



LEITMOTIV



Algeria undertook a large yard in order to upgrade and modernize sanitary structures; this reform intended to realize new infrastructures is aiming to take better care of patients and substantially reduce gaps in matter of sanitary care between different regions of the country. A special stress was put on the situation of specialized treatment.

The SIEHM International Show for hospital and medical equipment of Algiers is accompanying from more than (05) five years professionals working in the field of innovative medical material, by offering them a space of unique expression.









OUTLOOK 2013-2015

In matter of realization, Algerian government will continue in 2013 the implementation of engaged actions:

- Completion and reception of 80 new structures.
- Creation of 21 services of medical surgical emergency.
- Creation of 18 establishments of psychiatry.
- Increase of bedding capacity with 4 738 additional beds.
- Creation of **29** hospital structures against cancer.

Health sector got a financial envelop of more than 8 milliard US dollars in the framework of public investments program.

This sum is allotted to realization of 172 hospitals, 45 specialized health complexes, 377 polyclinics, 1000 medical care rooms, 17 schools for paramedical training and more than 70 establishments dedicated to disabled.

National program concerns also improvement of accessibility to primary and secondary care, knowing that in 2015, 254 polyclinics and 34800 beds will be necessary. We need to note that existing hospital infrastructures in our country are 13 university hospital centers (CHU), 01 university hospital establishment (EHU), 5 hospital establishments (EH), 68 specialized hospital establishments (EHS) and 195 public hospital establishments (EPH).



KEY FIGURES

IMPORTS COMPARATIVE MEDICAL DEVICES IN MAGHREB (2009-2011).

Unité : milliers Dollars US

	2009	2010	2011
ALGERIA	332 511	279 481	317 101
MOROCCO	200 760	235 856	240 573
TUNISIA	187 167	197 592	195 328



IMPORTS DETAILS MEDICAL DEVICES IN MOROCCO (2008-2011)

Unité : milliers Dollars US

	2008	2009	2010	2011
Electro-medical apparatus (electro-cardiographs, infra-red ray app, sy	80 579	79 303	94 241	96 126
Orthopaedic appliance (crutche/surgical belts & trusse)	16 037	18 325	20 102	20 504
Instruments for physical/chemical analysis; inst for viscosity,heat,etc	37 961	31 521	31 143	31 766
Apparatus based on the use of X-rays/of alpha, beta/gamma radiations	19 779	19 183	37 658	38 411
Spectacles, goggles and the like, corrective, protective or other.	9 416	8 488	8 096	8 258
Mechano-therapy appliance (artif resp, massage app, ozon/oxygen)	10 525	8 839	10 597	10 809
Frames & mountings for spectacles, goggles	5 369	5 063	5 444	5 553
Med, surg, dental furniture (e.g. dentists chairs)	8 784	6 152	6 934	7 073
Optical fibre, cables; sheets&plate of polarising mat	11 234	11 499	12 441	12 690
Hydrometers & similar floating inst, thermometers, etc	4 506	8 742	5 573	5 684
Compound optical microscope, incl for microphotography/microprojection	1 738	2 061	2 180	2 224
Other breathing appliance & gas masks	778	943	1 090	1 112
Balances of a sensitivity of 5 cg or better, with or without weights	621	635	320	326
Microscopes other than optical microscopes; diffraction apparatus	40	6	37	38
	207 367	200 760	235 856	240 573

IMPORTS DETAILS MEDICAL DEVICES IN TUNISIA (2008-2011)

Unité : milliers Dollars US

	2008	2009	2010	2011
Electro-medical apparatus (electro-cardiographs, infra-red ray app, sy	77 654	70 369	76 455	75 849
Orthopaedic appliance (crutche/surgical belts & trusse)	23 861	27 064	30 472	32 015
Instruments for physical/chemical analysis; inst for viscosity,heat,etc	23 742	24 731	25 377	27 224
Apparatus based on the use of X-rays/of alpha, beta/gamma radiations	13 646	27 527	22 402	22 601
Spectacles, goggles and the like, corrective, protective or other.	7 998	7 544	8 168	8 432
Mechano-therapy appliance (artif resp, massage app, ozon/oxygen)	9 024	10 119	10 116	7 791
Frames & mountings for spectacles, goggles	5 290	5 558	5 548	5 772
Med, surg, dental furniture (e.g. dentists chairs)	4 846	3 977	5 981	4 720
Optical fibre, cables; sheets&plate of polarising mat	3 476	3 798	4 134	4 286
Hydrometers & similar floating inst, thermometers, etc	3 344	2 804	3 646	3 579
Compound optical microscope, incl for microphotography/microprojection	1 526	2 071	2 976	1 742
Other breathing appliance & gas masks	1 378	993	1 312	645
Balances of a sensitivity of 5 cg or better, with or without weights	427	490	394	497
Microscopes other than optical microscopes; diffraction apparatus	542	122	611	175
	176 754	187 167	197 592	195 328

