





March 16-18, 2023

Expomed Eurasia Live

March 20 - April 3, 2023 Online Networking Days

BUSINESS CONNECT

18

HYBRID

The Leading Medical Fair in Eurasia



Visit our website now!

www.expomedistanbul.com















30 years of Expomed Eurasia

Organized uninterruptedly for the last 29 years, **Expomed Eurasia** has become the leading medical trade fair not only in Turkey but also in the greater Eurasian region, making Istanbul the ultimate business hub for the healthcare professionals from all over the world by hosting hundreds of exhibitors and tens of thousands of visitors every year.

Expomed Eurasia is one of the first trade events in the world that has adopted the hybrid trade event format by using the best cutting-edge e-solutions and going beyond conventional face-to-face networking. Through the digital platform **Business Connect Program, Expomed Eurasia** now offers online networking opportunities for the exhibitors and visitors in addition to the live event's advantages.

2023 will mark the 30th edition of the longest-running and only medical trade fair in Turkey with a mission of bringing healthcare into the future.

With support of

























The premier healthcare event of Central Eurasia that brings suppliers together with key decision-makers of the medical and healthcare industries in Turkey and in emerging neighboring Eurasian markets, Expomed Eurasia is the leading and indispensable showcase of the hospital and medical equipment, medical devices, and medical technologies, connecting Central Eurasia's growing healthcare industry in Istanbul every year. Expomed Eurasia has become the strategic meeting point for the medical industry representatives of the Balkans, CIS, North Africa, and the Middle East.











Tüyap Fair Convention and Congress Center

Cumhuriyet Mahallesi Eski Hadımköy Yolu Caddesi 9/1, 34500 Büyükçekmece, ISTANBUL

Visiting Hours

March 16 - 17, 2023 : 10.00 - 18.00 March 18, 2023 : 10.00 - 17.00

Online Event Dates BUSINESS CONNECT

PROGRA

March 13-17, 2023 Distributor Days

March 20 - April 3, 2023 Online Networking Days

Expomed Eurasia 2022 in Numbers

583Exhibiting Companies

387Domestic Exhibitors

International
Onsite and Online Exhibitors
from **31** Countries

18.752Domestic Visitors

4.932International Visitors from **119** Countries



2022 Online B2B Events in Numbers Distributor Days March 14-18, 2022

4.328 registered online visitors from **109** countries & **495** registered exhibitors

5000+ connections

1.100+ messages

200+ video calls

Online Networking Days March 21 - April 4, 2022

2.880 registered online visitors from 100 countries& 495 registered exhibitors

400+ connections

865 messages

*Online Networking Days was carried out only via messaging.



Why Turkey and Eurasia?

Expomed Eurasia is a gateway for those companies looking to explore new markets and expand in new regions.

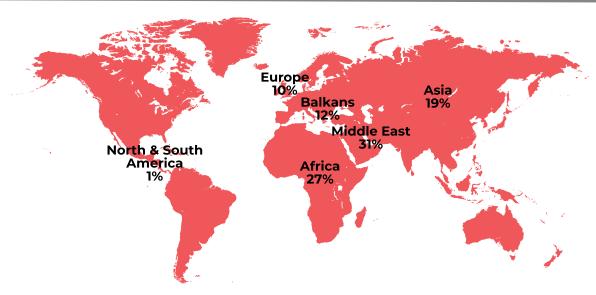
- Central Eurasia has major potential for the healthcare industry. Total expenditure on healthcare in Central Eurasia is 500+ US\$ Billion.
- Countries in the Balkans, the Caucasus, Russia, West and Central Asia, the Middle East, and North Africa make up the largest buyer groups to visit Expomed.
- The countries within the neighboring Eurasia region provide the most important markets for the healthcare industry in Turkey, thanks to their purchasing power, cultural bonds and commercial potential.
- Development needs in Eurasia are high, making Expomed the key international platform for creating new business relationships and opportunities.
- Business people across Eurasia with a high demand for medical products opt for Expomed Eurasia to do business and network due to Turkey's proximity.





Istanbul has a three-hour flight time from most of the region, making it easily accessible and reinforcing the importance of the Expomed for the whole of Eurasian region.

Where do the visitors come from?



