



# 2017 Post Show Report

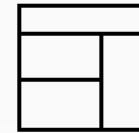


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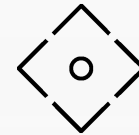


# expomed Eurasia

Where the medical sector meets



**7 Halls**



**32.000 m<sup>2</sup>**



**Pioneer Medical  
Exhibition of Eurasia**

## 2017 POST SHOW REPORT



Exhibitors from **35 Countries**

705 Companies & Representatives

Visitors from 86 Countries

34.086 Professional Visitors

4.972 International Visitors

## Growing Turkish Healthcare Sector City Hospitals built by Public Private Partnership (PPP) Model



### PPP Model

**Private Public Partnership Hospital Projects play a key role in the Healthcare Transformation of Turkey with the construction of massive hospitals all across Turkey.**



### 30 City Hospitals

**Turkey has invested approximately \$ 35 billion for 30 City Hospitals and 2 Physiotherapy Hospitals. 23 of these hospitals are already underway. Remaining hospitals are going to be completed by 2023..**



### Business Opportunity

**City Hospital Constructors require significant funding from banks. This is an opportunity for non-Turkish companies, as the Constructor Company has to use the medical products - in a certain extent - of the country from where the credit is sourced.**



# Prof. Dr. Recep Akdağ Republic of Turkey Minister of Health



Prof. Dr. Recep Akdağ, Minister of Health of Turkey, said that healthcare spending demonstrates a country's investment in development. Akdağ noted that funders must consider this as a development item and continued: "This program, called Health Transformation, has proved highly successful over the last 10 years."

@ City Hospitals, Health Tourism and PPP Symposium at expomed 2017

# Countries of Exhibitor Companies & Representatives

ARGENTINA  
AUSTRIA  
BELGIUM  
BRAZIL  
CANADA  
CHINA  
CZECH REPUBLIC  
DENMARK

FINLAND  
GEORGIA  
FRANCE  
GERMANY  
GREECE  
HUNGARY  
INDIA  
IRAN

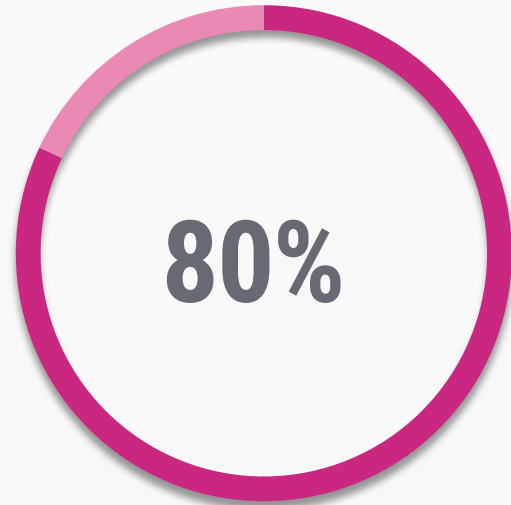
ISRAEL  
ITALY  
JAPAN  
LITHUANIA  
LUXEMBOURG  
MALAYSIA  
NETHERLANDS  
PAKISTAN

POLAND  
KOREA  
RUSSIA  
SERBIA  
SINGAPORE  
SLOVENIA  
SPAIN  
SWEDEN

SWITZERLAND  
TAIWAN  
UAE  
UK  
USA

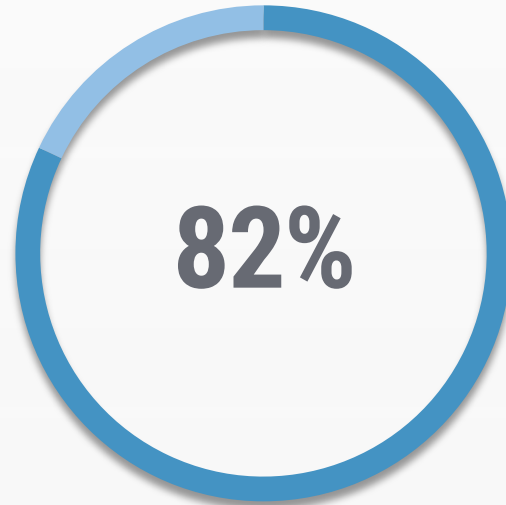
# Exhibitor Statistics

Expomed offers various effective business solutions to help exhibitor companies to reach their goals which can be seen by the increased satisfaction rate at the end of show.



