

Record-high Visitors and Participants at Expomed Eurasia 2018

- ✓ 23% more international visitors compared to 2017
- ✓ 20% more participant companies compared to 2017

EXPOMED, the most important meeting platform for the medical industry across Eurasia and Turkey, was held between March 22-25, 2018 at TÜYAP Fair and Congress Centre by REED TÜYAP. The fair, attracting a total of 35,832 sector professionals including 6,104 international visitors from 90 countries, got full marks from the participants. Prof. Dr. Utkan Demirci was the keynote speaker of the panel titled “Brand New Technologies in Cancer and Infertility Treatment” held at the Innovation Area.

EXPOMED Fair, organized by **REED TÜYAP** to gather all components of the medical industry at the most important meeting platform for the medical field across Turkey and the Eurasian Region, was held between March 22-25, 2018 at TÜYAP Fair and Congress Center.

Attaining a huge success by gathering 850 companies and company representatives from 40 countries on an indoor area of 30,000 sqm, EXPOMED laid the groundwork for significant cooperation serving for the development of the healthcare sector by bringing together a total of 35,832 sector professionals - including 6,104 international professionals- from 90 countries.

This year's keynote **Prof. Dr. Utkan Demirci** delivered his speech at the Innovation Area set up at Expomed Eurasia Fair with the support of **I-SEK Healthcare Industry Cluster of Istanbul** and **MASSIAD Medical Equipment Producers and Suppliers Association**. Within the scope of the event gathering in Istanbul sector professionals from different cities and countries, **Prof. Dr. Demirci** talked about his studies on cancer diagnosis at the panel “**Brand New Technologies in Cancer and Infertility Treatment**”. **Prof. Dr. Demirci** said that as a result of his and his colleagues intensive work, they discovered the **magnetic levitation** system which makes it possible to easily diagnose cancer cells amongst blood cells. **Prof. Dr. Demirci** said that compared to other systems, the **magnetic levitation** system facilitates receiving more precise and accurate data, underlying the major importance the invention has for cancer diagnosis and treatment. He also added that the **magnetic levitation** system will allow cells to be differentiated based on individual characteristics.

The fair will take place between **March 28-30, 2019** next year, and it will bring together the sector representatives once again at TÜYAP Fair and Congress Center, Istanbul.

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