Top 25 Visiting Countries in 2022

excluding Turkey

- Libya
- Iraq
- Iran
- Lebanon
- Morocco
- Georgia
- Jordan
- Favet
- Egypt
- Bulgaria

- Uzbekistan
- Sudan
- Algeria
- Azerbaijan
- Tunisia
- Palestine
- Germany
- Poland
- Romania
- Serbia

- Kazakhstan
- Macedonia
- Kosovo
- Albania
- Israel

What does Expomed Eurasia consist of?

Expomed Eurasia is the business platform for the medical world where suppliers and buyers from all around the globe gather to network and do business both physically and virtually. Expomed makes it fast and easy for everyone to find a wide range of medical and healthcare products and services with its wisely structured layout for the onsite visitors and on the digital platform Business Connect Program for the online visitors.

Product Groups



Electro-Medical
Equipment & Medical &
Laboratory Technologies



Orthopedics
Physiotherapy
Rehabilitation



Consumables and Commodities



Hospital Build and Medical Facility Management



(Over The Counter)
Products

For more info on product groups www.expomedistanbul.com

Why do they exhibit?

- ✓ To find new clients in the international market
- ✓ To find new potential clients in Turkey
- ✓ To promote new products and services
- ✓ To find distributors, representatives, and dealer
- ✓ To keep up with the competitors and follow the trends
- To strengthen the current business relations
- ✓ To strengthen the company image

Loyalty 97%

97% of the exhibitors are willing to exhibit in 2023.

Overall Satisfaction 97%

97% of the exhibitors are satisfied with the exhibition in general.

Target Audience Complicance 96%

96% of the exhibitors think that the visitor profile at Expomed Eurasia 2022 has met their expectations.

*Based on the results of Expomed Eurasia 2022 Exhibitor & Visitor Survey.

Why do they visit?

- ✓ To expand the business network
- ✓ To have as many meetings as possible
- ✓ To follow the new technologies & trends
- ✓ To have pre-arranged meetings with the exhibitors
- ✓ To attend scientific events and seminars

Revisit 95%

95% of the visitors will visit Expomed Eurasia in 2023 again.



Overall Satisfaction 90%

90% of the visitors are satisfied with the exhibition in general.





What did they say about Expomed Eurasia?





BIÇAKÇILAR MEDICAL DEVICES Turkey **Exhibitor**



"The show met our expectations. We had a lot of visitors outside of Turkey, as well. We consider exhibiting again next year."

"Expomed is a very good trade fair for those companies who are targeting to penetrate into Turkish market as well as its surrounding region. Through this trade event, we are able to generate new leads and meet important buyers in the Turkish market. The event organization team is very helpful and easy to work with. They go above and beyond to ensure our needs are met. Thank you and see you next year.'

ICONIC MEDICARE Malaysia Exhibitor



"This was our first time exhibiting and we could not fault the experience. It was well organized and informative and definitely exceeded our expectations. The event has provided quality leads. The visitor who came to our stand were looking for more information about our company. The organization team was very efficient throughout the whole process and we are already looking forward to taking part in the next edition."

RUMA FARM LLC Kazakhstan Exhibitor





"We have met customers from all around the world. The show has fulfilled our expectations. It is great to be at this event. We hope this show grows bigger and bigger every year."

"This show has exceeded our expectations. We participated in the online meetings, as well. It is really nice that Expomed is now in a hybrid format. We were able to demonstrate our products live at the show to those customers we had online meetings with, prior to the start of the event. We are planning to exhibit at this event in many year's to come."

> ÜZÜMCÜ HOSPITAL EQUIPMENTS Turkey Exhibitor



"It was a great pleasure for us to be an exhibitor at this event. We would like to express that the Polish Agency for Enterprise Development participated in this fair for the first time. The aim of our participation in this exhibition was to present and promote the Polish medical equipment. All of the Polish companies that took part in the Polish pavilion had the opportunity to promote their products and hold business meetings with the visitors as well as with the other exhibitors from the region. The number of the meetings and the quality of the visitors at the event were very satisfactory. The Polish companies had a chance to make new business contacts with foreign counterparts and we hope that some of them will lead to further cooperations."

> POLISH AGENCY FOR ENTERPRISE DEVELOPMENT **Poland Exhibitor**

What did they say about Expomed Eurasia?





"We are very satisfied with the exhibition. It was very important for us that we had as many visitors as possible outside of Turkey, and we did have. Online meetings have now become a daily routine. Therefore, we attended the online meetings of Exported. It was very well-organized."



"This is our first time at Expomed but we will exhibit again next year. MEDISONO LLC Our company focuses on imaging solutions and we saw a lot of our competitors here. This is the right place to be to expand in Turkey, in Middle East and its surrounding region."



