

expomed 
eurasia



March 28-30
2019
Istanbul

Eurasia's Leading Medical Trade Fair

As the biggest fair in Turkey and Eurasia where medical devices, equipment and technologies are showcased and the latest medical trends and scientific events can be tracked, Expomed Eurasia brings together the decision makers in the healthcare industry from March 28th to 30th, 2019 in Istanbul for the 26th time. In 2018 the show broke a visitor record. A total of 35,832 sector professionals including 6,104 international visitors from 90 countries visited the show that got full marks both from the exhibitors and visitors.

The new area of Expomed offers new market opportunities for Over-The-Counter Products. Located in Hall 6, this new area has a wide range of product groups from vitamins to raw materials used in OTC drugs.



OTC (Over - The - Counter)

WHAT WILL YOU FIND IN OTC (OVER-THE-COUNTER) AREA?

- Herbal Supplements
- OTC Products on Musculoskeletal System
- Dermatologic Products
- OTC Products on Respiratory System
- OTC Products & Supplements on Digestive System and Metabolism
- OTC Products on Nervous System
- Healthy Living Products



WHO VISITS OTC (OVER-THE-COUNTER) AREA?

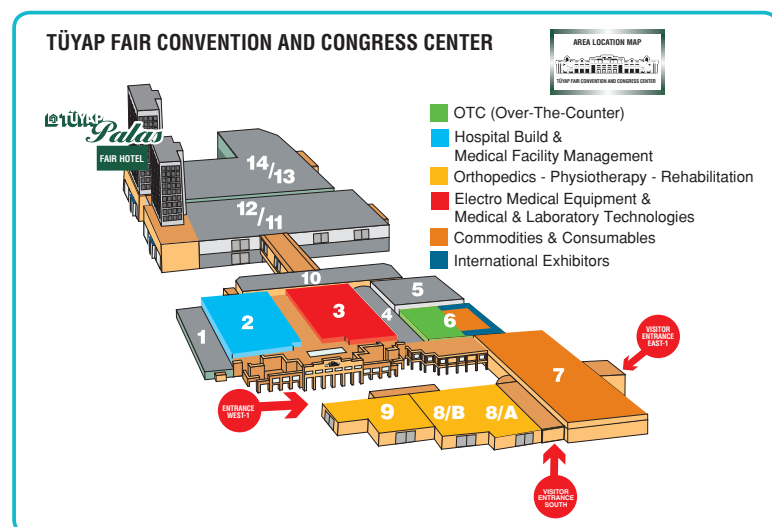
- Distributors
- Wholesalers
- Pharmacists
- Representatives of Ministry of Health
- R&D Specialists
- Academicians & Scientists

Discover New Markets in the OTC Area of Expomed Eurasia 2019

According to latest research, the over-the-counter medicine market in Turkey reached a volume of 5 billion dollars. 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 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, helping the market achieve its targets.

Over-the-counter (OTC) medicine has been a target of concentrated investment by Turkish and multinational companies over the last 5 years, and has been growing at sustained rates. With the addition of new pharmaceuticals on a daily basis, the segment now accounts for 26% of the pharmaceutical market. Acting on this information, EXPOMED seeks to expand the foreign trade network of the market by presenting the latest in the OTC segment to visitors from over 80 countries.

EXPOMED EURASIA has now a dedicated OTC Area in the foyer in Hall 6 where a wide range of products from vitamins to nutritional supplements and wellness products are displayed. Distributors, wholesalers, pharmacists, R&D engineers and scientists who visit EXPOMED from growing markets including the Middle East, Balkans and Africa will find the opportunity to network with exhibitors.



REED TÜYAP FUARCILIK A.Ş.

HEAD OFFICE / FAIR AREA



www.reedtuyap.com.tr

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VISITING HOURS

March 28, 2019 : 10:00-19:00
March 29, 2019 : 10:00-19:00
March 30, 2019 : 10:00-19:00

SOCIAL MEDIA

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