



**Press Release**

**December 2018**

Eurasia's Leading Medical Fair  
**EXPOMED EURASIA**  
counts down for its 26<sup>th</sup> edition

The essential business platform of the medical industry that brings together hundreds of domestic and international medical companies every year, Expomed Eurasia is set to welcome tens of thousands of industry professionals at the Tüyap Fair and Exhibition Center in Büyükçekmece, Istanbul for the 2019 edition of the event, which will take place on March 28-30. The previous year's Expomed Eurasia hosted over 850 domestic and foreign companies from 42 countries around the globe, and attained 23% increase in the number of international visitors and a 20% growth in exhibitors compared to 2017. Eurasia's Leading Medical Fair, having received 29,728 visitors from Turkey and 6,104 international visitors from 90 countries for a total of 35,832 industry professionals in 2018, is now counting down for its 26<sup>th</sup> edition organized by Reed Tüyap Fairs Inc.

**Expomed Eurasia continues to grow as it heads to the future**

The medical trade fair will be open for three days in 2019 (**Thursday to Saturday**). Continuing to grow in every year, the show began to employ a more professional approach started in 2017 by assigning individual halls to different product groups. This year, the event will be welcoming domestic and international visitors with its **Electro-Medical Equipment, Medical & Laboratory Technologies, Hospital Build and Medical Facility Management, Orthopedics - Physiotherapy - Rehabilitation, Consumables and Commodities** sections, as well as the new **Over-the-Counter** section introduced in 2018. Supported by the **Ministry of Health** and **Ministry of Trade**, the show has proven its merit as a unique business platform for the medical industry in both Turkey and the Eurasian region.

**In its second year, the Innovation Area continues to offer innovative medical products**

Organized as part of Expomed Eurasia with support from Medical Device Manufacturers and Suppliers Association (MASSİAD) and Istanbul Healthcare Industry Cluster (İSEK), the Innovation Area aims to assist young talents and startups engaged in the healthcare industry to promote and market their products in domestic and overseas markets. In its second iteration in 2019, the Innovation Zone will feature separate areas for B2B discussion, scientific seminars, and events.

**You are invited to the largest gathering of the medical industry in Eurasia**

More than 40,000 industry professionals are expected to visit the event, which will take place at Tüyap Fair and Exhibition Center in Istanbul on March 28-30, 2019 (Thursday to Saturday). Visit [www.expomedistanbul.com](http://www.expomedistanbul.com) before **February 1, 2019** to register and receive a free invitation for the event.