

# Medtehnikapoint Group - a complex solution for medical laboratory.

Russia, Saint-Petersburg, 2017

## 1. Company.

MedtehnikaPoint is a group of companies that was established to supply pathologists and histologist with good quality Russian products for regional laboratories (up to 50,000 tests per year) and high quality foreign product for federal laboratories (more than 50,000 tests per year).

Mission - Reduction of mortality.

Goals - doubling the speed of histological analysis and doubling the quantity equipment of histological laboratories by 2020.

## 1. Company.

Group was established in 2011.

We are the only group of companies who specialized only on pathology and telepathology market without a diversification on other directions.

**Medtehnika point** manufacture a range of equipment and reagents good quality for the regional laboratories to 50,000 tests per year.

**Medtehnika point** distribute a range of equipment and reagents of high European quality for Federal laboratories, more than 50,000 tests per year.

# 1. Company.

## Who is Medtehnikapoint Group?

Head Quarter: 44, Sverdlovskaya emb., St. Petersburg, Russia, 195027.



# 1. Company.

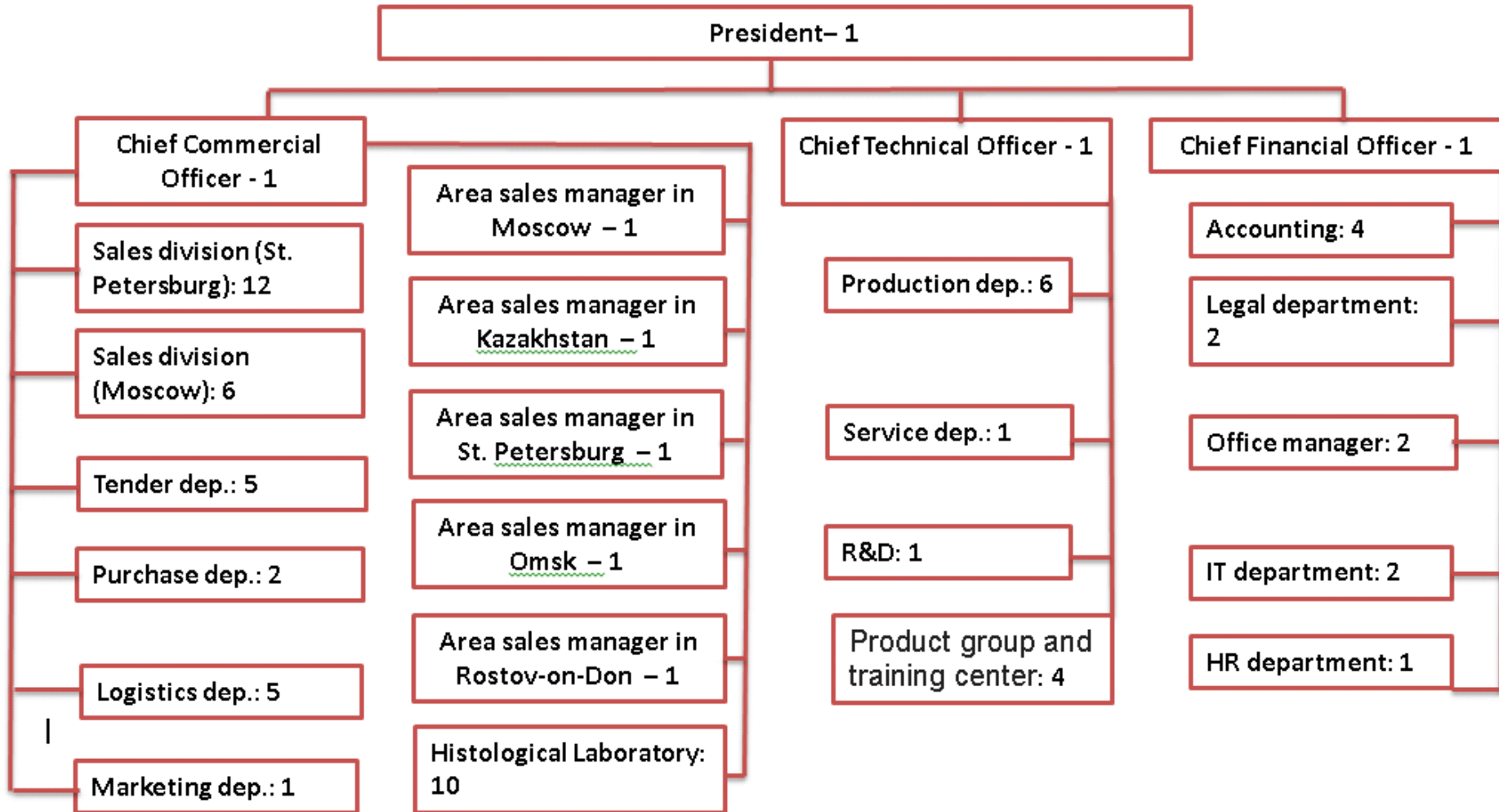
## Who is Group?