* Source: UNCTAD / WTO

IMPORTS DETAILS MEDICAL DEVICES IN ALGERIA (2008-2011)

Unité : milliers Dollars US

	2008	2009	2010	2011	2012
Electro-medical apparatus (electro-cardiographs, infra-red ray app, sy	143 628	116 440	107 501	119 268	128 809
Instruments for physical/chemical analysis; inst for viscosity,heat,etc	66 293	58 419	66 713	73 117	78 966
Orthopaedic appliance (crutche/surgical belts & trusse)	36 229	31 061	33 461	39 168	42 301
Apparatus based on the use of X-rays/of alpha, beta/gamma radiations	50 282	73 356	25 220	34 079	36 805
Hydrometers & similar floating inst, thermometers, etc	7 616	7 533	8 550	13 228	14 286
Med, surg, dental furniture (e.g. dentists chairs)	11 779	20 049	15 706	12 699	13 715
Mechano-therapy appliance (artif resp, massage app, ozon/oxygen)	11 469	11 468	7 958	11 011	11 892
Optical fibre, cables; sheets&plate of polarising mat	2 677	3 453	4 103	3 587	3 874
Compound optical microscope, incl for microphotography/microprojection	9 887	4 684	3 114	3 117	3 366
Spectacles, goggles and the like, corrective, protective or other.	1 816	1 902	2 431	2 852	3 080
Balances of a sensitivity of 5 cg or better, with or without weights	1 552	686	929	2 062	2 227
Other breathing appliance & gas masks	1 398	2 338	2 917	1 375	1 485
Frames & mountings for spectacles, goggles	1 880	874	840	834	901
Microscopes other than optical microscopes; diffraction apparatus	207	248	38	704	760
	346 713	332 511	279 481	317 101	342 469

SUPPLYING COUNTRIES IN 2011 → 9018xx

Electro-medical apparatus (electro-cardiographs, infra-red ray app, sy

119	9 268 K\$	VALEUR K\$	RATIO %
1	Allemagne	22 588	18,94
2	Etats-Unis	17 237	14,45
3	Japon	13 506	11,32
4	France	13 329	11,18
5	Chine	12 008	10,07
6	Italie	8 141	6,83
7	Corée du sud	5 923	4,97
8	Suisse	4 825	4,05
9	Inde	2 159	1,81
10	Brésil	1 734	1,45
11	Espagne	1 546	1,30

SUPPLYING COUNTRIES IN 2011 → 9021xx

Articl.et appareils orthopédie, y.c.ceintures/bandages, etc.

39	168 K\$	VALEUR K\$	RATIO %
1	France	7 336	18,73
2	Etats-Unis	6 392	16,32
3	Australie	3 726	9,51
4	Autriche	3 218	8,22
5	Chine	3 126	7,98
6	Irlande	2 666	6,81
7	Suisse	2 420	6,18
8	Allemagne	1 881	4,80
9	Danemark	1 584	4,04
10	Inde	1 507	3,85
11	Italie	1 379	3,52
12	Turquie	798	2,04

^{*} Source: UNCTAD / WTO / 2012 Prévisions de croissance tendance 1er Sem. 9%

SUPPLYING COUNTRIES IN 2011 → 9027xx

Instruments, appareils analyses physiques/chimiques

73	117 K\$	VALEUR K\$	RATIO %
1	Etats-Unis	14 764	20,19
2	Corée du sud	9 860	13,49
3	France	9 356	12,80
4	Chine	7 508	10,27
5	Allemagne	7 444	10,18
6	Japon	5 497	7,52
7	Italie	4 770	6,52
8	Royaume-Uni	3 034	4,15
9	Suisse	1 962	2,68
10	Pays-Bas	1 702	2,33
11	Singapour	1 506	2,06

SUPPLYING COUNTRIES IN 2011 → 9022xx

Appareils à rayons x et utilisant les radiations alpha, etc.

