



2018

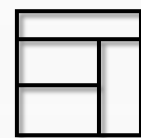
Post Show Report



www.expomedistanbul.com



Where Medical Industry Meets in Eurasia



5 Halls



32.000 m²



**Leading Medical
Fair in Eurasia**

POST SHOW REPORT

MARCH 22 – 25, 2018

Exhibitors from **42** Countries

850 Companies & Representatives

Visitors from **90** Countries

6.104 International Visitors

35.832 Professional Visitors in Total

RECORD-HIGH EXHIBITORS AND VISITORS AT EXPOMED EURASIA 2018



53% More International
Visitors Compared to 2017

20% More Exhibiting
Companies Compared to 2017



"We are carrying out activities on human resources, physical spaces, and medical devices in the healthcare sector. In the last five years, we have been renovating hospitals all around the country. We have improved each and every hospital, with primary focus on city hospitals. These efforts are underway at full speed. Within 3 years, no hospital which requires renovation will remain. In line with these efforts, we are creating a chain of hospitals containing 60,000 beds. With regards to human resources, we are making significant effort for physicians. In Turkey, human resources in the healthcare sector have increased from 250,000 in 2003 to 650,000 in present day; this number totals 1 million with the Health Ministry personnel. By 2023, we will have built a team of 200,000 physicians. There are currently 80,000 practicing physicians and 65,000 specialists offering healthcare services. We plan to increase the number of specialists to 100,000 by 2023. Alongside all of these activities, our Ministry is striving in full gear to improve the healthcare sector in Turkey."

Prof. Eyüp Gümüş, Undersecretary of the Turkish Ministry of Health @ Opening of Expomed Eurasia 2018

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

82% of exhibitors are fully satisfied with Expomed Eurasia 2018.



International

79% of all international exhibitors are fully satisfied.



Retention

With an 11% increase, more than half of the exhibitors in 2017 participated in 2018.

Countries of Exhibitors & Representatives

ARGENTINA	FRANCE	JORDAN	SLOVENIA
AUSTRIA	GERMANY	KOREA	SOUTH AFRICA
BELGIUM	GREECE	LITHUANIA	SPAIN
BRAZIL	HONG KONG	MALAYSIA	SWEDEN
BULGARIA	HUNGARY	NETHERLANDS	SWITZERLAND
CANADA	INDIA	NORWAY	TAIWAN
CHINA	IRAN	PAKISTAN	THAILAND
CZECH REPUBLIC	IRELAND	POLAND	TURKEY
DENMARK	ISRAEL	RUSSIA	UNITED ARAB EMIRATES
EGYPT	ITALY	SAUDI ARABIA	UNITED KINGDOM
	JAPAN	SINGAPORE	UNITED STATES

What did the Exhibitors say?



"We have been receiving so many visitors. They are professionals and they are mainly manufacturers which means that they can be our potential partners. To sum up the show with one word; it is Great!"

**HUBEI CHUTIAN MEDICAL DEVICES
CHINA**



"We are getting a great number of visitors. We are having meetings with mostly dealers. We are definitely exhibiting next year again. The show is excellent."

**MRK HEALTHCARE
INDIA**



"We are highly satisfied with the number and quality of visitors. We are going to keep participating in the upcoming editions. The organization of this exhibition is exceptional."

**ORTOTEK
TURKEY**



"We are looking for distributors in Turkey and its neighboring region. We have been very busy at this show. We had lots of inquiries. The exhibition has been very good for our business."