### A company committed to:

- **Developing, manufacturing, distributing** instruments and reagents to histopathology, telepathology and research laboratories in EAC;
- **Fast growing** as histopathology supplier
- New products launched every year to increase the portfolio;
- 2 range of products for the regional and Federal consumer;
- Providing products manufactured in Europe as best in terms of quality,
- Providing products manufactured in Russia as best terms of price.

# 1. Company.

## Company organization chart.



# 1. Company.

Experience in OEM manufacturing.

197 SKU reagents are under registration.

**Fixation and processing solutions**



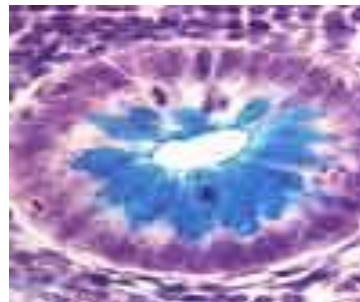
**Mounting media**



**Paraffin wax embedding media**



**Ready-to-use staining solutions**



# 1. Company.

## Instruments and Lab furniture OEM production

СТАНЦИЯ ВЫРЕЗКИ



ГИСТОПРОЦЕССОР



СТАНЦИЯ ЗАЛИВКИ



ДЕКАЛЬЦИНАТОР



МИКРОТОМ



АРХИВНЫЕ ШКАФЫ



РАСХОДНЫЕ МАТЕРИАЛЫ



КРИОСТАТ



ИММУНОСТЕЙНЕР



МУЛЬТИСТЕЙНЕР




СКАНЕР



МИКРОСКОПЫ



СТАНДАРТЫ КАЧЕСТВА ISO 9001:2008, ISO 13485:2003 



# 1. Company.

All stages of histological process.  
11 types of equipment. 8 already certified.

**Sectioning**



**Tissue processing**



**Embedding**



**Microtomy**



**IHC Staining**



**Staining**



**Microscopy and**



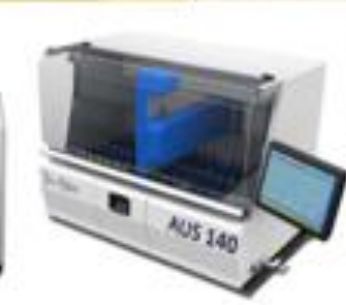
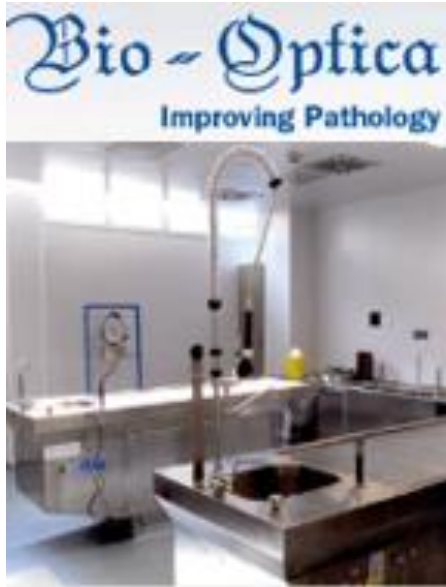
**Visual systems**

# 1. Company. Service Department.



Their qualification and promptness are your guarantee.

# 1. Company. Distribution.



Group distribute high European quality brands.