34	079 K\$	VALEUR K\$	RATIO %
1	France	6 400	18,78
2	Japon	4 962	14,56
3	Chine	4 335	12,72
4	Allemagne	4 215	12,37
5	Etats-Unis	3 766	11,05
6	Italie	2 938	8,62
7	Malaisie	1 400	4,11
8	Belgique	1 373	4,03
9	Corée du sud	1 216	3,57
10	Finlande	586	1,72
11	Hongrie	557	1,63
12	Royaume-Uni	524	1,54

MPORTS ORGANIZATION MEDICAL DEVICES ACCORDING TO OFFICIAL LIST OF THE SHOW



DIAGNOSTIC	2008	2009	2010	2011	2012
Instrumentations, appareillages de diagnostic général	47 837	49 454	43 248	45 295	45 295
Équipements pour diagnostic audiologie (audiométrie)	13 324	9 381	9 211	13 569	13 569
Équipements de cathétérisme cardiaque	10 254	10 000	8 459	12 183	12 183
Instruments et appareils pour diagnostic oculaire	24 213	8 236	8 691	7 929	7 929
Microscopes	9 815	4 768	3 052	3 565	3 565
Balances	1 552	686	929	2 062	2 062
Équipements accessoires d'électrocardiographie (ECG)	2 592	1 630	1 786	1 586	1 586
	109 587	84 155	75 376	86 189	93 084



IMAGERIE MÉDICALE	2008	2009	2010	2011	2012
Appareils et accessoires de radiographie	40 691	66 392	21 392	25 347	27 628
Équipements de diagnostic par ultrason	20 316	12 940	13 172	15 244	16 616
Tomographie OCT / TEP / SPECT	9 593	6 963	3 827	8 733	9 519
Imagerie par résonance magnétique (IRM)	12 108	1 905	4 297	5 196	5 664
Équipements de médecine nucléaire	10	1 458	32	432	471
	82 718	89 658	42 720	54 952	59 898



THÉRAPIE	2008	2009	2010	2011	2012
Prothèses et implants	19 094	18 289	20 592	22 916	24 749
Équipements d'électrothérapie	14 074	12 096	14 331	13 515	14 596
Équipements de technologie de perfusion	3 840	3 560	3 618	2 807	3 032
Équipements de radiations ultraviolette et infrarouge	1 468	1 513	707	1 310	1 415
Équipements de thérapie cardiaque	2 296	1 556	2 498	920	994
	40 772	37 014	41 746	41 468	44 785



DENTAIRE	2008	2009	2010	2011	2012
Instrumentations et produits dentaires	3 899	10 720	4 148	4 911	5 353
Prothèses et implants dentaires	1 514	1 835	1 159	1 764	1 923
Équipements et produits de radiologie dentaire	1 315	3 145	691	1 400	1 526
Fauteuils dentaires	861	634	736	844	920
	7 589	16 334	6 734	8 919	9 722



DIVERS	2008	2009	2010	2011	2012
Véhicules automobile usages spéciaux, ambulances	87 788	174 793	70 826	107 831	116 457
Stérilisateurs médico-chirurgicaux ou de laboratoire	13 183	20 207	20 427	16 601	17 929
Mobilier pour médecine, chirurgie, ou art vétérinaire	11 118	19 515	15 170	12 055	13 019
Équipement de respiration	11 141	12 539	9 744	9 808	10 593
Aiguilles tubulaires en métal et aiguilles à sutures	3 027	2 928	5 046	8 862	9 571
	126 257	229 982	121 213	155 157	167 570

^{*} Unité milliers Dollars US • Source: **UNCTAD/WT0** / 2012 Prévisions de croissance tendance 1er Sem. 9%

5th Edition



The SIEHM International show of hospital and medical equipment gathered for the first time in 2009 exclusively industry of medical equipment and devices in Algeria through professional dedicated event.

5 years later, this event got a unique extend in Algeria and remains inescapable event.

A hundred exhibitor's companies in 2012, 290 official delegations and 9500 professional visitors came from the fourth points of Algeria. Every year, Algiers show gathers whole actors of the sector and offers the best place for meeting, discover and do business, do not miss this major rendezvous.











