

HEALTHY LIFE FORUM: TOWARDS 80+

ROSCONGRESS FOUNDATION is a socially oriented non-financial development institution and a major organizer of international conventions, exhibitions, and public events



over
450
events held from
Montevideo to
Vladivostok



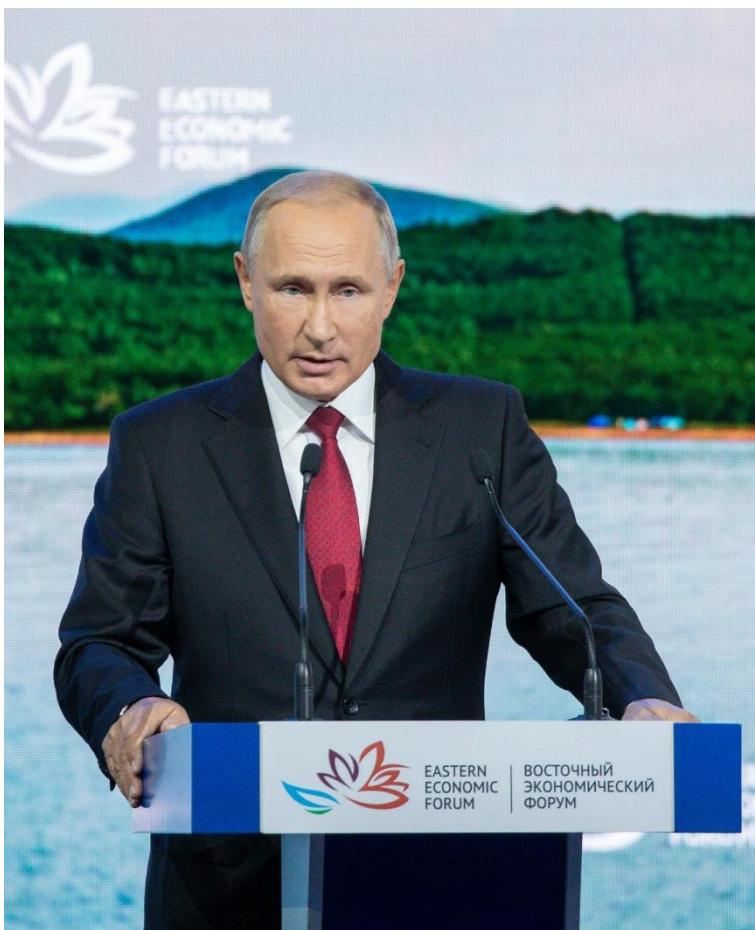
188
world
countries



60 000
participants
annually



over
10 000
journalists cover
Roscongress Foundation
events every year



THE HEALTHY LIFE FORUM: TOWARDS 80+

is a priority platform for direct dialogue between government agencies and the expert community, and for jointly seeking (and developing) practical proposals on the implementation of national programmes and projects to increase life expectancy in Russia.

In line with the executive order issued by the President of the Russian Federation on 7 May 2018, Number 204, 'On National Targets and Strategic Development Goals for the Russian Federation for the Period to 2024', the Russian Government was instructed to ensure the national development goals for Russia for the period to 2024 are achieved, including:

- ✓ **Increasing the expected lifespan to 78 years by 2024 (and to 80 years by 2030)**

The Forum is supported by the **Russian Federation Ministry of Health.**



13 February 2019: on the eve of the Russian Investment Forum



Main Media Centre, 1, Olimpiysky Prospekt, Adler, Sochi



MAIN MEDIA CENTRE

Sochi has one of Russia's largest and most modern exhibition centres. It is located close to a number of now legendary Olympic facilities.

EXHIBITION:

a dedicated '**Healthy Life**' space, which will showcase the achievements of domestic and foreign medicine as well as breakthrough technological and innovative projects aimed at cultivating a healthy society.

NUMBER OF PARTICIPANTS:

1,000.

