



Press Release

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## **The Leading Medical Fair of Eurasia Opens its Doors on 25-27 April!**

**Türkiye's longest-running medical fair Expomed Eurasia, which has been held uninterruptedly for over 30 years, offers industry professionals a comprehensive business platform on a global scale once again in 2024. Expomed Eurasia, the leading medical fair in Eurasia, where medical devices, equipment and technologies are exhibited and events in the field of medical trends and health investments are organized, is preparing to open its doors for the 31st time at Tüyap Fair and Congress Center in Istanbul between 25-27 April.**

RX Tüyap General Manager Berkan Öner said: "During the 2023 fair, nearly 800 local and foreign exhibitors opened stands in 7 halls in a total covered area of 40,000 square meters, while a total of 23,360 industry professionals from 112 countries, including Türkiye, were hosted as visitors. Participating companies, to which Türkiye has a high potential of exporting goods, had the opportunity to find new representations and expand their business networks by holding meetings with VIP purchasing delegations from 25 countries. Furthermore, Expomed Eurasia has become a showcase for the local and national products in the field of medical equipment and materials by contributing to the opening of the Turkish medical industry to the world markets by introducing its products and services to new markets.", and he also stated that preparations for the 2024 fair are continuing at full speed and that their expectations from the fair are high, and they are proud to serve the Turkish medical industry with Expomed Eurasia Fair.

### **A comprehensive fair experience with a wide range of products**

The fair attracts attention with its wide product selection. Expomed Eurasia gathers over-the-counter vitamins, food supplements, dermo-cosmetic products, hospital building products and equipment, electro-medical devices and equipment, laboratory technologies and products, as well as products used in the fields of orthopedics, physical therapy, rehabilitation and all kinds of medical consumables, industry professionals under the same roof, and thus, it meets the medical needs of not only Türkiye but also the region with a wide range of products.

## **Investments in the field of healthcare will continue**

The share of total healthcare expenditure in Türkiye is 250 billion Turkish Liras, reaching 5% of the GDP. The Turkish healthcare industry has more than 1,500 hospitals with more than 1 million healthcare personnel. The Turkish medical device industry has a market volume of 2.5 billion dollars, and has successfully achieved an export income of nearly 1 billion dollars. Creating more than 50 thousand jobs with 11 thousand companies, the industry has grown 3-fold in the last 5 years. While the size of the Turkish medical device market size is expected to reach 25.3 billion TL in 2026, the aim of Expomed Eurasia Fair is to provide the ideal contribution to this growth target.

## **The Expomed Eurasia Fair stands out with its Innovation Area**

Innovative products and services developed in the medical field, especially by start-up companies, meet with visitors and angel investors during the fair. As the Innovation Area at the 2023 fair was an ideal showcase for products, services and software developed by start-up companies, incubation centers and universities, the scientific and educational panels and seminars held in the same area attracted great attention from visitors.

## **Get your free tickets to the fair by February 9, 2024!**

Türkiye continues to meet its accomplishments in the healthcare industry to the world in Istanbul, the meeting point of 2 continents, with the Expomed Eurasia Fair. Visitors who want to catch the trends of the medical world, which grows, changes and develops day by day, can buy their free fair entrance tickets at [www.expomedistanbul.com](http://www.expomedistanbul.com) until February 9, 2024. For online tickets and for more information on the fair, please visit the fair's website.