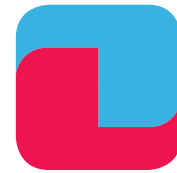


Together we can

# Integration. Life. Society. 2015

INTEGRATION

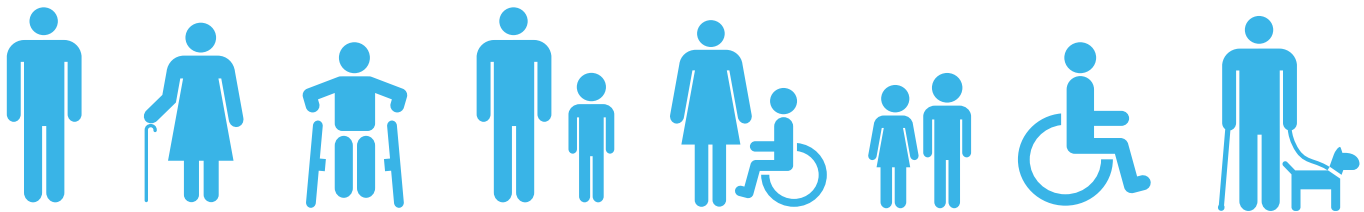


LIFE  
SOCIETY

INTEGRATION.RU

## 5<sup>th</sup> exhibition of rehabilitation equipment and technologies

Rehabilitation / Integration / Prevention / Care / Nursing / Sport / Life style



Mobility / Accessibility / Inclusivity / Universality

22-24 April 2015  
EXPOCENTRE, Moscow

VII International Conference  
of Moscow Government

Equipment for rehabilitation  
and care

Programme in parallel

[www.integration.ru](http://www.integration.ru)

[integration@messe-duesseldorf.ru](mailto:integration@messe-duesseldorf.ru)

Supported by:



Partners:



# Fourth international trade and event fair for people with disabilities wraps up successfully

Interest in the living situation of people with impairments is on the rise in Russia and with it the need for solutions to their everyday problems. The City of Moscow aims to be barrier-free by 2020. The increase in the number of both exhibitors and visitors at the fourth **Integration. Life. Society.**, which took place at the Expocenter Krasnaja Presnja in Moscow from 23 to 25 April 2014, reflects the country's commitment to helping disabled people lead an integrated social life and become largely independent. The fourth **Integration. Life. Society.** was held on different days of the week from previous years. This year it was from Wednesday to Friday (2013 Thursday to Saturday) that the roughly 150 exhibitors provided information on aids and care concepts as well as on the latest developments in the area of aids for everyday life, workplace mobility and household living to some 3,700 visitors.

The 150 exhibitors hailed from Germany, Lithuania, the U.S., Poland, Russia, Slovenia and Taiwan. The focus at the international trade and event fair for people with disabilities was on innovative assistive technologies, concepts, therapies and leisure activities, plus security and monitoring systems, physiotherapy and orthopaedic aids. In addition to renowned exhibitors such as Otto Bock HealthCare, Invacare, Meyra-Ortopedia, Metiz, Orto-Kosmos, ANO "Katarzhina," the "Preodolenije" rehab centre, OOO "Observer," OOO "Aktiv" and REAMED/CONVAID, major institutions and organisations were also represented, including VOI (the Pan-Russian Disability Rights Organisation), VOS (the Pan-Russian Organisation for the Visually Impaired) and VOG (the Pan-Russian Organisation for the Deaf).

The two-day 6<sup>th</sup> International Moscow Governmental Conference "Equal Rights – Equal Opportunities" took place concurrently with the trade fair and featured distinguished speakers presenting and discussing the latest possibilities for disabled people to participate in society, plus aspects of accessible construction and other topics related to the implementation of the UN Convention on the Rights of Persons with Disabilities. Moreover, a multifaceted supporting programme encouraged affected persons and their family members to participate in both technical seminars and special events. Especially the last day, the official "Family Day," provided an opportunity for children and their families to contribute actively to the cultural and sports programme.