**TEAL PATENTS LTD
UK**

Visitor Statistics

29.728

**Domestic
Visitors**

35.832

**Total
Visitors**

6.104

**International
Visitors**

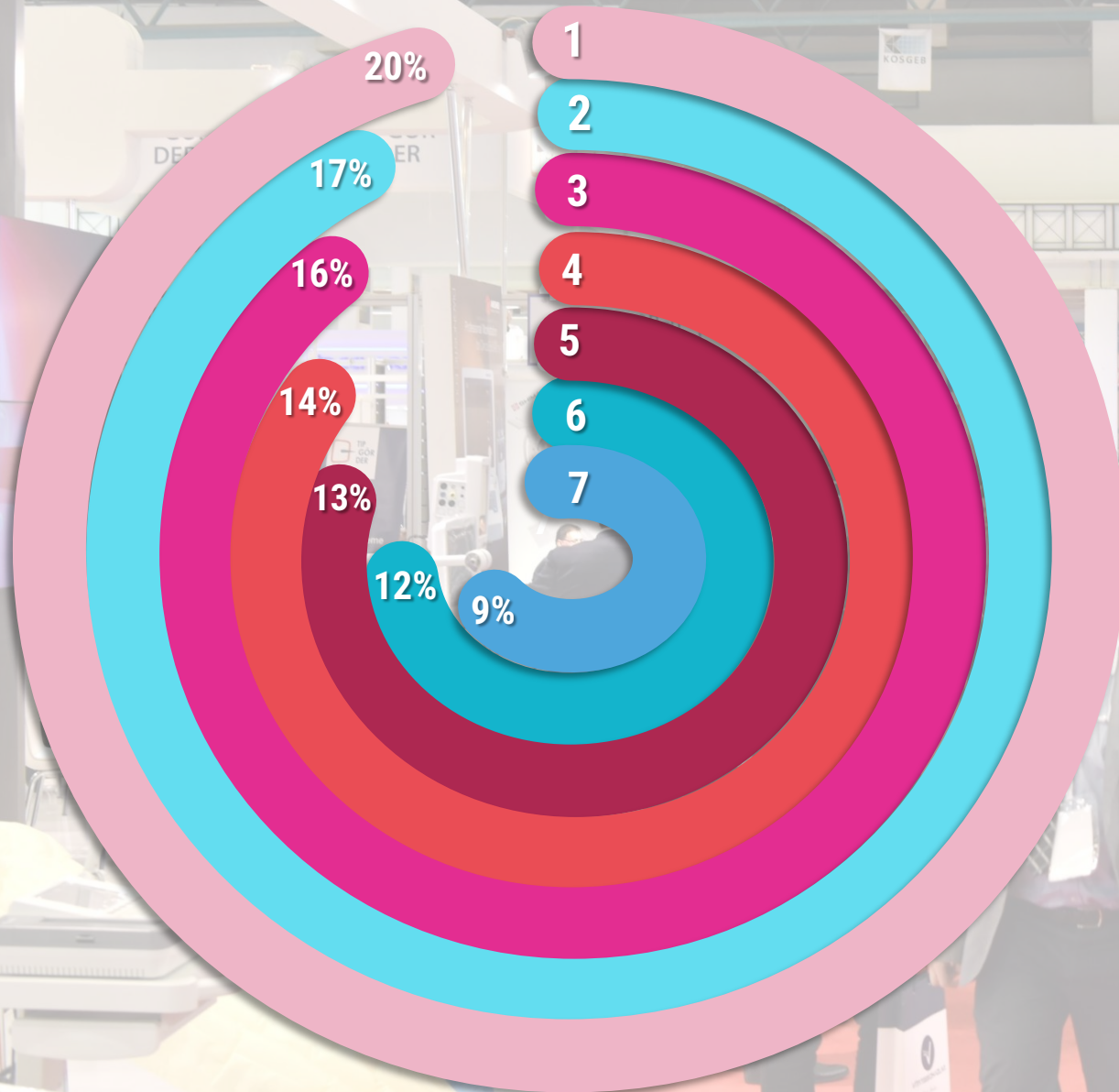
83%

**Visitor
Satisfaction**

88%

**Visitor
Loyalty**

Why They Visited?



