THF’16 - Tbilisi Health Forum
Medical Technology • Aesthetic Medicine • Dentistry

Caucasus Healthcare 2016
International Fair for Medical Technology and Equipment

Tbilisi Beauty 2016
International Fair for Aesthetic Medicine

Tbilisi Dental Show 2016
International Fair for Dentistry and Dental Equipment

A well-established quality event with three major trade fairs united under a new concept!

December 8-10, 2016
Tbilisi, Georgia

Organized by:
Expo Georgia
Since 1958
ABOUT TBILISI HEALTH FORUM

A renewed concept of the show unites three major fairs that have been derived from long lasting exhibitions. Caucasus Healthcare and Tbilisi Beauty are two of the oldest exhibitions of ExpoGeorgia running for 16 years. After careful consideration and detailed research we identified three major themes of the two fairs that have been established as three separate events united under a single concept.

CAUCASUS HEALTHCARE
- Pharmaceuticals
- Medical technology and equipment
- Laboratory and diagnostics
- Pension and insurance services
- Hospitals and medical facilities
- Publications and services
- Ophthalmology

TBLISI BEAUTY
- Aesthetic medicine
- Treatment and decorative cosmetics
- Skin care and skin care equipment
- Fingernail design and care
- Hair cosmetics
- Hairdresser’s products, salon furniture and equipment
- Perfumes
- Aromatherapy
- Fitness center equipment
- Solariums, access, protective cosmetics
- Spa
- Education, trainings

TBLISI DENTAL SHOW
- Dentistry
- Dental medicine and stomatology
- Dental Instruments and Materials
- Dental equipment and technology
- Dental accessories and supplies
- Dental drugs

AIM OF THE FORUM

The forum provides opportunity to showcase technological progress of the industry, promote new projects, launch new products and services and creates meeting place for the local and international professionals, experts, manufacturers and buyers.

Event is meant to help innovation get to local and regional markets. We offer a platform to international producers and distributors to meet with local companies and establish fruitful partnerships to organize effective supply chain and gain mutual benefit and business growth.
BUILD NEW RELATIONSHIPS

- Find and meet direct buyers
- Share information about the company and industry with other exhibitors
- Develop and strengthen partnerships with local and international organizations

BUILD AND SHOWCASE COMPANY IMAGE

- Invite your partners
- Communicate brand image through stand design and communication materials
- Communicate with government representatives

WHY EXHIBIT

PROMOTE YOUR COMPANY

- Boost your retail sales
- Increase awareness of products/company/brands
- Develop relationships with corporate buyers
- Find and utilize new partnership opportunities
- Showcase latest products and innovations to the target audience

MARKETING CAMPAIGN OF THE EVENT

- Extensive media support and coverage
- Social media campaign
- TV advertising
- Radio advertising
- Direct communication with target groups (invitations, e-mails and phone calls to target groups)
- Print media advertising

KEY DATA FROM 2015*

- **83** exhibiting companies from **13** countries
- **71%** of the exhibitors fully met their participation goals
- **90%** of the exhibitors liked placement and duration of the event
- **81%** of the exhibitors gave highest evaluation to the services provided by the organizer
- **5167** trade visitors from Georgia and Caucasus Region
- **75%** of the visitors were professionals of the presented industry
- **91%** of the visitors plant to attend the exhibition in 2016
- Amongst other visitors were representatives of hospitals and other healthcare facilities from regions of Georgia

PROFESSIONAL VISITORS DISTRIBUTION

- Stomatology 17%
- Aesthetic medicine 11%
- Pharmacy 8%
- Other doctors 26%
- Insurance 7%

COUNTRIES PRESENTED IN 2015

- Armenia
- Austria
- Belarus
- France
- Georgia
- Hungary
- India
- Israel
- Italy
- Poland
- Russia
- Turkey
- Ukraine

*Amounts of the exhibitors, countries and visitors are the sum of the two events; the percentages are calculated as the sum of the weighted percentages of events separately.
ABOUT US

Exhibition Center ExpoGeorgia is the leading exhibition and convention center in Caucasus region, as a multi-functional business center we combine trade fairs with congresses, conferences and various other events.

With 58 years of experience ExpoGeorgia is your reliable partner in the Caucasus market constantly working to develop new concepts and programs. With several well-established trade fairs and exhibitions we are always in tune with the market in Georgia and entire Caucasus region.

PUT THE DATES IN YOUR DIARY

With extensive growth and numerous projects in development it is the best time to enter Georgian market and begin fruitful business activity for your own benefit and development of the field in our country and the whole Caucasus market with the population of more than 20 million people.

THF'16 - Tbilisi Health Forum will be held on 8-10 December, 2016 at Exhibition Center ExpoGeorgia Fairground in Tbilisi, Georgia.

DEADLINE FOR THE APPLICATION IS NOVEMBER 20, 2016

Do not miss your chance, contact us now:

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THF’16 – TBILISI HEALTH FORUM
IS LOOKING FORWARD TO SEE YOU!

JOIN 16 YEARS OF FRUITFULL EXPERIENCE AND BENEFIT FROM A NEWLY REDEVELOPED CONCEPT

GET NOTICED!

Show Dates: December 8-10, 2016
Venue: Exhibition Center ExpoGeorgia

For Additional Inquiry Please Contact:
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