"After a difficult two-year period, Expomed was an excellent starting point for the exhibitions of this sector. As a manufacturer of emergency medical devices, we are pleased with the experience and results obtained during our participation. We met people keen on quality and interested in

Made-In-Italy products, which are two fundamental aspects according to us for growing in this region."

OSCAR BOSCAROL S.R.L. Italy **Exhibitor**



"We participate in other international trade fairs but Expomed is a must-attend show for us. We have the opportunity to meet with new and existing customers. This year's intense interest in the show has highly satisfied us."

MY MEDIKAL Turkey **Exhibitor**

"We have been exhibiting at Expomed for 4 years. We believe that it is the most important trade show in this field. We still carry out our business relationships with the customers who we met here."

ORZAKS İLAC Turkey **Exhibitor**

"Everything ran very well during the show. LINKFAR HEALTHCARE GMBH At this trade fair, we met with new customers from Turkey as well as from the Middle East. We would definitely like to participate again in 2023."

Germany **Exhibitor**



"This was our first exhibition after the COVID pandemic, and therefore we were very apprehensive about this trade show." However, Expomed has turned out to be an excellent experience. All three objectives; to have quality visitors, to have a good visitor turn out, and to promote our products and brand were successfully met. We hope to have a good foothold in Turkey. The show also had good regional coverage. We met many people from neighboring countries of Turkey. We will definitely attend the 2023 edition with better and bigger participation. A big thank you to the organization team as well for their extraordinary assistance."

> GERATI HEALTHCARE PVT. LTD. **Pakistan Exhibitor**



- Representatives of Ministry of Health
- Company Owners, Partners, General Managers, CEOs
- Purchase Managers of Public & Private Hospitals
- Academicians, Doctors, Nurses, Hospital Managers
- Medical Technicians
- Laboratory Managers & Technicians
- Pharmacists
- Dentists
- Distributors
- Laboratory & Clinic Chiefs

Who mainly visited in 2022?

Medical Companies - 28% Medical Facilities - 23%

Clinics, Imaging Centers, Physiotherapy Centers, Nursing Homes, Healthcare Centers, Dental Care Centers, Esthetic & Hair Implant Centers

Private Hospitals - 18%

Public, City & University Hospitals - 16%

Pharmacies - 7%

Medical Associations - 4%

Pharmaceutical Companies - 4%

Insurance Companies - 3%

Occupational Health & Safety Centers - 3%

VIP Hosted Buyer Program



Evey year Expomed Eurasia hosts high profile buyers from Turkey and abroad. These delegates visit Expomed Eurasia to have onsite B2B meetings with the exhibitors to commence future business relations.

Who are the VIP Buyers?

- Representatives of Health Ministries, Hospital Executives, Health Directors
- Executives of Healthcare Unions & Associations
- Medical Directors, Purchase Managers, Head Doctors of Public & Private Hospitals
- Top Ranking Medical Equipment
 Traders & Distributors from all around the world



Innovation Area



Innovation Area welcomes start-up companies that are willing to introduce their innovative products and services in the medical field. This special area is the hub for start-up companies to easily reach out to all sorts of angel investors and buyers coming to Expomed Eurasia.



What will you find in the Innovation Area?

- · Start-up Company Area
 - Presentation Area
 - · B2B Meeting Area
- · Product Showcase Area

With the support of





What did they say about Expomed Eurasia?







"I am the purchase manager of a private hospital chain in Turkey. I visit this show every year. It is great that a lot of medical companies are under a single roof. It is a unique opportunity for me to see the products firsthand and compare them with their competitors. In this regard, this trade event is very important for the healthcare professionals."





"We are in the business of exportation and importation of medical goods." This is the perfect place to have direct talks with the manufacturers and sort out all necessary details."





"I represent a clinic in Uzbekistan and I have found a lot of brand new medical companies that can supply medical equipment for our facility."

"We have heard about this event through our suppliers in Turkey. Here we have found most of the medical equipment that we could not find back at home. In this term this show is very essential for us the business Visitor people. This is the perfect hub to meet for the manufacturers, distributors and end-users."



"In my opinion, it is a very interesting fair. The product diversity is really immense. This is very beneficial for me as a visitor."



"We are a distributor company based in Pakistan and I came to this fair to expand my company portfolio." As far as the exhibition is concerned, the business opportunities are endless. One can get in touch with local and international manufacturers at this event."