1 20%
To be informed about the latest medical technologies

2 17%
To develop current relations and discuss business

3 16%
To socialize with medical business environment

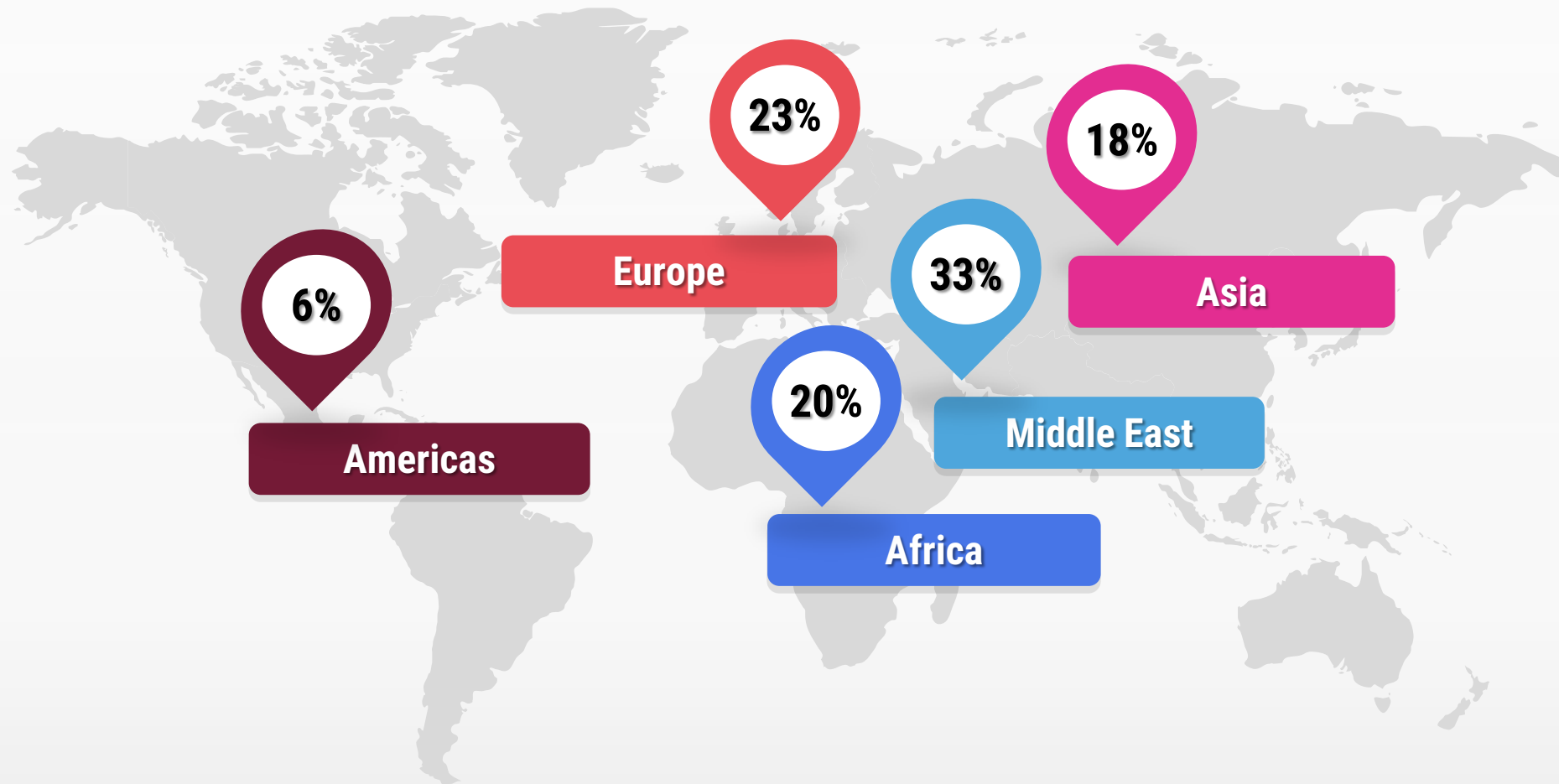
4 14%
To have as many B2B meetings as possible

