

expomed eurasia

March 28 - 30
2019

Eurasia's Leading
Medical Trade Fair



www.expomedistanbul.com

 Reed | 
Reed Tüyap Fuarçılık A.Ş.

Commercial Success & Network

Meet and network with more than 35.000 professional visitors over 80 countries at B2B meetings.



Latest Trends & Technologies

Stay up-to-date with new medical developments and technologies that will give your company a competitive edge.



Structured for Efficiency

Expomed makes it fast and easy for visitors to find the products and companies they are looking for with its wisely structured floor plan.



Gateway to Eurasia

Covering a vast region from Europe to Central Asia, North Africa and Middle East, Expomed's location make the show the gateway to all major markets in Eurasia.





The premier healthcare event of Central Eurasia that brings suppliers together with key decision makers from the medical sector in Turkey and emerging neighboring Eurasian markets, Expomed is the leading and indispensable showcase of hospital and medical equipment, medical devices and medical technology, connecting Central Eurasia's growing healthcare industry in Istanbul every year.

It has become the strategic meeting point for the industry of the Balkans, CIS, North Africa and the Middle East.

Sections

Electro Medical Equipment & Medical & Laboratory Technologies

- Monitors and Imaging Systems
- Electro Medical Equipment
- Operation Room Equipment
- Disinfection and Sterilization



Orthopedics & Consumables

- Physiotherapy, Rehabilitation and Therapy Products, Devices and System
- Orthopedic Devices, Orthoses and Prostheses
- Orthopedic Implants and Trauma Products
- Disposable Supplies



Hospital Build & Medical Facility Management

- Hospital Construction and Contracting
- Hospital Beds and Equipment
- Hospital and Office Furniture, Waiting Rooms
- Patient Handling Equipment and Ambulances



OTC (Over-The-Counter)

- Herbal Supplements
- Healthy Living Products
- Dermatologic Products
- Vitamins