**Integration. Life. Society.** is organised by Messe Düsseldorf and its subsidiary Messe Düsseldorf Moscow. The organisers are able to draw on the extensive know-how Messe Düsseldorf has acquired staging REHACARE Düsseldorf. REHACARE in Düsseldorf – the leading international trade fair in the rehabilitation and care sector – offers affected persons and industry experts a chance to learn more about innovative aids, care concepts and therapies. The **Integration. Life. Society.** product portfolio has been tailored specifically to the demands of the Russian market.

The upcoming **Integration. Life. Society.** 2015 will take place at the Moscow Expocenter Krasnaja Presnja from 22 to 24 April 2015.



## The product range

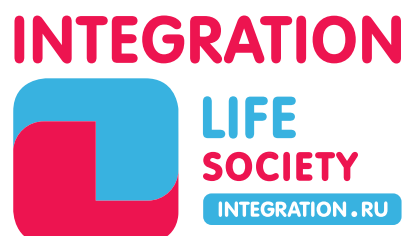
- Aids for everyday
- Household and nutrition
- Personal care and hygiene
- Mobility
- Age-appropriate living, living and travelling
- Communication
- Building and living
- Security and surveillance systems
- Education, apprenticeship and in-service training
- Workplace and job
- Training, physiotherapy and ergo therapy
- Orthopaedic aids
- Nursing care and medical care
- Clothing, protective equipment
- Leisure, sports, recreation



## The visitor target groups

Many disabled people and their family members are expected at **Integration. Life. Society.** The trade visitors come from the following areas:

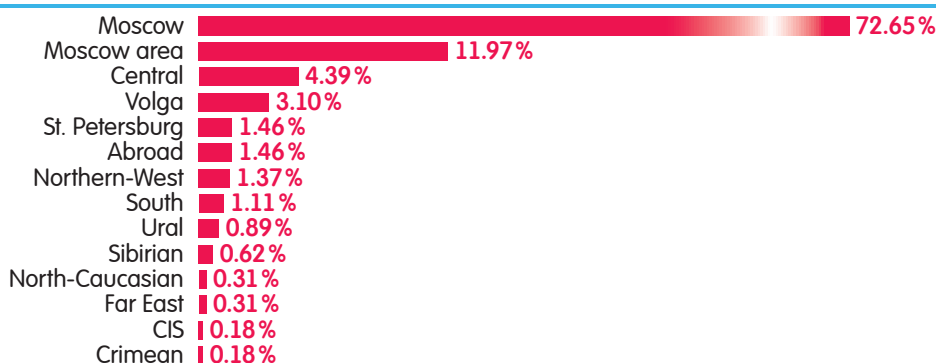
- Facilities for disabled people
- Facilities for the elderly
- Facilities for school and training
- Doctors, Staff members of hospitals, of schools for disabled, of schools for dogs and so on
- Companies with programmes for employees with handicaps
- Government agencies
- Scientific institutions
- Media
- Sport
- Trade



