



Press Release

October 2020

## **The first and only hybrid fair of medical sector: “Expomed Eurasia”**

**There will be a wide display of disposable medical products and supplies, the use of which has increased to extraordinary levels due to the pandemic, in Expomed Eurasia and the countdown to the 27th Expomed Eurasia has already begun. To be organized by Reed Tüyap Fair Organization Inc., one of Tüyap's group companies, in Istanbul on November 5-7, 2020, Expomed Eurasia will be a new generation hybrid fair. Tüyap Board Member and Strategic Marketing Deputy General Manager Zeynep Ünal Öztop states that they will implement the Business Connect Program for international visitors and participants who cannot come to the fair due to travel restrictions.**

Starting to organize face-to-face fairs last month, which were interrupted due to the pandemic, Tüyap is preparing to organize the Expomed Eurasia Fair, which is the meeting point of the health sector. Expomed Eurasia, the International Istanbul Medical Analysis, Diagnosis, Treatment, Protection, Rehabilitation, Laboratory Products, Devices, Systems, Technologies, Equipment and Hospitals Fair will be organized for the 27th time by Reed Tüyap Fair Organization Inc., one of TÜYAP's group companies and the fair will be held at Tüyap Fair and Congress Center on November 5-7.

### **The widest product line will be medical disposables**

Being followed with interest for many years in Turkey and nearby geography, Expomed Eurasia will be marked by disposable medical products such as facemasks, jumpsuits, gloves, consumables, the use of which has increased extraordinarily due to the pandemic this year. As the largest product group in the fair, the consumables that will be presented to the visitors will also allow you to observe the end point where the medical sector comes in the pandemic process. In addition, leading manufacturers of hospital equipment and hospital beds have taken their place at the Expomed Eurasia fair, the largest meeting point of the medical sector.

### **Stay connected with Business Connect Program**

The fair, where the latest developments and products in the medical field will be exhibited, will be organized as a hybrid fair with the understanding of 'new generation fair' with the digital solutions it offers to the exhibitors and visitors. Tüyap Board Member and Strategic Marketing Deputy General Manager Zeynep Ünal Öztop says that this year they have turned the Expomed Eurasia Fair into a different form. Stating that they have implemented the Business Connect Program for international visitors and Expomed Eurasia participants who cannot come to the fair due to travel restrictions caused by the pandemic, Öztop shares the following information: “With

this program, we will encourage our visitors and participants to plan their meetings with each other prior to the live event and allow them to conduct online meetings during the fair. I can say that Expomed Eurasia Hybrid+ is one of the best examples of our 'new generation fair' understanding with the contribution of the Business Connect Program, which contains many details about the Fair, from the online product catalog to the list of participants.”

### **Over 3000 foreign visitors from 119 countries**

Expomed, which will provide important opportunities for the health sector in Turkey to export more this year, will receive procurement delegations from almost 20 countries, especially in North Africa, the Middle East and the Balkans. More than 3000 international visitors are expected to attend the Fair, which will welcome manufacturers, exporters and representative companies operating in the sector. For visitors who cannot visit this fair because of travel restrictions, the Business Connect program is a great solution.

### **Contactless fair, healthy fair**

The 27<sup>th</sup> Expomed Eurasia, the first and only hybrid fair where the latest developments in the medical sector will be exhibited, will be held within the framework of the 'contactless fair' application of Tüyap, the first and only fair company to receive the COVID-19 Secure Service Certificate of the Turkish Standards Institute. The Fair, where a number of measures taken due to the pandemic will be implemented, can be visited with an invitation to the Fair received via the MyTüyap mobile application. Visitors will be able to enter the fair by creating fair badges from this app and scanning the QR code in the mobile app without the need for any extra printed cards. Thanks to the MyTüyap application, which also converts business card exchange into digital, visitors will share their information with the participants by scanning the QR code. In addition, in case of a negative health problem, the paramedics waiting in the 'isolation room' set up outside the fairground will intervene instantly.