What does the Business Connect Program do?

Sustainable Networking Through the Business Connect Program

Exhibitors and visitors can keep in touch with each other virtually and they are still able to connect, network, and do business through the **Business Connect Program** offered as part of **Expomed Eurasia Hybrid+**. **Business Connect Program** provides an online and onsite meeting platform between exhibitors and visitors. Exhibitors are only one click away from their potential buyers or business partners thanks to this virtual program. 2 online events before and after the fair take place on the online networking platform **Business Connect Program**.

These are Distributor Days on March 13-17, 2023, and Online Networking Days on March 20 - April 3, 2023.

E-RECOMMENDATIONS

We recommend your company on the Business Connect Program to the visitors according to their interest.



THE EASIEST ACCESS TO THE EXHIBITORS

Visitors have easy access to the list of exhibitors and their products on Expomed Eurasia website and the online platform.



SHOWCASE YOUR PRODUCTS

The details, images, videos of products and any services of exhibitors can be searched online before, during and after the event.



PLAN YOUR ONLINE GROUP MEETINGS

Exhibitors stay in contact with visitors and schedule virtual group meetings, if they like.



SCHEDULE YOUR ONLINE MEETINGS

Smart match-making allows the most efficient online meetings, bringing exhibitors and visitors together virtually according to their interests.



REMOTE ATTENDANCE

You can now experience the exhibition at the comfort of your own location. Even if you aren't in your booth at the live event, you still can communicate with the visitors online via the Business Connect Program.







MARCH 6-12, 2023



BUSINESS CONNECT

Arrange your meetings prior to the event!

MARCH 13-17, 2023 DISTRIBUTOR DAYS













Distributorship meetings are held on this online platform. Additionally, hospitals and medical facilities meet & network with their suppliers here.

MARCH 16-18, 2023 EXPOMED EURASIA



Tüyap Fair & Congress Center Istanbul

Exhibitors and visitors meet and network physically at the exhibition center!

MARCH 20 - APRIL 3, 2023 ONLINE NETWORKING





Buyers and suppliers keep in contact with each other even after the event!

Scheduling

- Visitors and exhibitors can view the profiles and add each other to their favorites.
- Schedule both online and onsite meetings prior to the event by sending connection requests.

You can simply schedule your meetings online on **March 6-12, 2023** for a hustle-free show experience.

Online 🤶

- All sorts of equipment, furniture, and systems used in medical facilities
- Single-use hygienic products, medical disposables, and PPE
- Electro-medical equipment and medical laboratory technologies
- Food supplements, dermo-cosmetic products, mother & baby products

Exhibitors looking forward to expanding their distributor network as well as the suppliers for hospitals and medical facilities can find the right contacts here on this online platform on **March 13-17, 2023**.



Onsite 🖓

Exhibitors and visitors can meet and network face-to-face and do business at the live event on March 16-18, 2023 at Tüyap Fair & Congress Center in Istanbul.

Sustainable networking with

Online 🤶

Expomed Eurasia Hybrid+

Exhibitors and visitors have an extended period of time from March 20 to April 3, 2023 to

- further network
- follow up their meetings
- catch up their remaining businesses
- find new clients and suppliers

on the **Business Connect Program** virtually.





Are you looking for distributors in Turkey and in the Eurasian region?



If so, we would like to welcome you to join the Distributor Days that is organized virtually as part of the Business Connect Program on March 13-17, 2023 during the live event!

- Even if you are not present at the live event, you still can communicate with online visitors from Turkey and abroad who are registered as distributors and looking for brands to represent.
- In order to find the best-matching distributors, all you need to do is to complete your profile on the exhibitor directory accordingly.
- ory

- Then you can start using your account at the comfort of your own location.
- You can go through the distributor data and send connection requests to the ones that best meet your expectations.
- Distributors who are interested in your brand and products are able to send you connection requests, as well.
- You are able to pre-arrange your meetings before the virtual event starts.
- You can demonstrate your company introduction video and host your potential distributors virtually.



Keep your networking going even after the event

Online Networking BUSINESS CONNECT March 20 - April 3, 2023



Your business does not end when the fair ends. You have an extended period of time after the fair to keep in contact, network and find new clients through the **Business Connect Program** from **March 20 to April 3, 2023**.