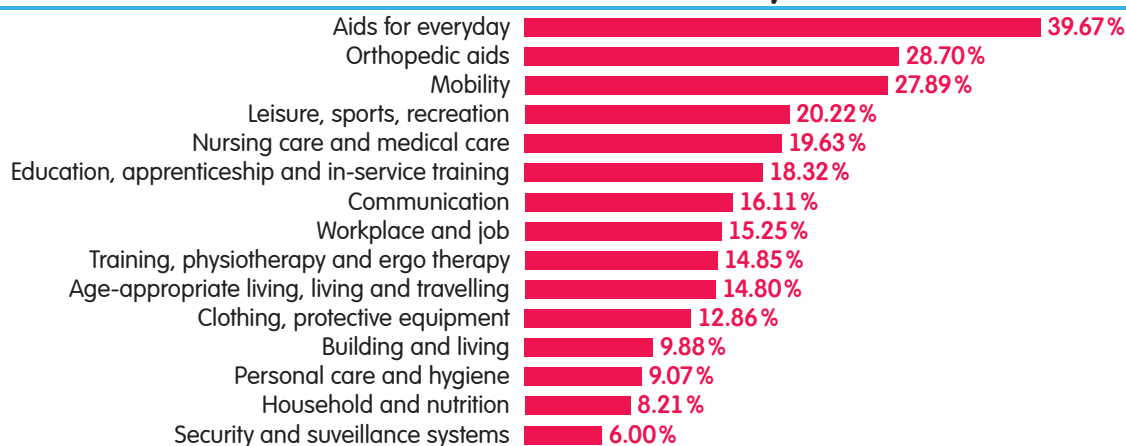
# Facts and figures

## Visitors

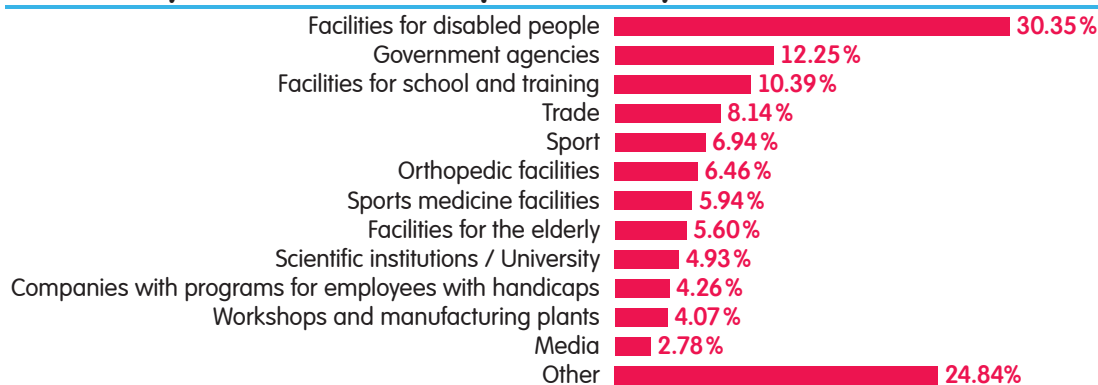
### Where are you from?



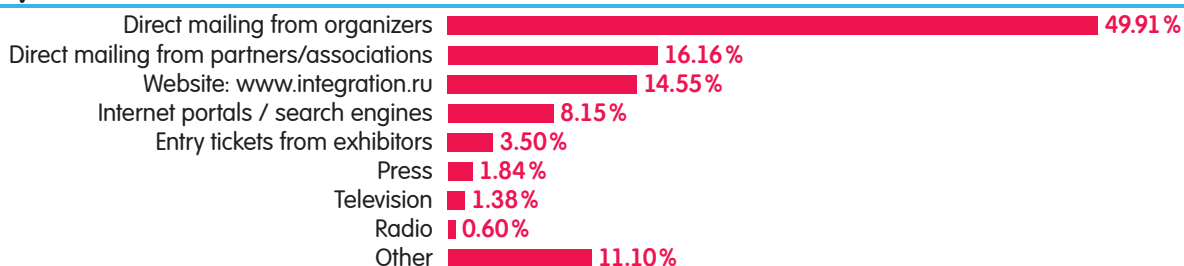
### Which thematic fields of our exhibition are you interested in? \*



### What is your area of responsibility? \*



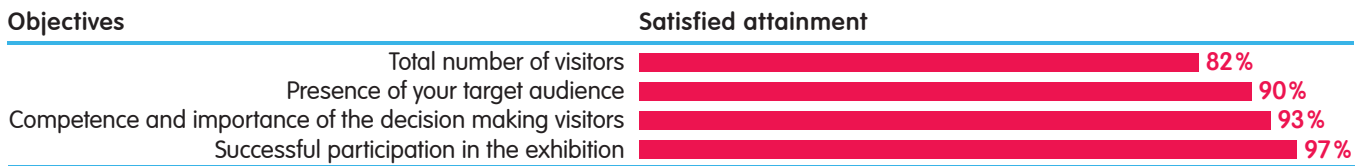
### How did you learn about the exhibition? \*