EXHIBITION OPPORTUNITIES

CONFERENCE HALLS

1,600 capacity

Plenary session hall

4 CONFERENCE HALLS

for 50 to 530 attendees
(80 additional)

10 CONFERENCE HALLS

for 70 to 300 attendees

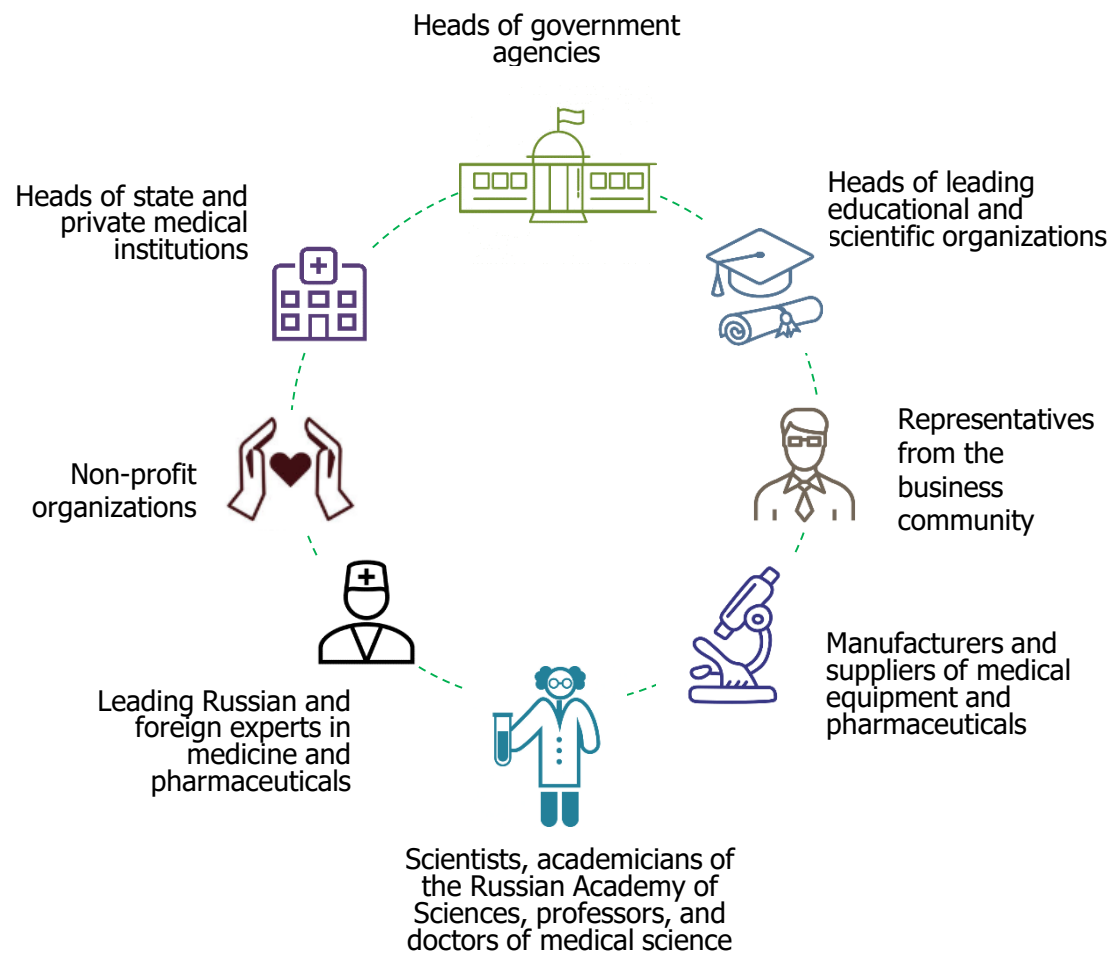
For **5 to 50** attendees

Conference area with meeting rooms and offices

>20

MEETING ROOMS

For business meetings and conferences with different kinds of seating



INCREASING HEALTHY LIFE EXPECTANCY IN RUSSIA



In order to **achieve the objectives set** by the Government of the Russian Federation, 12 national projects have been confirmed in a range of areas, including **Demographics**, **Healthcare**, **Science**, and **Education**, the key tasks of which will be considered during events at the Forum