# 1. Company.

## Competitive advantages.

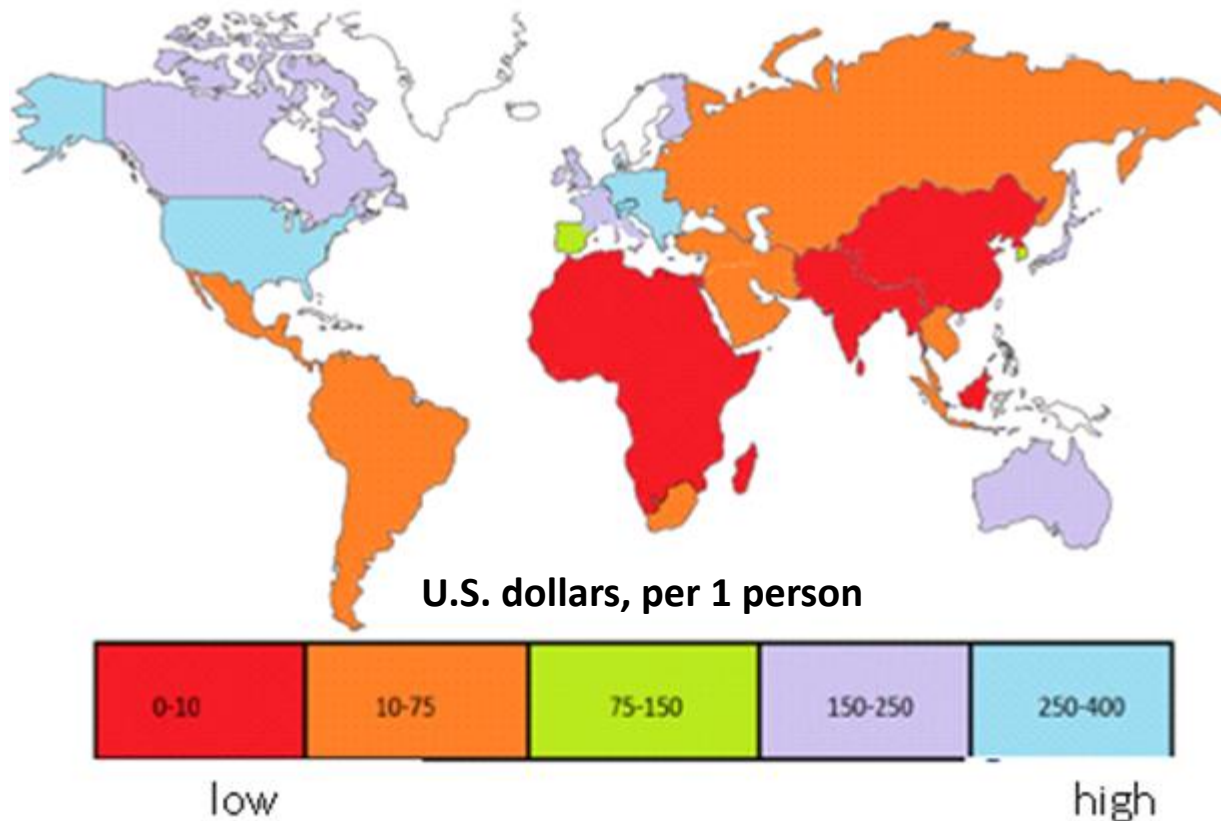
Key driver to successful business

- Quality of the products, reliability
- Well structured organization
- Efficient Marketing (i.e. organization of meetings and workshops)
- Full range of products (bundled offers)
- Customer oriented, fully comprehensive service
- Improved flexibility
- Good automatic analysis together with telepathology is the way to hi quality diagnostic.

## 2. Sales.

### Market (statistics 2014).

Medical equipment in the world.



In-vitro diagnostic and immuno-enzyme analysis are the largest and fastest-growing markets targeting diagnostics in the medical goods in the world.

