



Press Release

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Bringing together health professionals,

EXPOMED prepares to remake the sector with Innovation Zone

EXPOMED, which will open its doors to health professionals for the 25th time between 22 and 25 March 2018 by REED TÜYAP Fairs Inc, continues to grow by expanding Innovation Zone with support from the Turkish Ministry of Health and the Association of Medical Device Producers and Suppliers (MASSİAD).

EXPOMED, the biggest medical fair in Turkey and the wider Eurasian region, is preparing to welcome more than 800 brands and brand representatives from over 40 countries in 2018 with a platform that will showcase the latest technology in the health sector, R&D and products that are marvels of innovation.

Innovation Zone to expand at this year's fair

EXPOMED, which will welcome health professionals and visitors for the 25th time between 22 and 25 March 2018, is set to turn heads with a four-day showcase of state-of-the-art technology in the health sector, the latest in R&D and products that are wonders of innovation. Emphasizing that innovation is critical to ensuring sustainable development continues smoothly, Project Director Gökhan Evcil said: "*Ambitious ideas which are designed for rapid growth, which offer and make use of technology, cater to a wide audience, reach users with their services, become basic needs where appropriate and which are sustainable and suitable for development will all go before the fair's visitors in the **'Innovation Zone'***"

What's in store in the Innovation Zone?

- **Start-up Area**
- **Made in Turkey Area (Domestic Product Section)**
- **Innovative Products Area**
- **New Products Area**
- **Component (Side Industry) Product Area**
- **Quality Control Labs**
- **B2B Meeting Area**

“We’re growing and becoming stronger every year”

EXPOMED fair has been closely followed by medical sector professionals for the past 24 years, Evcil said. *“The fair, which draws prime buyers every year, will make Istanbul the heart of the medical sector for four days. Some 725 firms and firm reps from 35 countries attended the fair in 2017, while a total of 34,086 visitors – 4,972 of whom were foreigners from 86 countries – also visited. The Innovation Zone, which has grown even more compared to last year, will provide a special opportunity to firms looking to present their products to professionals in a special setting, as well as to start-up ideas. To develop ourselves in this area, we’re setting ourselves aims and working at an intense pace,”* he said.

Note to the Editor:

Start-Up Area

The fair will provide a special section for the presentation of products from entrepreneurs and companies who are ready to grow and develop and who aim to offer innovative projects, ideas or products but who are still in their infancy.

Made-In Turkey Area

This section, which is designed to highlight domestic medical products, will provide an opportunity to promote the quality of domestic products and their innovative features to companies while also offering a snapshot of the Turkish medical sector.

Innovative Products Area

This section will feature companies which are developing innovative, new or improved products, services or production methods with the aim of earning commercial revenue.

Component (Side Industry) Area

Equipment, machines, raw materials for replacement parts, bulk products and components that are required in the manufacture of medical devices will be exhibited in this area.

B2B Meetings Area

The B2B sections will provide a platform for participants in the Innovation Zone to use the presentation area to instantly promote their state-of-the-art technology and ideas to investors and other interested parties.

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