

# **XX Anniversary All-Russian Forum "Zdravnitsa-2020"**

**May 19-21, 2020**

**Sanatorium-resort complex "Podmoskov'e", sanatorium "Marfinsky" of the Ministry of Defense of the Russian Federation  
Moscow region, Mytishchi district, the village of Marfino**

## **Dear colleagues!**

May 19-21, 2020 will take place, **the main Forum of the sanatorium and resort industry in Russia - XX anniversary All-Russian Forum "Zdravnitsa-2020"**. The focus of the national goal is to increase the duration of a healthy, active, full life of the population. The sanatorium complex of the Russian Federation is at the forefront of rehabilitation, rehabilitation and rehabilitation treatment of the Russian population.

**The opening of the 20th Anniversary Forum will take place on May 19, 2020 at 10-00 on the basis of the Marfinsky sanatorium Sanatorium-resort complex "Podmoskov'e" of the Ministry of Defense of the Russian Federation** (Moscow region, Mytishchi district, village of Marfino).

The Forum hosts the International Scientific **Congress** "The Strategic Importance of Russian Resorts in Preserving and Restoring Public Health" and the **Exhibition** of Achievements of the Sanatorium and Resort Industry "Natural Treatment Factors, Methods of Healing, Treatment and Rehabilitation in Sanatoriums and Resort Organizations", find more information on the Forum website: [rumed.ru](http://rumed.ru).

## **FORUM PROGRAM:**

### **XX INTERNATIONAL SCIENTIFIC CONGRESS**

#### **"The strategic importance of Russian resorts in maintaining and restoring public health"**

**Scientific and practical sections (round tables, plenary meetings, symposiums, seminars, lectures, master classes, trainings):** The value of the spa complex on the health of the nation; development strategy of the spa complex of the Russian Federation, the role of the spa complex in the development of medical tourism exports, the effectiveness of spa treatment; economic importance in various diseases prevention; stages of rehabilitation treatment and medical rehabilitation: rehabilitation - tasks and prospects, interagency cooperation • Investment opportunities of the spa industry in the regions • Legal and organizational forms of development and effective management of the spa industry in Russia, the main stages in the formation of an innovative strategy for the development of spa and medical and health-improving enterprises • Restorative and resort medicine, medical rehabilitation, sports medicine: achievements, prospects, global trends, technologies, equipment • Training and retraining of personnel in the field of medical rehabilitation, rehabilitation, rehabilitation and spa medicine, service, hospitality • Modern wellness technologies: spa, wellness, fitness, global anti-aging trends, medical and health tourism • Business context for the development of the resort industry of the Russian Federation: international experience and globalization, development strategies, ways to improve efficiency, business process management, specific features of the sanatorium-resort complex as an object of management • A customer-oriented approach in balneology and restorative medicine: marketing and advertising, service, food, leisure, consulting, medical management.

### **ALL-RUSSIAN EXHIBITION OF ACHIEVEMENTS OF THE SANATORIUM-RESORT INDUSTRY**

#### **"Natural healing factors, methods of healing, treatment and rehabilitation in sanatorium organizations"**

Mineral waters, therapeutic mud • Diagnostic, therapeutic and auxiliary equipment • Physiotherapy • Equipment and technologies for climate, balneotherapy, and mud therapy • Massage • Fitness equipment and implements • Thermotherapy (baths, saunas) • Reflexotherapy • Mechanotherapy • Therapeutic physical training • Manual therapy and traditional medical technologies • Therapeutic and preventive nutrition • Anti-age technologies and products • Cosmetology and aesthetic medicine • Spa and wellness • Resource-saving and environmentally friendly Technologies • Technologies for creating a healthy lifestyle • Sanatorium facilities • Supplements • Information technology • Beach equipment • Furniture • Pools • Gyms • Food processing equipment • Clothing • Promotion technologies • Transport • Implementation of vouchers • Medical and social insurance • Design, construction and improvement sanatoriums • Medical management and marketing • Technological design • Training and retraining of the staff • Consulting • Medical and spa literature.

**In the pursuance of the tasks set by the President of the Russian Federation to increase** the duration of a healthy, active, fulfilling life, an advertising and information campaign will be implemented in the framework of the All-Russian Forum "Zdravnitsa 2020" to promote the services of the sanatorium complex, promote the need for rehabilitation and treatment at health-resorts in order to maintain health and active longevity.

**A CEREMONY OF APPROVAL OF CERTIFICATES** of participants of the Assessment System of sanatorium-resort organizations with the assignment of quality categories of the National Spa Association and Europespamed will take place.