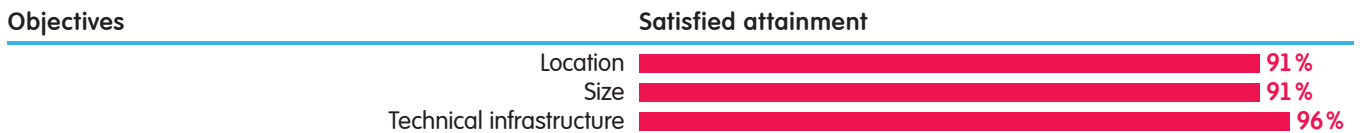
\* Multiple answers possible

## Exhibitors

### How satisfied are you as an exhibitor with ...



### How satisfied are you with your show-bench regarding ...



**Result: 97% of the exhibitors can imagine participate in the next edition of the trade fair.**

## Exhibitor statements

Sergej Kischkinskij, OTTO BOCK Marketing Director: "Visitor numbers are very satisfactory. Our seminar, which took place on the main stage for the first time, was flawlessly organised, and even the size of the audience surprised us! We're already planning to participate in the next event."

Elena Winokur, CEO of the OOO "Aktiv" representative office: "We are specialist physicians, and we've made great strides in researching the ICP issue. We're delighted by the great demand for our products. Experts and parents with children alike visit the trade fair, test our devices, ask questions. This isn't our first time exhibiting at this trade

fair, and we're planning to participate again next year."

Diana Dzhahalova, who supported the City of Düsseldorf stand: "The City of Düsseldorf stand was in a great location near the entrance and saw a lot of traffic. Visitors had a chance to learn more about the City of Düsseldorf and about REHACARE International. Some attendees even suggested they might visit Düsseldorf, possibly to attend REHACARE."

Ms Daniela Dorschner-Geerlofs from the German rehab centre Zentrum der Rehabilitation: "Even though the trade fair is still fairly small, one can feel a sense of excitement about a new age of rehabilitation. We've made

several interesting, high-calibre contacts. Overall, a strong pioneering spirit permeated the event. We established strong links at the trade fair, some of which quickly culminated in cooperation agreements. Only the future will tell how things will continue to evolve."

Evaldas Leonavicius, Area Sales Manager Russia & CIS at Invacare's European Distributor Organisation: "We would like to thank Messe Düsseldorf for the great event ILS. It was well organized and managed, so we felt we can focus only on business. We've got plenty of requests for our products, but we have to admit it was end user orientated. Nevertheless we are happy about the total event. Thanks a lot.

Natalia Pisareva, Director of Meyra's Moscow branch: "MEYRA is now part of the Polish MEDORT S.A. holding. The trade fair was very interesting for us. We met with well-known rehabilitation technology manufacturers as well as with new manufacturers that just recently entered the Russian market. Over the course of the trade fair, we held multiple talks with partners from the region and from the Urals and Siberia. Many executives and decision-makers responsible for the care of disabled people attended the trade fair. The three trade fair days proved to be both interesting and productive for our holding."



# INTEGRATION



LIFE  
SOCIETY

INTEGRATION . RU



Messe  
Düsseldorf

# Well placed – our stand construction for you

Our experienced service covers a wide spectrum, ranging from fully customised planning and design to a basic, cost-optimised stand. As an exhibitor you can therefore choose from a wide variety of options to suit your tailor-made presentation at the trade fair. We also ensure that you get the best value for money from planning and implementation and that the turnkey stand is handed over to your trade fair team right on schedule.

