

## 26<sup>th</sup> edition of the Expomed Eurasia set to host a business volume of \$1.5 billion

Preparing to open its doors to healthcare professionals for the 26<sup>th</sup> time on March 28-30, 2019, **Expomed Eurasia** is counting the days to host over 1,100 brands and brand representatives from 45 countries. Supported by the Republic of Turkey Ministry of Health and Ministry of Trade, the fair's target visitor country for the year is Iraq as the event positions itself as an unparalleled business platform for the healthcare sector not only in Turkey and also in wider Eurasia region.

The ultimate meeting point for the healthcare sector in Eurasia and Turkey, **Expomed Eurasia** is on its final countdown. Set to host over 1,100 brands and brand representatives from 45 countries this year, the fair is a premier platform for the latest technologies, R&D and cutting-edge innovations in the healthcare sector.

### A business volume of \$1.5 billion

With a specific focus this year on increasing the export performance of the Turkish healthcare industry, **Expomed Eurasia** aims to serve as a meeting point for procurement delegations that will be arriving at Istanbul from across the globe. In addition to this year's target visitor country Iraq, **Expomed Eurasia** is expecting procurement delegations from over 20 countries in North Africa, Middle East and the Balkans, a testament to the event's global impact.

### Expomed continues to grow with ministry support

As the fair prepares to open its doors to visitors for 3 days from Thursday to Saturday in its 2019 edition, it will also receive Ministry of Trade's financial support for exhibiting domestic companies as in previous years. As **Expomed Eurasia** meets the rules and principles specified in the Ministry decree, exhibiting companies that fulfill the Ministry's criteria will be able to reclaim a portion of their lease and stand expenses up to a certain upper limit. In addition, as part of the international promotion activities, the Ministry of Trade supports the event by organizing Procurement Delegations comprising representatives of foreign enterprises.

### Startups meet at the Innovation Zone

Organized as part of **Expomed Eurasia** with support from Medical Device Manufacturers and Suppliers Association (MASSIAD) and Istanbul Healthcare Industry Cluster (ISEK), the Innovation Zone will continue to host young firms and startups that are looking to introduce their innovative products to healthcare professionals in a dedicated environment.

Consisting of specific sections for Electro-Medical Equipment, Medical & Laboratory Technologies, Hospital Building and Medical Facility Management, Orthopedics - Physiotherapy - Rehabilitation, Consumables and Commodities, and Over-the-Counter (OTC), **Expomed Eurasia** is expected to receive more than 35,000 local and foreign professionals.

### Detailed Information and Contact:

**Gizem Öktem**

Customer Relations Manager



**Address:** Meşrutiyet Cad. No:100/1 Beyoğlu / İst.

**Tel:** 0212 243 08 07

**Gsm:** 0531 860 52 38

<http://www.brandworks.com.tr>