FREQUENTATION OF VISITORS

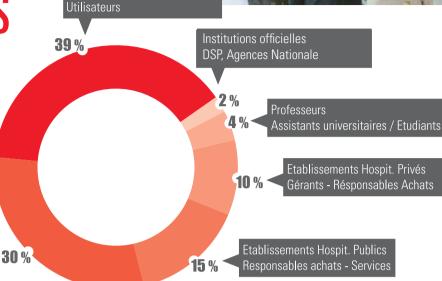
INCREASING

LES VISITEURS

UN SALON ORIENTÉ B TO B

Notable increase of distribution companies in 2012 more than 30% thanks to the morphology of the show which allows a direct contact with manufacturers, importers and representatives of international enterprises.

Sociétés de distribution Ingénieurs - Commerciaux - Gérants



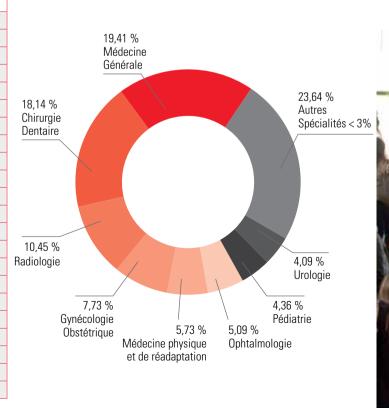
Praticiens Hospitalier (Cabinets)

SPÉCIALITÉS	RATIOS
Médecine générale	19,41
Chirurgie dentaire	18,14
Radiologie	10,45
Gynécologie-Obstétrique	7,73
Médecine physique et de réadaptation	5,73
Ophtalmologie	5,09
Pédiatrie	4,36
Urologie	4,09
Cardiologie	2,55
Biologie Médicale	2,18
Hépato-Gastro-Entérologie	1,82
Médecine vétérinaire	1,82
Pneumologie	1,82
Endocrinologie	1,36
Oto-rhino-laryngologie (ORL)	1,36
Rhumatologie	1,36
Chirurgie orthopédique et traumato.	1,09
Cytologie pathologique	0,91
Neurochirurgie	0,91
Psychiatrie	0,91
Chirurgie plastique	0,82
Médecine légale	0,82
Dermatologie	0,73
Allergologie	0,55
Gériatrie	0,55
Microbiologie médicale	0,55
Neurologie	0,55
Néphrologie	0,45
Anatomie pathologique	0,36
Anesthésie-Réanimation	0,18

UN ESPACE SPÉCIALISÉ AU PRATICIENS

ENREGISTREMEN

A significant growth of specializations representing the majority of visitor's practitioners of the show, on 2012 a net increase of dental specialists, gynecology and radiology is to be noted. With for the first time 25 different medical specialties.



EVOLUTION SINCE 2009



11 000 + 9 500 TRADE VISITORS in 2012 9562 → 39 % Medical practitioners (cabinet) 7952 PRÉVISIONS 2013 → 30 % Specialized companies (Distribution) 6121 5 9 7 8 15 % Public enterprises hospital (EPH) → 10 % Private hospitals 04 % Public institutions and agencies of state 2009 2010 2011 2012 02 % Teachers, academics and students

HIGHLIGHTS

300 INTERNATIONAL BRANDS REPRESENTED IN 2013

+ **85** % Exhibitors wishing to return

+ 58 % booth already reserved before enrollment

+ 35 % Additional surfaces and more

125 118 78 2009 2010 2011 2012 **300**

PRÉVISIONS 2013

258



EXCEPTIONAL



From 7th to 11th April 2013, you have rendezvous...

With the biggest show in Algeria...on a site of more than 10 000 m2,

A show of medical devices in pavilion "A, AHAGAR" at palais des expositions of close to **4 000** m2 of commercialized spaces divided in three buildings and a patio for external spaces.

Every year, the international show of hospital and medical equipment is a major event for all enterprises wishing to offer the most beautiful window to their technology, their services and their knowhow.



Lighthouse event of medical sector, the international show of hospital and medical equipment is the space attracting the press both specialized and general.

Mediatization is reinforced by the presence of leaders of important companies of the sector and the most eminent personalities of political and economic world.

More than 40 journalists covered 2012 edition

And more than 100 published news coverage and articles...

Each visitor will receive one copy of newspaper of the show published at 20 000 copies, do not miss the possibility to present your company and also your expertise thanks to news coverage.

The unique occasion to make talk about you.