## Overall Satisfaction

80% of exhibitors are satisfied with the show.



## Internationals

82% of international exhibitors are satisfied.



## Rebooking

90% of exhibitors are planning to attend next year.



# Visitor Statistics

**29.114**

**Domestic  
Visitors**

**34.086**

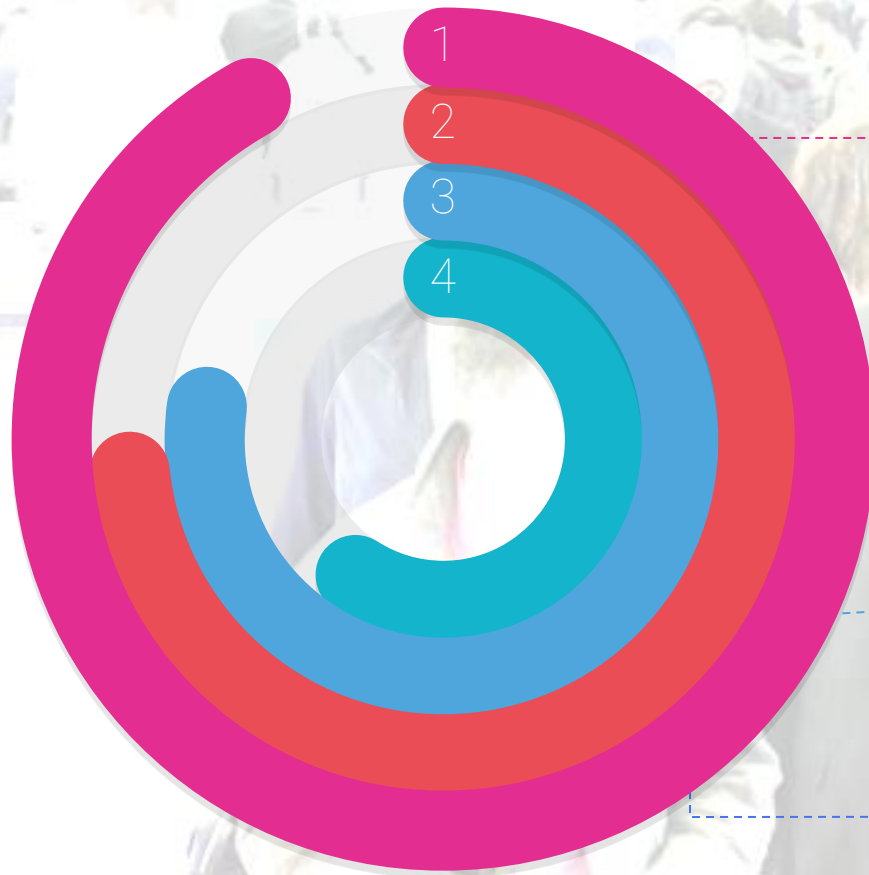
**Total  
Visitors**

**4.972**

**International  
Visitors**



# Visitor Feedbacks



**99%**

to visit the show next year again



**86%**

are satisfied with the show



**47%**

to be informed about the industry



**26%**

to establish new connections

# International Visitor Geographic Breakdown



# Top 10 Visiting Countries

GEORGIA LIBYA TUNISIA IRAN CHINA IRAQ  
LEBANON MACEDONIA SAUDI ARABIA GERMANY





# Hosted Buyer Organization

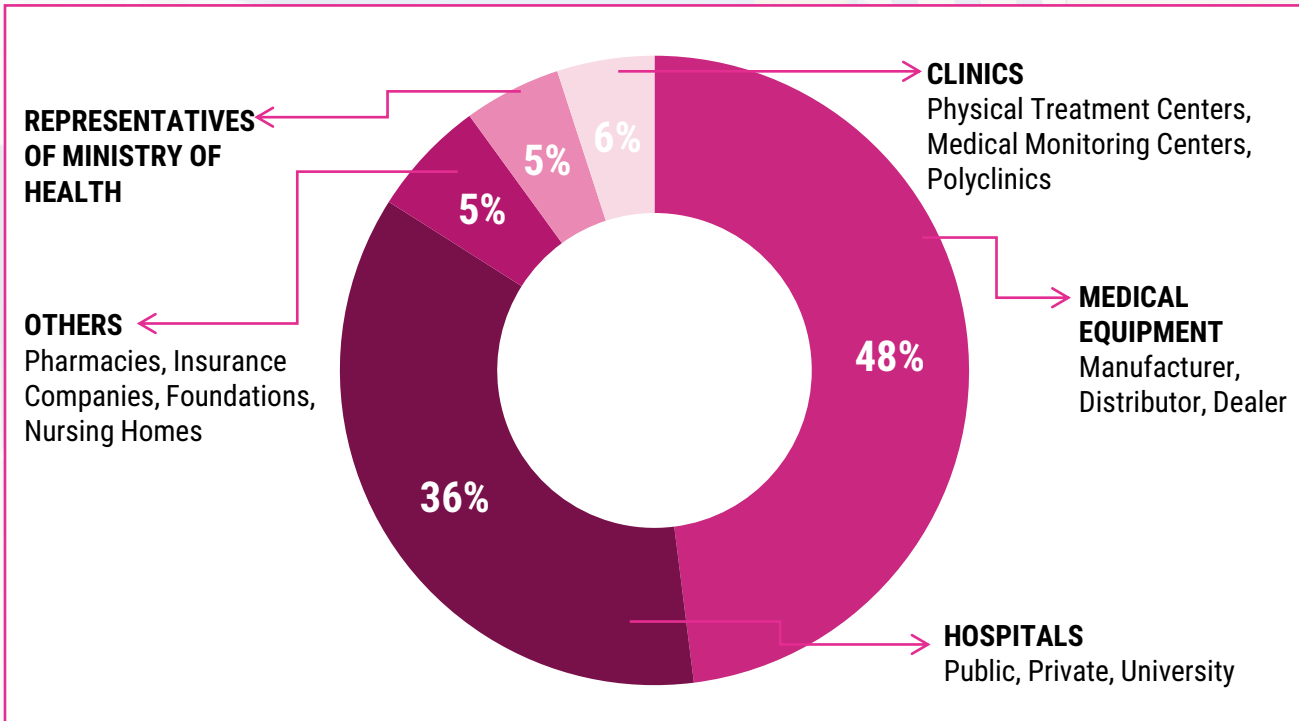
- **785 Hosted Buyers**
- **425 International Hosted Buyers from 22 Countries**
- **360 Domestic VIP Buyers** Public Hospital Union Executives , Ministry of Health representatives, Public-University Hospitals managers, Surgical Nurses, Medical Directors, Purchasing Managers

## VIP Buyers are from

Algeria	Madagascar
Azerbaijan	Macedonia
Bahrain	Morocco
Egypt	Pakistan
Georgia	Palestine
Iran	Russia
Iraq	Saudi Arabia
Jordan	Serbia
Kosovo	Sudan
Kyrgyzstan	Tunisia
Libya	Ukraine

# Visitor Breakdown in 2017

## Visitors' Field of Activities



## Position of Visitors

55%

### Upper Management

Company Owner, General Manager, CEO, Director,

26%

### Mid Level Management

Managers & Associate Managers

19%

### Other Decision

Makers Specialists, Technicians, Operators, Other

## Departments of Visitors

41%

### Management & Finance

General Management, Finance & Accounting

25%

### Sales & Marketing

Sales & Marketing, PR & Advertisement

20%

### Trading

Export & Import

14%

### Production & Operations

Production, Purchasing, R&D, QA, Planning



A group of health ministers from nine countries are seated at a long table in a large, modern hall. The hall has a high ceiling with a complex steel structure and large windows. In the background, there are banners and signs, including one that says "Etkinlik Alanı Event Area" with a downward arrow. The ministers are dressed in formal attire, including suits and a pink jacket. They are looking towards the camera or slightly to the side. The table in front of them has water bottles and papers on it.