## 2. Sales. Market (statistics 2016).

№	District of Russia	Population, thousand people	Death rate from cancer, per 100 thousand people per year	Histolog y tests per 100 thousand people per year	Autopsy per 100 thousand people per year	Total		
						Adequa cy of equipm ent %	Lack of doctors	Lack of technici ans
	<b>Russian Federation</b>	<b>146 270</b>	<b>202</b>	<b>27 373</b>	<b>259,7</b>	<b>39,1</b>	<b>1 856</b>	<b>2 698</b>
1	Central Federal district	38 944	220	<b>26 023</b>	313,1	<b>47,34</b>	504	637
2	The North-Western Federal district	13 847	229	<b>39 293</b>	312,6	<b>33,97</b>	266	379
3	Volga Federal district	29 717	190	<b>22 317</b>	230,1	<b>30,69</b>	285	371
4	Southern Federal district	14 005	200	<b>23 794</b>	308,4	<b>31,74</b>	162	310
5	Crimean Federal district	2 294	235	<b>15 487</b>	254,2	<b>12,69</b>	-6	-17
6	North-Caucasian Federal district	9 659	118	<b>9 895</b>	43,4	<b>52,93</b>	21	43
7	Urals Federal district	12 238	196	<b>28 036</b>	183,2	<b>44,60</b>	193	256
8	Siberian Federal district	19 313	207	<b>34 196</b>	272,1	<b>25,40</b>	315	392
9	The far Eastern Federal district	6 211	193	<b>27 133</b>	271,2	<b>43,11</b>	60	118

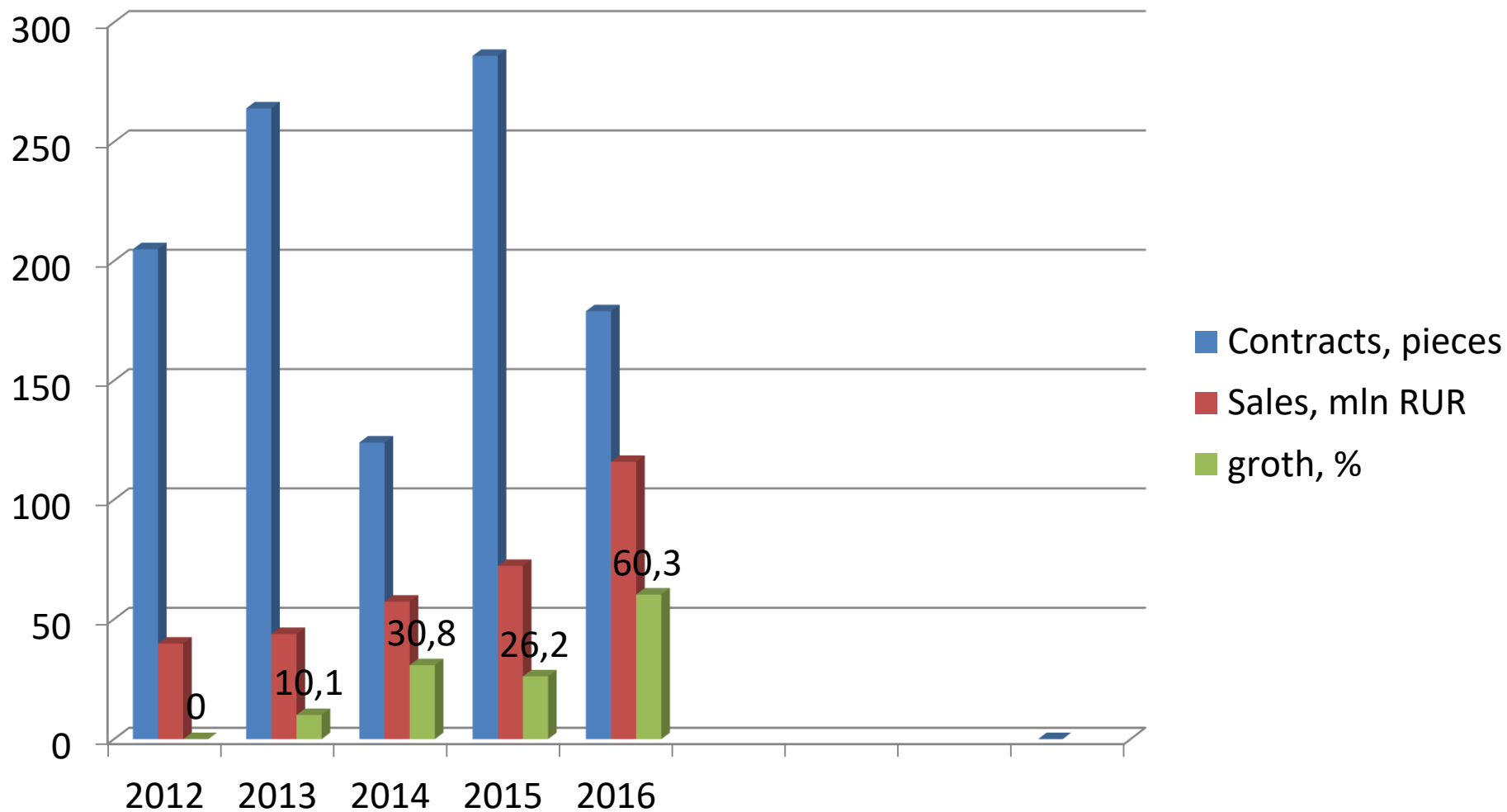
## 2. Sales.