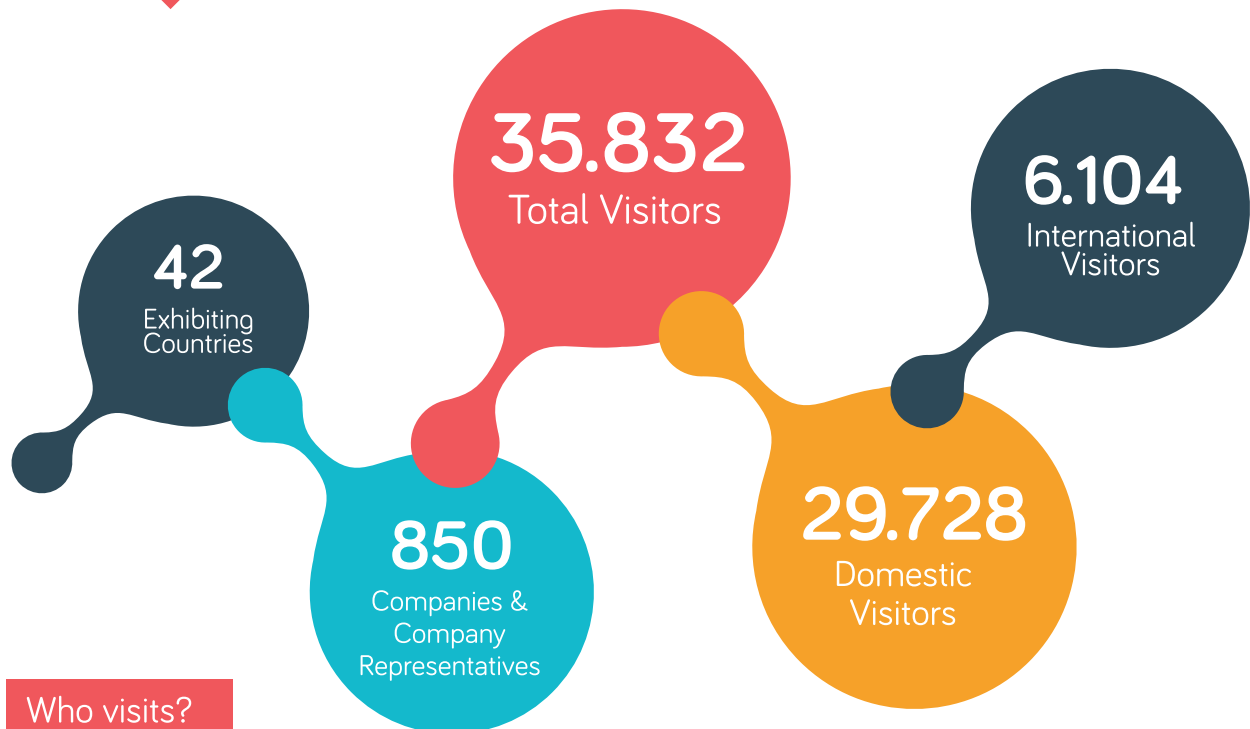


For detailed list of exhibitor profile visit www.expomedistanbul.com

Why you should exhibit?

- ▶ Expand your customer network in and outside of your origin country.
- ▶ Launch your latest products in such an event that gathers all sector related parties.
- ▶ Find new distributors in your target regions or expand your existing distributor network.
- ▶ Step ahead of your competitors by correctly analyzing the sector's situation at the right spot.

Expomed Eurasia 2018 at a glance

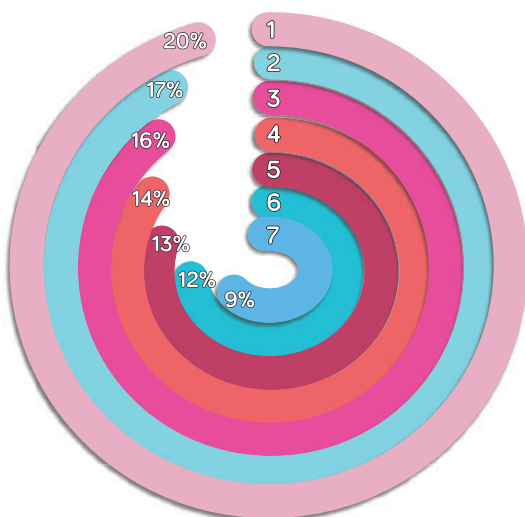


Who visits?

- ▶ Representatives and Senior Executives of Ministry of Health
- ▶ Public Hospital Managers
- ▶ Private Hospital Owners and Managers
- ▶ Purchasing Managers of Public – Foundation – Private Hospitals
- ▶ Managers of Medical Treatment Centers, Clinics & Medical Monitoring Centers
- ▶ Doctors, Physiotherapists, Radiologists, Family Physicians, Brain Surgeons, Neurologists, Orthopedists, Gynecologists
- ▶ Nurses
- ▶ Distributors
- ▶ Managers of Hospital Investment & Construction Companies
- ▶ Pharmacies

For detailed list of visitor profile visit www.expomedistanbul.com

Why They Visit?