MIle Katia BENYAHIA

Cellule de communication

communication@siehm2013.com

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MEDIA PLAN

- Daily TV broadcast during the show.
- Daily radio broadcasts on national radio.
- Daily advertising insertion
- Press conference before and during the show

Press conference can be organized for you (Please consult us for more details)







COMMENT PARTICIPER **EXPOSEZ**

A. Evaluate your needs

• You have to do your estimation on products you wish to exhibit during the show, and also necessary surface for installation, the minimum is 18m2 for internal covered booths, 36m2 for external spaces.

B. Book your space
You can choose a space on the last update of exhibition plan (DATE OF UPDATE).

Important:

- 1. Ask for the last plan update.
- 2. A reservation does not allow claiming the space before written confirmation (notification) of organizer.

C. Ask for your file

• Ask for admission form, or register directly on the web site www.siehm2013.com, column registration (follow instructions), read and fill up carefully your admission inquiry. Committee team will assist you as necessary.

You can send electronic version by email in order to activate your registration, accompanied by the payment indicated on participation file annex#2booth prices.

Attention :

Payments of booths should be done to SAFEX, Société Algérienne des Foires et Expositions.

BEA 002 00016 160 1660255 56 BEXADZAL 016 PINS MARITIMES ALGER - ALGÉRIE.

D. Check your confirmation

• Attribution notification will be sent to you with booth codes related to your space on the official plan of exhibition.

(Check inside informations)

E. Improve your visibility

• Prepare your visuals (lay out, tablets,...etc), reserve your inserts on the catalog, newspaper, exhibition posting, full up the form of order related to additional fees and send it to organization committee as soon as possible.

F. Withdraw your installation pack

• Withdraw your installation pack containing (badges, parking access, installation voucher (booth), invitations, catalogs, newspapers...etc).at organizer office.

Pour toutes questions adressez-vous

Mr islam NEGHOUCHE

Installation guichet unique

Inscriptions@siehm2013.com

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• **Démarquez-vous** de vos concurrents

Affirmez votre **POSITION**

Optimisez votre image auprès

de vos **PROSPECTS**

DURANT LE SALON "ACCUEIL"



AVANT / APRÈS LE SALON



• (12.000 invitations diffusées)
Publipostage du carton d'invitation à l'ensemble
des EPH nationaux, Cliniques, cabinets et instituts
ainsi qu'aux visiteurs de la dernière édition (2012).



- Sur le Web
- 1. Bannière publicitaire www.siehm2013.com
- 2. Newsletter SIEHM NEWS Campagne d'Email à travers notre annuaire **DZMED**



 Couverture sur du Journal du Salon
 1. Distribué gratuitement à l'accueil et diffusé largement à l'échelle nationale. 20.000 ex.
 2. Publireportage / Insertion publicitaire sur le Journal du Salon.

Média

AFFICHAGE URBAIN

Campagne d'affichage urbain sur sites cibles aux accès du Palais des Expositions, des centres hôspitaliers et des principales artères d'Alger centre.

• PRESSE ÉCRITE

Votre LOGO sur insertion publicitaire Bandeau Couleur, Première de couverture.



Mieux Optez pour un PACK

Pack Exposition Classic

- Lot de 50 invitations
- 10 invitations à l'innauguration officielle
- Fiche d'informations catalogue
- Insertion sur la liste du communiqué de presse
- Exemplaire du Catalogue du Salon
- 50 Ex. Journal du Salon

Obligatoire

Pack Exposition SILVER

Pack Exposition Classic

- + votre logo sur l'affiche officielle du salon
- + votre logo sur la presse (appel a visiter)
- + 2ème de couverture du catalogue officiel
- + publireportage 1/2 page sur le journal du salon
- + votre affiche a l'accueil du salon
- + votre logo sur le plan d'orientation
- + Prospectus distribués aux visiteurs

Option

Pack Exposition GOLD

Pack Exposition Classic

- + votre logo sur l'affiche officielle du salon
- + votre logo sur la presse (appel a visiter)
- + votre logo sur les invitations officielles
- + votre logo la couverture du catalogue officiel
- + votre logo sur l'ensemble des badges
- + 4ème de couverture du catalogue officiel
- + publireportage 01 page sur le journal du salon
- + co branding campagne radio (appel a visiter)
- + votre affiche a l'accueil du salon
- + votre logo sur le plan d'orientation
- + votre logo sur le sac visiteur
- + Prospectus distribués aux visiteurs

Option

RADIOS Nationales

Spots quotidiens de 35" sur les radios nationales. Dénomination énnoncé.



