



November
5 - 7
2020
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** brought together the decision makers in the healthcare industry on March 28 - 30, 2019 in Istanbul for the 26th time. In 2019 the show was visited around 35.000 professional visitors where 778 companies and company representatives exhibited from all over the world. With the effective and innovative products and programs of Expomed a unique show experience awaits you.

Expomed Eurasia now offers new market opportunities for **Over-The-Counter Products**. this special 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?

- 1- Food Supplements
 - Herbal Supplements
 - OTC Products on Musculoskeletal System
 - OTC Products & Supplements on Digestive System and Metabolism
 - Healthy Living Products
 - OTC Products on Respiratory System
 - OTC Products on Nervous System
- 2- Dermo-Cosmetic Products
 - Dermo-cosmetic Skin Care Products
 - Self Care Products
 - Natural Cosmetic Products
 - Skin Care and Hygiene Products
- 3- Mother & Baby Products
 - Baby Care and Nutrition Products, Thermometer, Nursing Bottles and Pacifiers
 - Mother & Baby Cosmetic Products, Lotions, Oils, Creams



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 2020

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

Tüyap Fair Convention and Congress Center
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CONTACT

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VISITING HOURS

November 5, 2020 : 10:00 - 19:00
November 6, 2020 : 10:00 - 19:00
November 7, 2020 : 10:00 - 19:00

SOCIAL MEDIA

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