**COMPETITION OF THE EXHIBITION OF THE ALL-RUSSIAN FORUM " Zdravnitsa-2020"** - the winners of the competition in each nomination will be awarded "Gold" and "Silver" Medals of the All-Russian Forum "Zdravnitsa-2020", Diplomas and Special Prizes.

#### **"EDUCATIONAL TRENDS OF THE SANATORIUM-RESORT INDUSTRY"**

**For medical personnel** - providing continuing medical education: training events, with the issuance of certificates of the Ministry of Healthcare of the Russian Federation, confirming the accumulation of educational points (credits); short-term 12 and 18-hour training courses with the issuance of certificates of the established sample in the framework of the scientific Congress.

**For specialists.** - The Business Club of the National Spa Association, together with partners, conducts a series of business trainings, business seminars, workshops and master classes **"Business lessons for owners and managers of spa organizations."**

**For children** - the formation of a culture of health preservation: an interactive educational event "School of the Young Balneologist", in the framework of which the children will receive information on the healing potential of the resorts, the history of the development of the resort industry in a playful way, will present a project on the theme: "The Resort of my dream".

**We invite you to take part in the**

**XX Anniversary All-Russian Forum " Zdravnitsa-2020"!**

#### **Directorate of forums "Zdravnitsa"**

<http://rumed.ru> • Telephone: +7 (495) 621-40-26 • e-mail: [forum-2010@mail.ru](mailto:forum-2010@mail.ru)

Address: 105062, Furmanny lane, 8, bld. 2, Moscow, Russia

Participation in the work of the Congress: **REPORTS, PRESENTATIONS:**

Vilenskaya Marina +7 925 506 24 30,

Participation in the **EXHIBITION:**

Gerasimova Svetlana +7 977 381 70 21, +7 903 194 87 86

#### **PACKAGES for 4 days (3 nights) "all inclusive":**

**SINGLE ROOM: 820 euros;**

**DOUBLE ROOM: 750 Euro**

**PACKAGES include:** accommodation at the Marfinsky sanatorium, transfer from Sheremetyevo airport to the sanatorium and back, full board, participation in the congress, simultaneous translation Russian-English, participant portfolio, collection of abstracts of the Congress, certificate of participation, welcome cocktail, reception in honor Forum opening, cultural and sightseeing program.

#### **PARTICIPATION IN THE EXHIBITION:**

- Standard stand 4 sq.m. - 1150 euros (includes: wall panels, a frieze with an inscription (20 characters), carpet, a table with a round diameter of 80 cm, an office chair-2 pcs, a spot of 60 W, a socket block for 2 sockets 220V up to 3 kW, a basket for garbage).
- Workplace 2 sq.m. - 395 euros (includes: a table with a round diameter of 80 cm, an office chair-2 pcs, a spot of 60 W, a socket block for 2 sockets 220V up to 3 kW, a waste basket).
- Equipped absentee booth - 785 euros (includes: equipped area of 2 sq.m., rent of 48-inch LED panels for the entire duration of the exhibition, a counter for literature with customer advertising materials).

## Preliminary Program

Date	Time	Event	Note
05/18/20 Monday	18.30	Arrival of participants. Accommodation Exhibition building. Registration of Forum Participants Dinner. Welcome cocktail for participants	Sanatorium "Marfinsky" SRC "Podmoskov'e"
05/19/20 Tuesday	10.00	Grand opening Exhibitions " Zdravnitsa-2020"	Foyer of the Main Building
	10.30	Forum official opening. Greetings.	Concert Hall
	11.00—14.00	Plenary session	
	14.00-15.00	Dinner	
	15.00—18.00	Round table. "International cooperation in balneology. Challenges and Opportunities"	White Hall historical building
	19.00	Reception in honor of the opening of the Forum	Open banquet site of the sanatorium
05/20/20 Wednesday	10.00—18.00	Excursion program for foreign guests <i>(accompanied by a guide in English)</i> <i>Departure from the sanatorium, a sightseeing tour of Moscow, a visit to the National Medical Research Center for Rehabilitation and Balneology of the Ministry of Health of the Russian Federation, lunch, a tour of Red Square, Manege Square, Alexander Garden, Zaryadye Park. Return to the sanatorium.</i>	
	10.00—18.00	Exhibition "Zdravnitsa-2020"	Foyer of the Main Building
	19.00	Dinner	
	20.00	Concert of theater artists of the Russian Army	Concert Hall
05/21/20 Thursday	10.00—14.00	Work of the Congress and Exhibition. Panel sessions, symposia, round tables, master classes	Congress halls of the sanatorium
	14.00-15.00	Dinner	
	16.00	The closing ceremony of the Forum	Concert Hall
		Airport transfer	

**After filling out the Application, an invoice and a link for online payment will be sent to your e-mail.**

**Applications are accepted until March 20, 2020!**

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