TV Nationales

Spots TV les chaines nationales à invitations sur les plateaux d'émissions spécialisées





CATALOGUE OFFICIEL EXPOSITION

Exhibition is organized according to a list of products and services accepted at the SIEHM, this list contains more than 257 activity references; they are divided in six (06) principal groups according to application domain as follows:





ELECTROMEDICAL EQUIPMENT MEDICAL TECHNOLOGY

10 101 à 10 125 DIAGNOSTIC

10 201 à 10 206 IMAGING PROCESSUS

10 301 à 10 316 THERAPIE AND PHYSIOTHERAPY

10 401 à 10 405 INTENSIVE CARE / ANESTHESIOLOGY / RESPIRATION

10 501 à 10 503 OPERATING TECHNOLOGY AND EQUIPMENT

10 601 à 10 604 STERILISATION

10 701 à 10 704 EMERGENCY MEDICINE / RESCUE EQUIPMENT

10 801 à 10 804 SURGERY AND ENDOSCOPY
10 901 à 10 904 HOSPITAL AND CARE FOLIPEMENT

11 001 à 11 007 EQUIPMENT AND FURNITURE (GENERAL)

11 101 à 11 109 DENTAL SUPPLIES, EQUIPMENT AND PRODUCTS



LABORATORY EQUIPMENT

20 101 à 20 120 GENERAL EQUIPMENT

20 201 à 20 216 CLINICAL CHEMISTRY

20 301 à 20 318 IMMUNOCHEMISTRY (IMMUNOLOGY)
20 401 à 20 412 HAEMATOLOGY/ HISTOLOGY/ CYTOLOGY

20 501 à 20 507 MICROBIOLOGY

20 601 à 20 608 INFECTIOUS IMMUNOLOGY



PHYSIOTHERAPY ORTHOPAEDIC TECHNOLOGY

30 100 BALNEALTHERAPEUTIC EQUIPMENT

30 200 BANDAGES

30 300 TRANSPORT VEHICLES FOR THOSE WITH HANDICAPS

30 400 OCCUPATIONAL THERAPY EQUIPMENT

30 500 WALKING AND MOBILITY AIDS

30 600 COMPRESSION THERAPY EQUIPMENT

30 700 ORTHOPAEDIC SHOCK WAVE THERAPY EQUIPMENT

30 800 PHYSIOTHERAPEUTIC MOBILITY AIDS

30 900 PHYSIOTHERAPEUTIC COLD TREATMENT

31 000 PHYSIOTHERAPEUTIC MASSAGE EQUIPMENT

31 100 PHYSIOTHERAPEUTIC HEAT TREATMENT

31 200 REHABILITATION EQUIPMENT AND DEVICES

31 300 WHEELCHAIRS

31 400 TRAINING EQUIPMENT



COMMODITIES AND CONSUMER GOODS

40 100 ACUPUNCTURE EQUIPMENT AND ACCESSORIES

40 200 UNIVERSAL MEDICAL COMMODITIES

40 300 DOCTOR'S CASES, EMERGENCY CASES

40 400 CLOTHING / SHOES

40 500 DECUBITUS PREVENTION PRODUCTS

40 600 DISINFECTANTS

40 700 DISPOSABLE ARTICLES FOR SURGERIES

40 800 DISPOSABLE ARTICLES FOR HOSPITALS

40 900 DISPOSABLE ARTICLES FOR LABORATORIES

41 000 RECYCLING SYSTEMS

41 100 INCONTINENCE AND STOMA AIDS

41 200 CATHETERS

41 300 OPERATING THEATRE TEXTILES

41 400 SPLINTS

41 500 VISUAL SUPPORT SYSTEMS

41 600 BANDAGE MATERIALS

41 700 LINEN

41 800 DRESSINGS FOR WOUNDS



COMMUNICATION AND INFORMATION TECHNOLOGY



MEDICAL SERVICES AND PUBLICATIONS

IMPORTANT

Exhibitors registered at exhibition should imperatively identify their activities between activity codes available on official list of exhibition SIEHM, exhibitors can choose until 10 activities; these will be inscribed on exhibitor's index visible on official catalog of edition.

Sari COM EVENT ALGÉRIE

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