian population was estimated at 141,9 million, compared to 146.3 million in 1999. Females outnumber males (for the 1st of January 2009 man population was 65,64 million and women was 76,26 million), particularly in the elderly population. One fifth of the Russian population lives in major 13 cities with a population of over a million: Moscow (10.5 million), St. Petersburg (4.7 million), Novosibirsk, Nizhny Novgorod, Ekaterinburg, Samara, Omsk, Kazan, Cheljabinsk, Rostov-on-Don, Ufa, Volgograd, Perm.

Health status

Russia has one of the world's highest rates of tobacco use, chronic alcohol abuse and high rates of cardiovascular disease and cancers compared to other CEE countries. To fight and pre-screen oncological and cardiovascular disease, tuberculosis and HIV/AIDS epidemics are main priorities of the Russian Ministry of Healthcare.

Since 2006 the Russian Government has been implementing the National Priority Project "Zdorovye" (Health) mainly targeted at enhancing primary care capacities, providing people with high tech healthcare, purchasing new equipment and improving facilities for public healthcare services.

In 2009, the initiative primarily focused on:

- Prescreening tuberculosis and oncological diseases
- Reducing the death rate pertaining to cardiovascular diseases;
- Increasing the birth rate
- Promoting healthy life style

In 2009 the Government allocated US\$4,780 from the federal budget for the implementation of the project. The project also received funding from regional authorities. It was projected to spend US\$4,379 in 2010 and US\$4,331 in 2011.

Federal budget funds allocated for implementation of this investment program are to be spent on purchasing innovative medical equipment, ambulances and etc. for hospitals and primary care entities. Thus, there are opportunities for UK manufacturers of equipment used in hospitals, which is quite obsolete and needs replacing in many in-patient facilities in Russia. To address these issues in September 2009 Ministry of Healthcare and Social Development announced its plans to open 502 Centres of Health across Russia in the foreseeable future. In these Centres patients will be able to pass necessary tests and receive their own recommendations on healthy life style.

Medical devices market

In June 2008 the Ministry of Health and Social Development transferred the responsibility of procuring medical devices for hospitals, scientific research institutes and polyclinics to the regional authorities. Medical establishments bear responsibility for inviting tenders, awarding contracts and purchasing equipment.

In 2008, the Russian market for medical equipment and supplies was estimated between just under \$2bn to US\$ 2.5bn. 75% of the medical devices are imported from Germany, the USA and Japan. It is expected that the medical device market will continue to expand at a rate of 8.1% per annum, reaching US\$3,453 million by 2013.

Below is a list of equipment required for the Centres of Health (initiative of the Ministry of Healthcare).

List of equipment being purchased for the Centres of Health

1. Screening system for heart diseases (express method for heart assessment depending on electrocardiogram data).
2. Angio screening systems (Dopplers with ABI - ankle-brachial index)
3. Automated multifunctional spirometer
4. Human body hydration assessment equipment
5. Express-analyser for cholesterol and glucose test (blood samples)
6. Equipment for tests on availability of toxic substances in human body
7. Analyser for dissolved oxygen determining carboxyhaemoglobin
8. Analyser for cotinine and other bio markers' availability in blood and urine samples
9. Smokelyser (CO monitor)
10. Cardio trainer
11. Pulse oximeter
12. Baby scales
13. Set of equipment for therapeutic physical training
14. Set of equipment for promoting healthy life style.

Accessing the Market

The Russian healthcare market is geographically vast. Meanwhile, a presence in Moscow or/and St Petersburg will be important for reaching markets. The appointment of a local representative/distributor is essential to clear legal and regulatory issues, as well as successful market entry.

The establishment of a Russian affiliate company or a Russian manufacturing base could give a competitive advantage to the UK manufacturer. It is projected that the market share of medical equipment produced in Russia in longer term should reach 60%. The international medical device manufacturers are encouraged to establish joint-venture projects and strategic partnerships with Russian partners.

List of the exhibitions on medicine and healthcare, pharmaceuticals and biotech in Moscow and Saint Petersburg in 2010

Detailed information about each exhibition on the list is also available on the Internet page:

<http://www.exponet.ru/exhibitions/countries/rus/topics/healthcare/dates/future/p1150.en.html> as well as information required to organise a business visit support.

06.09.2010-09.09.2010

MSOO Autumn – 2010 (Moscow)

17th International Eyewear Salon

20.09.2010-23.09.2010

Dental-Expo – 2010 (Moscow)

Exhibition of Technologies, Equipment and Materials for Dentistry

05.10.2010-07.10.2010

Hospital of Saint-Petersburg – 2010 (Saint-Petersburg)

International Specialized Exhibition on Health Services

21.10.2010-23.10.2010

NUTRASPORT / SPORTMED – 2010 (Moscow)

International Specialized Exhibition of Functional Food for Health and Sports

09.11.2010-11.11.2010

Dental Expo Saint-Petersburg – 2010 (Saint-Petersburg)

International Dental Forum

18.11.2010-20.11.2010

Russian Manufacturers & Supply of Armed Forces – 2010 (Moscow)

10th All-Russian Exhibition

06.12.2010-09.12.2010

Apteka – 2010 (Moscow)

17th International Specialized Exhibition

06.12.2010-10.12.2010

Health Care – 2010 (Moscow)

20th International Exhibition for "Health Care, Medical Engineering and Pharmaceuticals"