

# SWISS MEDICAL DAYS

MOSCOW, RUSSIA

MARCH 19-21, 2020

**Swiss Health Magazine** and **Lämmli Media** have been holding events for several years to promote Swiss clinics and resorts in Russia. The events are held with the support of the Swiss Embassy in Russia, leading medical universities and Russian companies, as well as with the participation of Swiss and Russian celebrities - such as the famous tennis player Martina Hingis, the famous hockey player Slava Bykov, TV presenter Ekaterina Andreeva, Olympic champion Ilya Averbukh, actress Daria Moroz, TV presenter Dmitry Dibrov, etc.

**Lämmli Media & Consulting** represents **Swiss Medical Days** - Swiss-Russian cooperation platform in the field of health and medical tourism.

The Swiss delegation has the opportunity for three days to communicate with doctors, potential partners and target-audience in different formats:

- **Professional**
- **Official**
- **Business**
- **Informal**

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## PROFESSIONAL



Participation in medical exhibition  
Speech at a medical conference

## BUSINESS



Reception at the Swiss Embassy in Russia

## OFFICIAL



Signing of Memorandum between Russian  
football Union and Eurasia Heart Foundation

## INFORMAL



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## PROGRAMME OF EVENTS

Event	Data
<b>Event I</b> Swiss-Russian symposium "Check up, rehabilitation and prevention"	19 <sup>th</sup> of March 2020 Morning
<b>Event II</b> Exhibition Medshow Medical tourism	20-21 March 2020
<b>Event III</b> Official presentation in states Russian company	Optional 19 <sup>th</sup> of March Evening
<b>Event IV</b> Presentation in VIP club	22 <sup>th</sup> of March
<b>Full package</b>	19-22 of March

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## EVENT I

Swiss-Russian Symposium "Check up, rehabilitation and prevention"

### Partners

Sechenov Medical University (medical university №1 in Russia)  
Medsi (biggest network of private medical clinic in Russia)

### Options

Speech, presentation in business program

### Data

19<sup>th</sup> of March, 11.00-15.00

### Audience

Heads of medical clinics (Russia), doctors from VIP clinics, rehabilitations centers and VIP clubs.

## EVENT II

Exhibition Med-show Medical tourism

### Options

Stand for 2 days  
Presentation in business program

### Data

20-21 March, 11.00-18.00

### Audience

Medical agency's, potential business partners, private persons etc.

## EVENT III

Official presentation in states Russian company

### Options

Presentation of clinic

### Audience

VIP and celebrities

## EVENT IV

Presentation in VIP-club

### Options

Presentation of clinic, individual conversation and consulting with VIP and potential clients

### Data

22<sup>th</sup> of March