20%

To be informed about the latest medical

17%

To develop current relations and discuss

16%

To socialize with medical business environment

14%

To have as many B2B meetings as possible

13%

To expand my business network

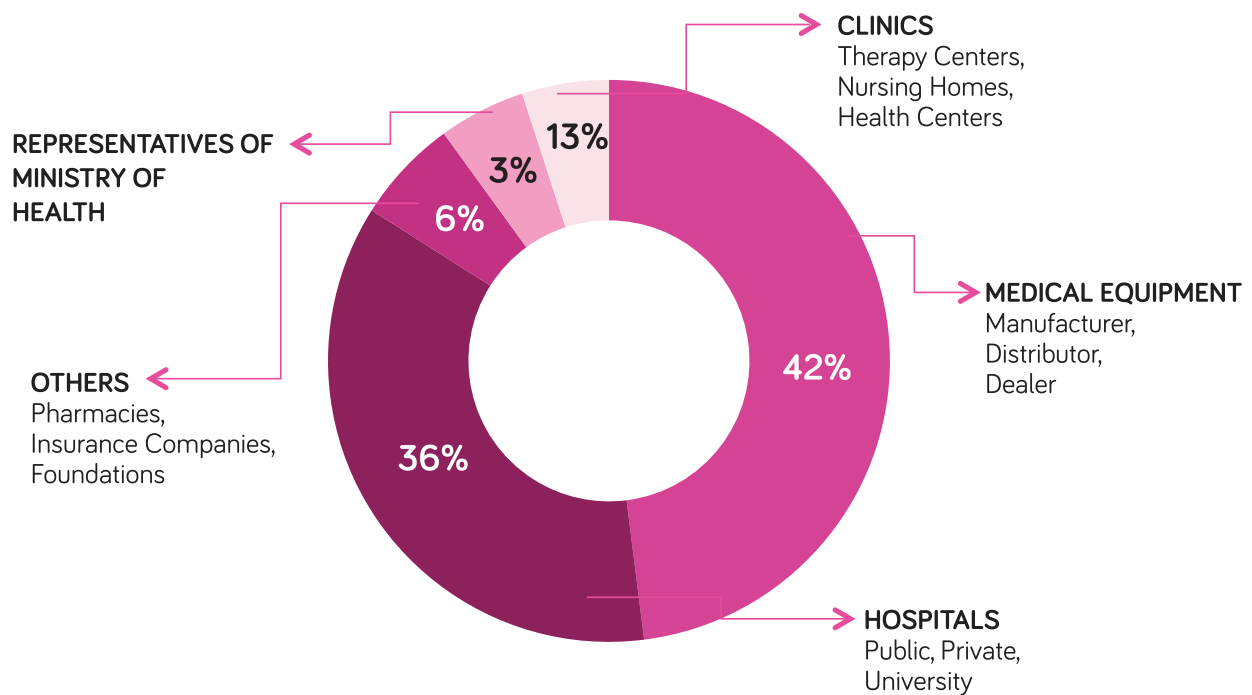
12%

To attend the events held during the exhibition

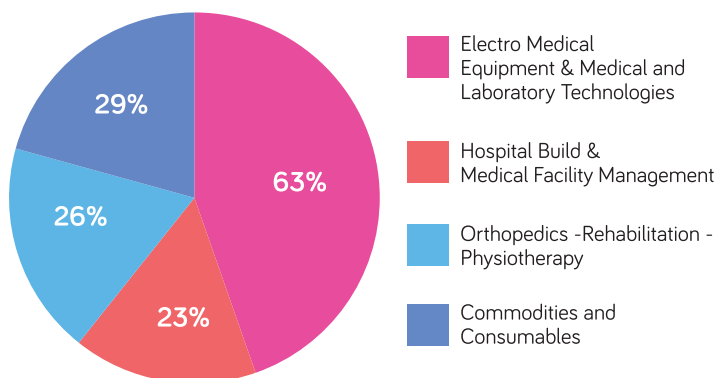
9%

To have meetings with some designated exhibitors

Visitors' Field of Activities



VISITORS' INTEREST OF PRODUCT GROUPS



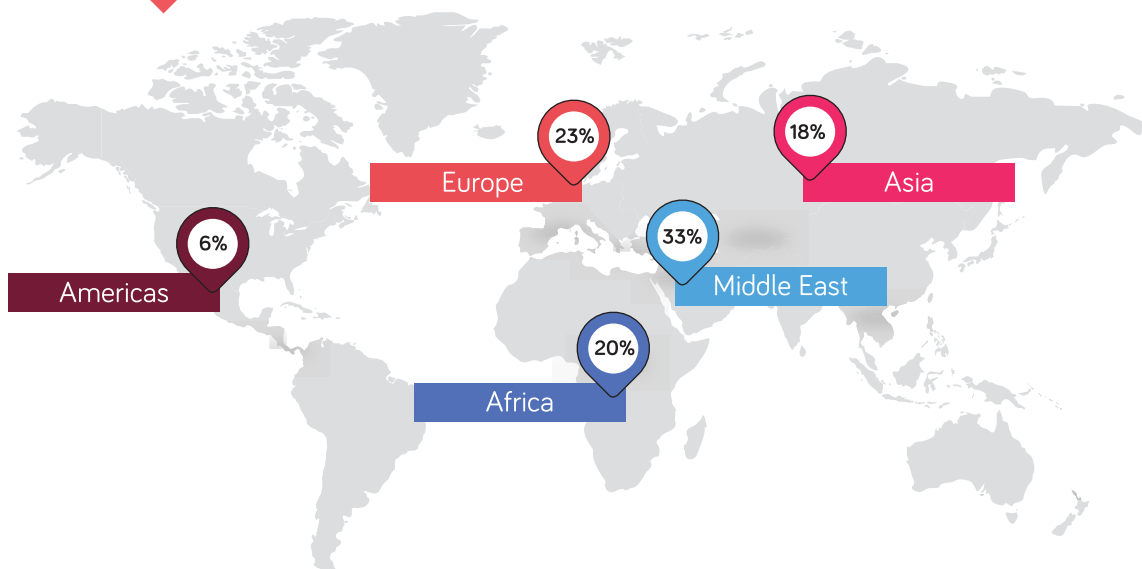
POSITION OF VISITORS PROFILE

32%	Upper Management CEO, Director, General Manager
33%	Mid Level Management Managers, Associate Managers
35%	Other Decision Makers Personnel, Technician

DEPARTMENTS OF VISITORS

18%	Research & Development
16%	Marketing & Brand Management
12%	Export & Import
11%	Purchase
10%	IT / Technical / Maintenance
33%	Other

Geographical Locations of International Visitors



OTC (Over-The-Counter)



The OTC (Over-The-Counter) medicine market in Turkey reached a volume of 5 billion USD. This segment accounts for 26% of the entire pharmaceutical market and attracts the attention of pharmaceutical companies due to its growth potential. The market grew by 17% from 2013 to 2016, and is expected to reach a global volume of 29 billion US Dollars in 2019. As the leading medical fair of Turkey and the Eurasian region, Expomed acted on this insight to include over-the-counter (OTC) products in its scope for the first time in 2018, helping the market achieve its targets.

A dedicated OTC Area at Expomed Eurasia where a wide range of products from vitamins to nutritional supplements and wellness products are now displayed to visitors. Distributors, wholesalers, pharmacists, R&D engineers and scientists visiting Expomed Eurasia from growing markets including the Middle East, Balkans and Africa can find the opportunity to engage in bilateral discussions with exhibitors.

Innovation Area

