



Press Release

March 2023

Expomed Eurasia, the eagerly awaited fair of the medical industry, opens its doors to its visitors

Organized for the 30th time, Expomed Eurasia continues on its way with the mission of carrying the health industry to the future as the longest-running and only medical fair in Türkiye. Bringing together local and foreign exhibitors in the fields of electro-medical equipment, laboratory technologies, orthopedics - physical therapy - rehabilitation products, hospital construction and medical consumables, and over-the-counter vitamins and supplements, Expomed Eurasia opened its doors to its visitors on Thursday, March 16. Held at the Tüyap Fair and Congress Center in Büyükçekmece, Istanbul, the fair can be visited for 3 days. In the Innovation Area at the fair, the visitors have the opportunity to closely examine the most innovative products and services in the medical field.

Organized by Reed Tüyap Fuarçılık, the 30th Expomed Eurasia Fair, opened its doors at Tüyap Fair and Congress Center in Büyükçekmece, Istanbul on March 16 with the participation of more than 700 domestic and foreign medical companies. The fair, which attracted great attention from the first day, is expected to be visited by nearly 30 thousand industry professionals from Türkiye and other countries. The fair will be open to visitors until 17.00 on March 18.

At Expomed Eurasia, the most important specialization fair of the Eurasia region in the field of medical devices, medical equipment and health, products and services in the categories of electro-medical equipment and technologies, orthopedics - physical therapy - rehabilitation, consumables and disposable products, hospital and medical facility management and over-the-counter products meet with visitors. During the fair, hospitals, clinics and medical centers in Türkiye and other countries meet their new suppliers. Furthermore, intermediary companies that trade medical equipment also meet with participating companies for opportunities of company representations and distributorship during this fair.

Expomed Eurasia, which has been organized in a hybrid format since 2020, will also be organized both online and physically in 2023. This way, participating companies can gather digitally with their potential customers on March 13-17, 2023, through the online business network platform "Business Connect Program", as well as the physical fair on March 16-18, within the scope of "Distributor Days". During the period after the fair, they will be able to



stay connected between March 20 and April 3, 2023 within the scope of "Online Business Connections".

Industry-shaping entrepreneurs and mind-opening speakers are at the Innovation Area

For the fair, a special Innovation Area was created in the 6th hall in cooperation with the Istanbul Health Industry Cluster (İSEK). There are also very special presentations and panels by speakers who are experts in the field, where there are entrepreneurs and start-up companies that have innovative and creative projects in the field of health, aiming to carry their products to international markets, and want to promote their domestic products in a dynamic environment.

Reed Tüyap General Manager Berkan Öner, who stated that there has been a great interest in the fair since its opening day, talked about Expomed Eurasia Fair: *"Expomed Eurasia Fair, which we are proudly organizing for the 30th time, is the only specialized fair in the medical field in Turkey that is held without interruption. We are introducing the Turkish medical industry to a wide geography in an international market through this fair. Türkiye is an important product and service provider for the countries in the Eurasian geography, and for this reason, we see that this year, as in previous years, there is great international interest particularly from the Balkan countries, Russia, Turkic Republics, Western and Central Asian countries, Caucasian countries, Middle East countries and North Africa. In addition to being an important international business platform in terms of creating new business relations and opportunities, Expomed fair also informs its visitors about the latest developments in the medical field with the scientific panels and presentations held during the fair. During the 4th hybrid Expomed Eurasia this year, exhibitors and fair visitors come together both in the fair area and through the online business network platform Business Connect Program. As a result of all these efforts, we are happy to mediate in increasing the global recognition of the Turkish medical industry."*

In addition to its contributions to the industry, Expomed also serves a social purpose. As in all Tüyap fairs held after the earthquake, the income from the fair entrance tickets and parking lots during Expomed Eurasia will be transferred to our citizens in the earthquake region.