5 13%
To expand my business network

6 12%
To attend the events held during the exhibition

7 9%
To have meetings with some designated exhibitors

International Visitors' Geographic Breakdown



Top 10 Visiting Countries

 **LIBYA**  **IRAQ**  **SAUDI ARABIA**  **MOROCCO**  **GEORGIA**

 **CHINA**  **IRAN**  **JORDAN**  **LEBANON**  **EGYPT**

VIP Buyers

400 Domestic & 800 International VIP Buyers

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

International VIP Buyers are from

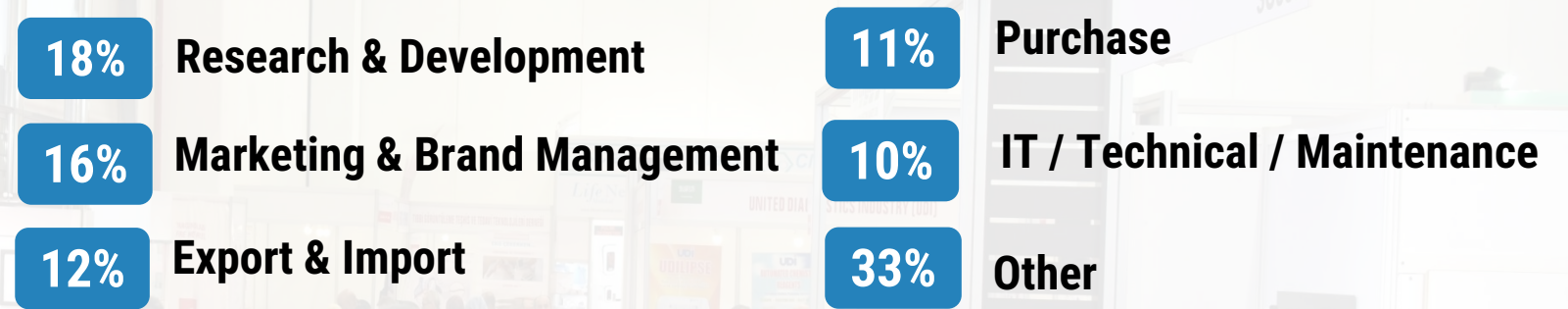
Albania	Kenya	Palestine
Algeria	Kosovo	Qatar
Azerbaijan	Kyrgyzstan	Russia
Belarus	Lebanon	Saudi Arabia
Bosnia & Herzegovina	Libya	Senegal
Egypt	Macedonia	Serbia
Georgia	Mongolia	Somali
India	Montenegro	Sudan
Iran	Morocco	Syria
Iraq	Mozambique	Uganda
Jordan	Oman	Ukraine
		Uzbekistan