# 9 COUNTRIES' MINISTERS OF HEALTH DISCUSS THE PPP MODEL

- Kuzambayev Nurbol Irismatovich, Deputy General Manager of the Healthcare Development of Kazakhstan
- Agheyev Elsevar, Deputy Minister of Health of Azerbaijan
- Kadir Hüseyin, Deputy Minister of Health of Kosovo
- Fayyad Dandashi, Deputy Minister of Health of Saudi Arabia
- Khawaja Salman Rafique, Minister of Health of Punjab, Pakistan
- Faeqa Saeed Alsaleh, Minister of Health of Bahrain
- Talanta Batraliev, Minister of Health of Kyrgyzstan
- Mamy Lalatiana Andriamanarivo, Minister of Health of Madagascar
- Recep Akdağ, Minister of Health of the Republic of Turkey

@ City Hospitals, Health Tourism and PPP Symposium at expomed 2017





**"This gathering leads to new partnerships between Bahrain and Turkey. Bahrain has been conducting PPP projects for a decade now and I hope that the symposium could be helpful for all the parties"**

**Faeqa Saeed Alsaleh**  
**Minister of Health of Bahrain**



**"The progress from 2002 to date represents a pursued strategy. We refer to our sister country to use this strategy's key data, on which they build up our own their roadmap"**

**Talantbek Batraliev**  
**Minister of Health of Kyrgyzstan**



**"We consider this system feasible for our country. This is one of the reasons that brought us here. We treasure any chance to take a closer look into the experience and knowledge of other countries"**

**Mamy Lalatiana Andriamanarivo**  
**Minister of Health of Madagascar**



**"PPPs constitute a rarely implemented model in the world and that in Azerbaijan, we put great efforts into bringing this system to life"**

**Agheyev Elsevar**  
**Deputy Minister of Health of Azerbaijan**



**"We keep abreast of the Turkish healthcare system and integrate its relevant parts into our own system. This is a pleasure for me to take part in such an event"**

**Khawaja Salman Rafique**  
**Minister of Health of Punjab Province, Pakistan**



**"We, Kosovo, are one of the youngest Balkan countries. Therefore, we follow closely the healthcare reforms across the world, and in particular, Turkey, our close neighbor"**

**Kadir Hüseyin**  
**Deputy Minister of Health of Kosovo**



**Energy-efficient, base-isolated and digital, Smart Hospitals are set to leave their mark on the healthcare industry in 2017 and these hospitals are highlighted at EXPOMED 2017.**

**Originally launched with 23 City Hospitals out of 30 City Hospitals, the total budget allocated for the City Hospitals Project is \$35 billion so far. The goal is to increase the existing public hospital bed capacity of 162,000 to 230,000 by 2023. Developed through the PPP model, these smart, energy-efficient, base-isolated and digital hospitals are certain to be the talk of the year until the end of 2017. EXPOMED 2017 was the stage where these smart hospitals are showcased.**







**City Hospitals & Health Tourism Symposium**



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## **City Hospitals & Health Tourism Symposium**

On the third day of expomed Eurasia 2017, the trade show hosted a symposium on City Hospitals and Health Tourism by Healthcare Management and Training Society (SAYED).

The symposium is attended by

- Hospital Union Executives
- Ministry of Health Representatives
- Public-University Hospitals Managers
- Surgical Nurses
- Medical Directors
- Purchasing Managers





**Quality in Healthcare by MUSIAD**



**Innovation Zone**



**Innovations in Radiology**



**Biomedical Engineers' Meeting**

## Events

EXPOMED 2017 hosted many other events on different topics ranging from Bio-Medical Industry to Quality in Healthcare. Both the visitors and exhibitors made great use by participating in these events that ran concurrently with the show.

Innovation Zone located in Hall 2 was the spot for startups and new ideas that attracted the attention of visitors.

Seminars on Reprocessing of the Endoscopic Items, Most Economically Advantageous Tendering and Innovations in Radiology were attended by many professional visitors.

# expomed See you in March 22-25 2018



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