OBJECTIVE: to increase life expectancy at birth **to 78 years by 2024 (and to 80 years by 2030)**

FEDERAL PROJECTS

Developing the primary healthcare system

Fighting cancer

Increasing exports of medical services

Fighting cardiovascular disease

Ensuring that medical organizations within the healthcare system have access to qualified staff

Methodological guidance for national medical research centres

Creating a single digital framework for healthcare based on the Unified State Healthcare Information System (EGISZ)

Developing paediatric healthcare, including building modern infrastructure for providing healthcare to children

OBJECTIVE: to increase healthy life expectancy **to 67 years**, and to increase the proportion of citizens leading a healthy lifestyle

FEDERAL PROJECTS

Providing financial support for families during the birth of a new child

Promoting employment for women – putting in place conditions for pre-school education to the age of three

The older generation

Improving public health

Sport – a part of everyday life

The key tasks identified in the **SCIENCE** and **EDUCATION** national projects will likewise be considered during Forum discussions; these include creating world-class research centres and establishing an effective system for identifying, supporting, and developing ability and talent in children and young people, among other things.

Plenary session

Towards life expectancy of 80 years in Russia: challenges and solutions

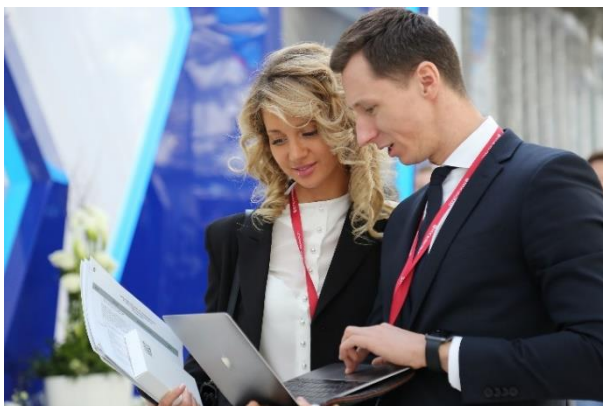
THE CONTRIBUTION OF HEALTHCARE TO QUALITY OF LIFE	DEMOGRAPHICS: ON THE THRESHOLD OF SOCIETAL CHANGE	INFRASTRUCTURE FOR HEALTHY LIVING
A system of universal medicine: the key to achieving the national goal	Quality of life for the elderly: programme implementation	How to improve the quality of medical services in Russia and increase exports
The digitalization of healthcare: investing to save lives		
Overcoming gaps in the quality of healthcare: staff and management	Increasing the birth rate and promoting children's health are key priorities	Healthy eating as part of a healthy life: the role of consumers, the food industry, and the state
Reducing mortality from non-communicable diseases: implementing federal projects		
Communicable diseases: how to meet the WHO requirements by 2030	Public health in the regions	Education: the key to development for individuals, society, and the state
Insurance companies in healthcare: for and against		
Personalized medicine: could scientific research become a successful business?	Sport for all: how to achieve the stated goal	Demand for beauty: how to look 10 years younger in 10 years

FORUM PARTICIPANT

Forum participant status provides attendees with the opportunity to learn about global trends in developing healthy societies and increasing life expectancy, share their experience with other Forum participants, and make use of the Forum as a platform for business communication.

The event venue offers the following services for participants:

- A business networking platform
- A business networking area
- An exhibition space, thematic lounge areas
- Meeting rooms



FORUM PARTNER

Forum Partner is a prestigious status which is available to successful companies and recognized business community participants.

Partner status provides wide-ranging opportunities to promote businesses at Healthy Life Forum: Towards 80+.

FORUM EXHIBITOR

Forum Exhibitor status represents a unique opportunity to present the achievements of domestic and foreign medicine, as well as breakthrough technological and innovative projects aimed at cultivating a healthy society, to a Forum audience at a special communications venue for promising innovative projects; hold meetings with investors; and build constructive dialogue with representatives of government bodies, heads of major corporations, experts, and the media.