## Basic Package

Our Basic Package offers all you need to present your company at **Integration. Life. Society.** at a reasonable price!



Stand erection and dismantling including all ancillary costs comprising:

- Carpet covering complete stand area (grey)
- Dividing walls to the neighbouring stands, 250 cm high, system design (white)
- 1 fascia board with lettering on aisle side incl. grid frame, upper edge of stand, 33 cm high, white, with lettering (max. 12 letters free, without logo)
- 1 table 70 x 70 cm and 2 chairs
- 2 spotlights per 9 m<sup>2</sup> of stand area

## Premium Package

Our Premium Package comprises attractive features as individual, highclass equipment and furnishing. One particular advantage is the lockable cabin.



Stand erection and dismantling including all ancillary costs comprising:

- High-quality, hard-wearing carpeting in colour of your choice
- Octanorm Maxima lightweight system stand construction, including sturdy cabin, rear and side walls
- Lockable cabins
- Fascia board with lettering of your choice (two fascia boards on corner stands)
- Furniture comprising chairs, one table and one sideboard, waste paper basket (equipment may vary from illustration)
- Power connection (220 V/2 kW)
- 1 HQI spotlight per 4 m<sup>2</sup> stand area

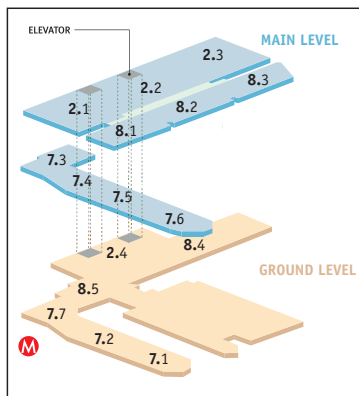
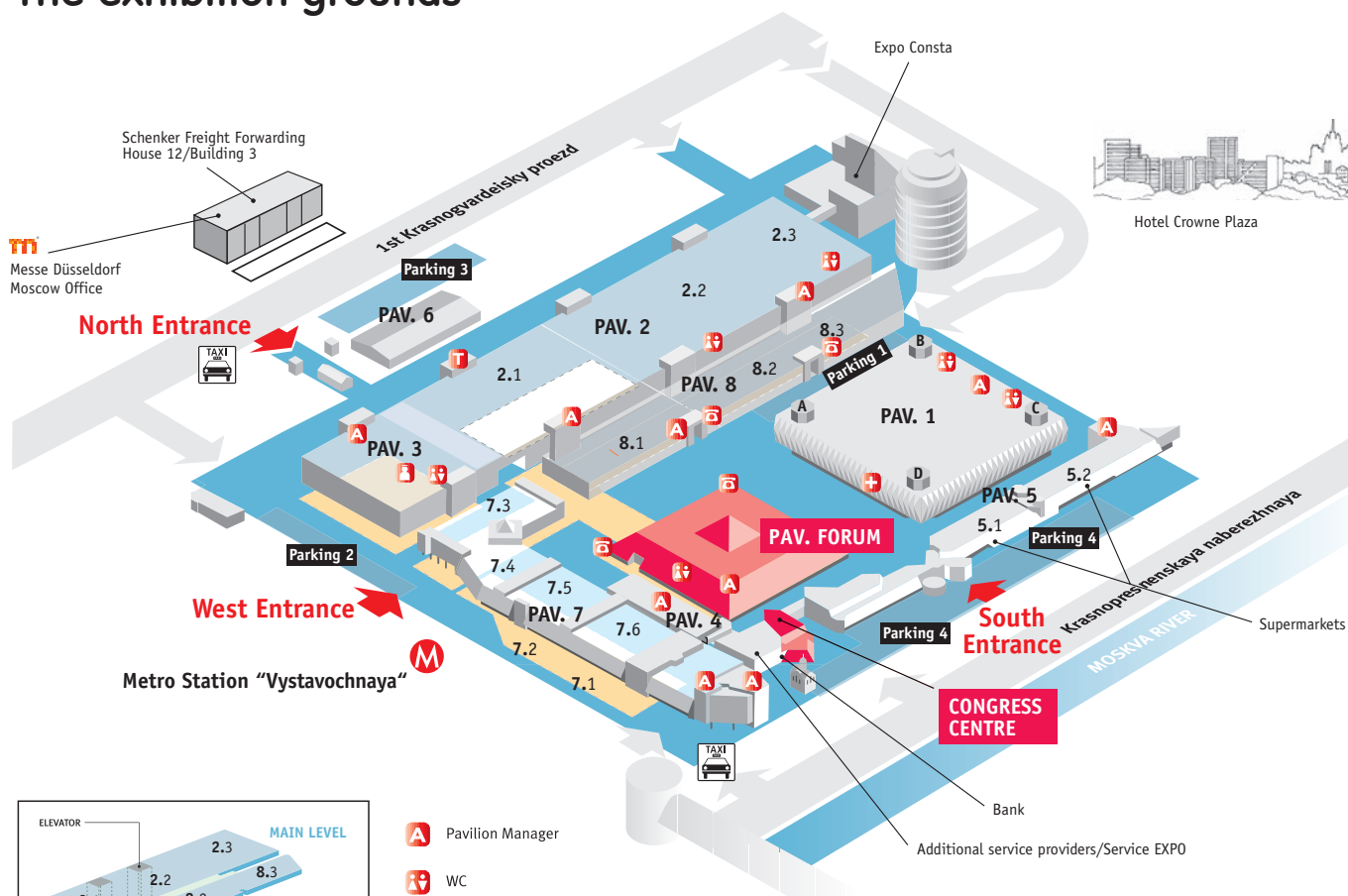
## Customized stand construction