Visitor Profile

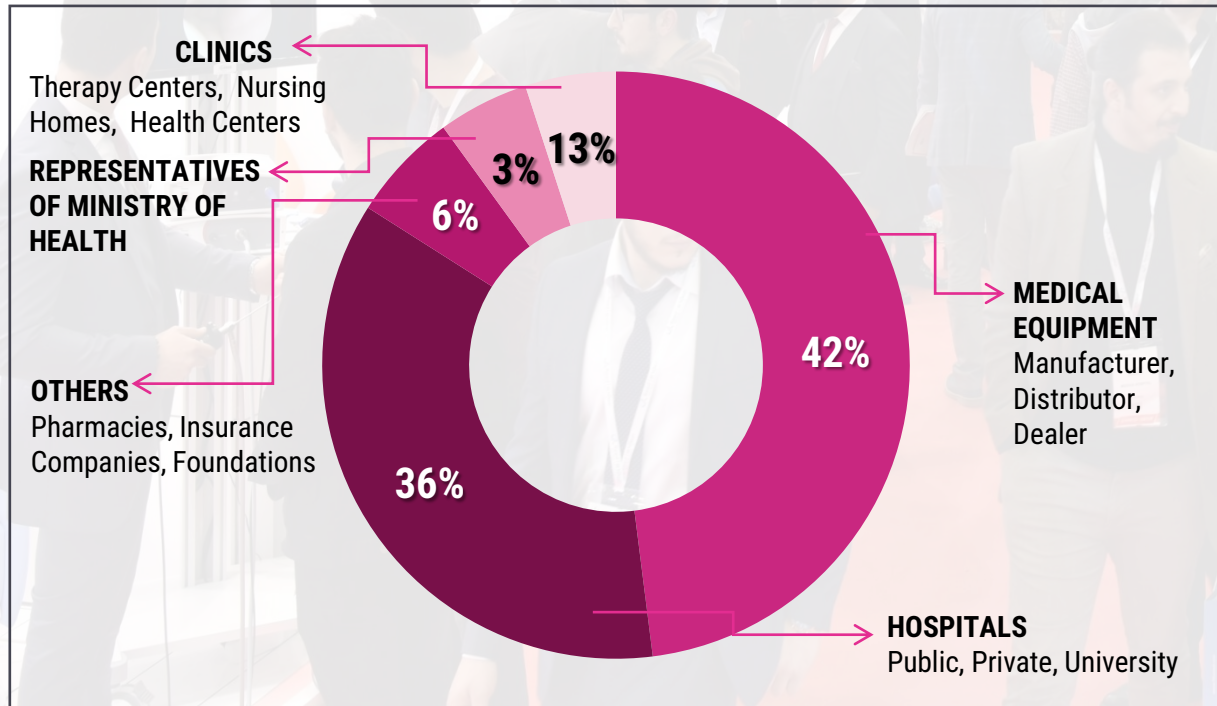
Position of Visitors



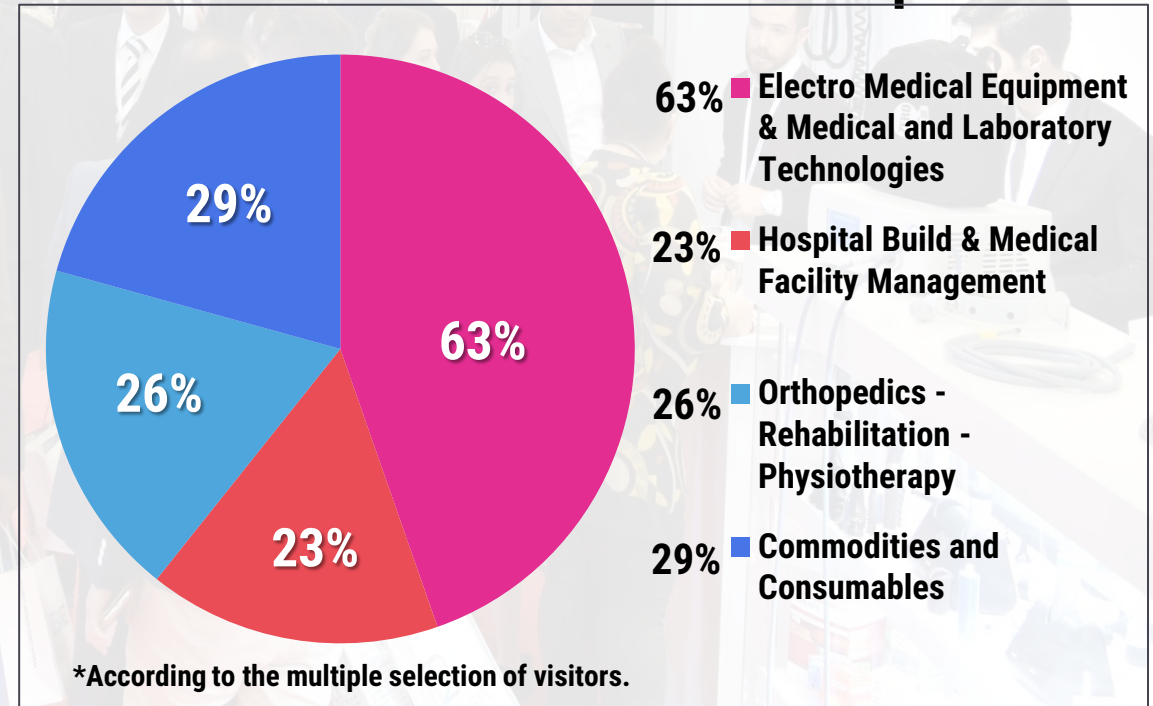
Departments of Visitors



Visitors' Field of Activities



Visitors' Interest of Product Groups



What did the Visitors say?