### Market (statistics and forecast).

- 1 analysis in the average price of 0.5 U.S. dollars;
- Lack of equipment is 61% or 150 millions U.S. dollars in Russia.
- Russian market is about 40 millions histopathology analyses;
- Russian market is growing annually by 8.5%;
- The market of the countries of Eurasian Economic Union is 18% from Russian market (current sales);
- Good automatic analysis together with telepathology is the way to hi quality diagnostic.

## 2. Sales.

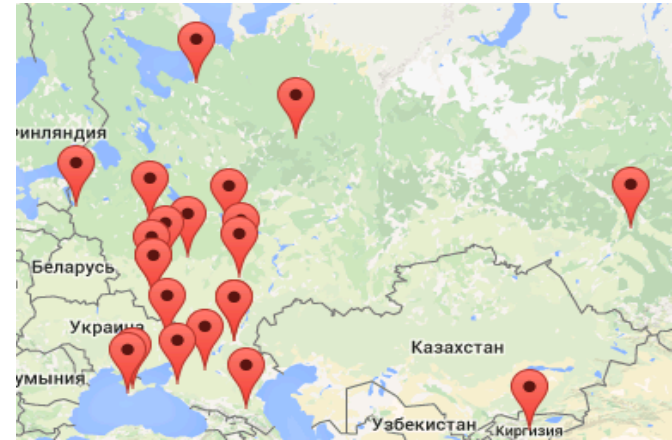
### Market (statistics and forecast).





## 2. Sales. Market (statistics).

# Sales regions Equipment and consumables



## 2. Sales.

### Sales channels.

- Direct sales (calls, exhibitions, conferences, meetings, studies);
- Distribution (Habarovsk, Rostov, Moscow);
- Tender sales (disclosure to the market);
- Internet;
- Commercial laboratory (1 medium regional laboratory makes 50 000 tests);
- Government programs.

## 2. Sales. Marketing activities.

- Brochures development and issue
- Web-promotion
- Telemarketing
- Participation at exhibitions and conferences
- Product workshops
- Regular marketing research
- Demo-rooms
- Advertising in books on pathomorphology
- loyalty program

## 2. Sales. Marketing activities.



Seminar RPS, Petrozavodsk, 2015



Conference "Strong Russia", Moscow, 2015



Seminar on pathological anatomy, St Petersburg, 2015



Health Care, Sevastopol, Crimea, 2015



Exhibition "Import substitution", Moscow, 2015



Health Care, Kazakhstan. Astana, 2015



Exhibition "Export center", St Petersburg, 2015



Oncology conference, Yalta, Crimea, 2015



Health Care, Moscow, 2015

### 3. Conclusion.

- Together we is a very strong team of professionals. We not only supply your products to our customers – we market them, promote them, train users on how to use them, provide technical and managerial assistance and actually create new markets for them. Getting your products to the largest number of users is our main priority and we are experts at it. This is why companies prefer Group to be their gateway into Russia.

### 3. Conclusion.

Thus.

- We are professionals.
- We are concentrated on pathology.
- We have got a huge clients base.
- We have got a personal communication to KOLs (key opinion leaders).
- We use an effective technique of promotion.
- We are a stable long term partner.

### 3. Conclusion.

We are ready to invest in our partners.



### 3. Conclusion.

It is a moment to establish  
cooperation





### 3. Conclusion.

[director@medtehnikapoint.ru](mailto:director@medtehnikapoint.ru)

Tel. +7 911 184 23 30