OFFICIAL PARTNER

Official Forum Partner status is a special status offered to major companies which are acknowledged business leaders in the healthcare sector, and includes a wide range of tools for promoting your business. These include exhibition space for demonstrating new products and services, the opportunity to organize a business event, presentation, or press conference to be held as part of the Forum, participation in the discussions on the Forum business programme, and placement of your company logo on the Forum's information resources.

RUB 5 million (excluding VAT)



PARTNER

Forum Partners are key participants in Forum events. This status includes the opportunity to present your latest medical and pharmaceutical technologies and achievements to a unique Forum audience in your own exhibition space, and also includes placement of your company logo on the Forum's information resources.

From RUB 3 to 10 million (excluding VAT)



BUSINESS PROGRAMME PARTNER

The Business Programme Partner shares the Forum's ideological outlook, and will be able to offer original and comprehensive analysis of the themes included in the business programme. Speakers from the partner company will have the opportunity to take part in the events on the Healthy Life Forum: Towards 80+ business programme.

RUB 2.5 million (excluding VAT)

ORGANIZATION PARTNER

Contributing to the organization of the Forum offers companies unique promotional opportunities, in enabling them to provide their own products and services to event participants.

RUB 1 million (excluding VAT)



HEALTHY EATING CAFÉ ORGANIZATION PARTNER

Operating a healthy eating café enables partners to attract maximum attention to their products, which are positioned in a branded café space for Forum participants.

RUB 1 million (excluding VAT)

FORUM EXHIBITOR

Forum Exhibitor status represents a unique opportunity to present your company and projects to the Forum audience within the exhibition space.

RUB 800,000 (excluding VAT)



Promote your company and its products



Share experience with Forum participants



Demonstrate projects to domestic and foreign investors, representatives from government bodies, business, and the media



Learn about global trends in developing healthy societies and increasing life expectancy



Take advantage of unique formats for participation in the business programme, including the opportunity to organize a business event, presentation, or press conference as part of the Forum



Take the opportunity to invite business partners to the Forum and to company business events using specially-provided meeting rooms



Speak to a Forum audience that includes heads of state, members of government, Russian regional leaders, and senior executives from leading Russian and foreign corporations



Enjoy the support of Forum information resources, assistance in organizing press events, and the services of professional photographers and camera operators accredited for the Forum

Competition objective

To identify, select, promote, and commercialize the most promising developments in medical products for diagnosis and treatment, digital medicine, and new pharmaceutical products which are essential to society and capable of improving people's quality of life.

In addition to completed projects (at the product prototype stage), projects at the idea (initial research stage) will also be accepted.

Key areas of interest

- IT solutions for monitoring patient health (health status monitoring, non-invasive diagnostic devices)
- New materials, prostheses, and implants
- Resources for rehabilitation
- Devices, medical products, and IT solutions for people with disabilities
- New molecules, pharmaceutical compositions, cell technology products, and genetically engineered products that promote active ageing, and more

Semi-finalists' pitch session at the Healthy Life Forum and gala awards ceremony for finalists



13 February 2019: on the eve of the Russian Investment Forum



Participation of the finalists at SPIEF



6–8 June 2019: at the St. Petersburg International Economic Forum





**МИНИСТЕРСТВО
ЗДРАВООХРАНЕНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ**



**MINISTRY OF LABOUR
AND SOCIAL PROTECTION
OF THE RUSSIAN FEDERATION**



**МИНИСТЕРСТВО
ПРОСВЕЩЕНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ**



**Торгово-промышленная палата
Российской Федерации**
В интересах бизнеса, во благо России



**АГЕНТСТВО
СТРАТЕГИЧЕСКИХ
ИНИЦИАТИВ**



**ФЕДЕРАЛЬНОЕ АГЕНТСТВО
ПО ДЕЛАМ МОЛОДЕЖИ**



**ФЕДЕРАЛЬНЫЙ ФОНД
ОБЯЗАТЕЛЬНОГО МЕДИЦИНСКОГО СТРАХОВАНИЯ**



**ВЫСШАЯ ШКОЛА
ОРГАНИЗАЦИИ И УПРАВЛЕНИЯ
ЗДРАВООХРАНЕНИЕМ**



**Association
of European
Businesses**