"The exhibition is very interesting and I think the product groups are very well-covered. Exhibitors are very helpful and there is always someone to help us in the booth."

SOUTH AFRICA



"This exhibition is comprehensive in terms of products. Halls are wisely structured and this allows an easy follow between halls. I am planning to come next year."

AZERBAIJAN



"You can meet with so many exhibitors from different countries. It is a great platform to do business and find new suppliers. I will be visiting the show next year as well."

EGYPT



"Exhibitors are very professional. Through this exhibition I can see how fast the medical technologies develop. I am here to find manufacturer companies to represent in my country."

SUDAN

New: OTC Area

THE GROWING OTC MARKET WAS PRESENT AT EXPOMED EURASIA 2018

According to latest research, the over-the-counter medicine market in Turkey reached a volume of 5 billion dollars. This segment accounts for 26% of the entire pharmaceutical market and attracts the attention of pharmaceutical companies due to its growth potential. The market grew by 17% from 2013 to 2016, and is expected to reach a global volume of 29 billion dollars in 2019. As the leading medical fair of Turkey and the Eurasian region, Expomed acted on this insight to include over-the-counter (OTC) products in its scope for the first time, helping the market achieve its targets.

Over-the-counter (OTC) medicine has been a target of concentrated investment by Turkish and multinational companies over the last 5 years, and has been growing at sustained rates. With the addition of new pharmaceuticals on a daily basis, the segment now accounts for 26% of the pharmaceutical market. Acting on this information, EXPOMED seeks to expand the foreign trade network of the market by presenting the latest in the OTC segment to visitors from over 80 countries.

EXPOMED 2018 had a dedicated OTC Area in the foyer of Hall 6 & 7 where a wide range of products from vitamins to nutritional supplements and wellness products were display to visitors. Distributors, wholesalers, pharmacists, R&D engineers and scientists visiting EXPOMED from growing markets including the Middle East, Balkans and Africa found the opportunity to engage in bilateral discussions with exhibitors.

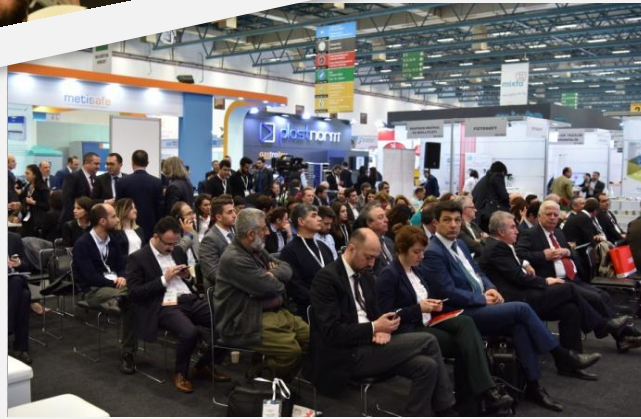


Innovation Area

Innovation Area, which has grown even more compared to last year, provided a special opportunity to start-ups looking to present their products to professionals in a special setting.

Prof. Dr. Utkan Demirci delivered his keynote speech in Innovation Area set up at Expomed Eurasia 2018 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 with the title “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.





Turkey's Strength in Healthcare and its Potential



7th Biomedical Students Symposium



Current Health Symposium by SAYED



Health Market Applications



Radiology Seminar

Events

EXPOMED 2018 had a busy schedule with seminars, panels, discussions and symposiums through out the 4 days of event. Cooperated with different associations, universities and Health Ministry Unites these events were attended by hundreds of visitor free of charge.

These highly anticipated events have always been a crucial part of EXPOMED, proving that the show is more than a business gathering for medical industry but also functioning as an informative platform.

expomed
eurasia



Next Event

March 28-30

2019

www.expomedistanbul.com

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