Innovation Area, provides a special opportunity for start-ups looking to present their products to professionals in a special setting. This dedicated zone showcases the latest technologies in the health sector, R&D and products that are marvels of innovation along with informative seminars and panels attracting hundreds of visitors.





400 Domestic & 800 International VIP Buyers

- Public Hospital Union Executives
- Ministry of Health Representatives
- Public-University Hospital Managers
- Surgical Nurses
- Medical Directors
- Purchasing Managers

VIP Buyers are from

Albania	Georgia	Kosovo	Montenegro	Russia	Syria
Algeria	India	Kyrgyzstan	Morocco	Saudi Arabia	Uganda
Azerbaijan	Iran	Lebanon	Mozambique	Senegal	Ukraine
Belarus	Iraq	Libya	Oman	Serbia	Uzbekistan
Bosnia & Herzegovina	Jordan	Macedonia	Palestine	Somali	
Egypt	Kenya	Mongolia	Qatar	Sudan	



STAND OPTIONS

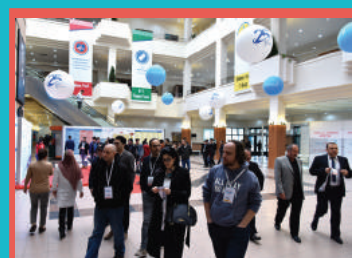
There are a variety of ways to exhibit. Choose from three pre-built stand package options of basic, superior and premium, or book space only to build your own design.

COUNTRY PAVILIONS

Many country pavilions are organised by government or industry bodies at expomed. Contact your local expomed sales agent to find out if your country will be represented.

SPONSORSHIP

Give your brand enhanced exposure at expomed. Choose from our specialised packages or design your own to suit your objectives.



ORGANISED BY:

REED TÜYAP FAIRS INC.

VISITING HOURS:

March 28th 2019 : 10:00 - 19:00

March 29th, 2019 : 10:00 - 19:00

March 30th, 2019 : 10:00 - 19:00

VENUE:

Tüyap Fair Convention and Congress Center
Cumhuriyet Mahallesi
Eski Hadımköy Yolu Caddesi
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MORE INFO

To help make your decision easier, we have produced a number of useful documents for your further reading.

Please email Nur Kulaçoğlu at nurkulacoglu@tuyap.com.tr

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