Our Customized Stand Construction offers almost unlimited possibilities for planning the exhibition stand according to your corporate design. We will be happy to take up your ideas and share our many years of experience with you. Simply arrange a non-committal meeting with our team!

- Advice
- Planning
- Implementation
- Rental/sales
- Support
- Full service

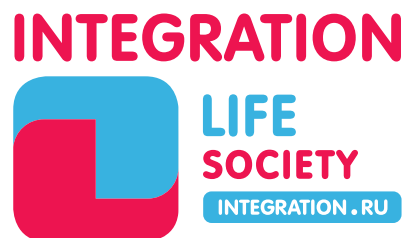
# The exhibition grounds



- Pavilion Manager
- WC
- Telephones
- First Aid
- Bus Station
- Metro Station
- Exhibition Customs
- Ground Level



Krasnaya Presnya  
 Krasnopresnenskaya nab. 14  
 123100 Moscow, Russia  
[www.expocentr.ru](http://www.expocentr.ru)



# INTEGRATION



**LIFE  
SOCIETY**

INTEGRATION.RU

5<sup>th</sup> exhibition of rehabilitation  
equipment and technologies

22-24 April 2015  
EXPOCENTRE, Moscow



## The team

In Düsseldorf

Mr Andreas Schweflinghaus

Phone +49.211.45607797

Fax +49.211.45608529

SchweflinghausA@messe-duesseldorf.de

[www.integration-russia.com](http://www.integration-russia.com)

In Moscow

Mrs Svetlana Kleyman

Phone +7.495.9559199 #622

Fax +7.495.2469277

KleymanS@messedi.ru

Mr Michael Shatov

Phone +7.495.9559199 #634

Fax +7.495.2469277

ShatovM@messedi.ru

[www.integration.ru](http://www.integration.ru)

Give us a call.  
We'd be delighted to help you.

Messe Düsseldorf GmbH  
P.O. Box 10 10 06 \_ 40001 Düsseldorf \_ Germany  
Phone +49/2 11/45 60-01 \_ Fax +49/2 11/45 60-6 68  
[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)

  
Messe  
Düsseldorf