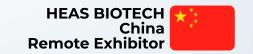


Remote Exhibitor Packages are offered for exhibitors who cannot physically arrive at the show from their home country

- Make the best of our online networking platform at the comfort of your own office or home.
- Attend only the online meetings with people who are solely interested in your products and services in certain time frames to secure the best outcome possible.
- We handle your booth at the live event and your assigned stand representative in your booth will take care of all your onsite visitors, while you are keeping a close eye on what is going on.
- Find new and reliable clients and business partners in Turkey and its surrounding region without even traveling for the live event.
- We provide a sustainable communication that is not limited with the event dates. You have an extended period of time after the event to search, find, network, evaluate, and finalize your business process.

A well-established Quality
Management System.
غلم إدارة الجودة الراسخة

"We are a molecular diagnostic products manufacturer. It was a great pleasure that we had the opportunity to participate in Expomed remotely. Through this exhibition, we have met lots of customers and learned a lot by talking with them through our stand representative. It was a unique experience. We sincerely thank our onsite representative for providing us with great help. This trade show could not be held successfully without their help."



Don't miss the opportunity
of contacting new business
partners from Turkey and
its neighboring regions who have
a high demand for
medical products!





A travel-free option to make the best of Expomed Eurasia



Please contact your sales agent for more information about the Remote Exhibitor Packages.

TÜYAP FAIR CONVENTION AND CONGRESS CENTER



The Biggest International Fair and Congress Center in the Eurasia Region.

- 120,000 sqm indoor and 25,000 sqm outdoor space
- Total exhibition area of 145,000 sqm offers a wide range of services and facilities at international standards
- 1 breakfast room
- 1 a la carte restaurant
- 1 patisserie
- 1 pub
- 33 multi-purpose meeting rooms with capacities ranging from 50 to 3.000 people,
- Tüyap Palas houses 142 standard, 456 deluxe,
 6 disabled rooms, 21 deluxe suits, 3 executive suits and
 2 king suits 630 rooms in total.

STAND OPTIONS

There are a variety of ways to exhibit.

Choose from three pre-built stand options of Basic, Superior, and Premium or book space only to build your own design.

COUNTRY PAVILIONS

Many country pavilions are organized by government and industry bodies at Expomed. Contact your local Expomed sales agent to find out if your country will be represented.

REMOTE EXHITIOR PACKAGE

Even if you aren't present at the live event you can still exhibit by using our Remote Exhibitor Package and you can keep on doing business and networking at the comfort of your own location.

SPONSORSHIP

Give your brand enhanced exposure at Expomed online and/or onsite. Choose from our specialized promotional packages or design your own to suit your objectives.

REED TÜYAP FAIRS INC.

www.reedtuyap.com.tr



CONTACT THE PROJECT TEAM:

© +90 212 867 11 00 expomed@reedtuyap.com.tr

FAIR AREA / HEAD OFFICE

Tüyap İstanbul Fair Convention and Congress Center

Cumhuriyet Mah. Eski Hadımköy Yolu Cad. 9/4, 34500 Büyükçekmece, İSTANBUL - TÜRKEY

© +90 212 867 11 00 © +90 212 867 12 00 info@tuvap.com.tr

TUYAP FAIR AREAS • ADANA © +90 322 256 90 90 (Pbx) tuyapadana@tuyap.com.tr • BURSA © +90 224 211 50 81 (Pbx) tuyapbursa@tuyap.com.tr • ESKİŞEHİR © +90 222 700 00 82 tuyapeskisehir@tuyap.com.tr • iSTANBUL © +90 212 867 11 00 - +90 212 867 12 00 tuyapistanbul@tuyap.com.tr • KONYA © +90 332 346 29 30 (Pbx) tuyapkonya@tuyap.com.tr

• SAMSUN © +90 362 256 27 00 tuyapsamsun@tuyap.com.tr TÜYAP DOMESTIC OFFICES • ANKARA © +90 312 440 89 92 (Pbx) tuyapankara@tuyap.com.tr • IZMİR © +90 232 464 92 01 - 464 26 39 tuyapizmir@tuyap.com.tr TÜYAP OVERSEAS OFFICES • MOSCOW-RUSSIA © +74957753145 tuyapmoscow@tuyap.com.tr • TBILISI-GEORGIA © +995322251-781 tuyapgeorgia@tuyap.com.tr • TEHRAN-IRAN © +982188191017 tuyaptehran@tuyap.com.tr • TBILISI-GEORGIA © +995322251-781 tuyapgeorgia@tuyap.com.tr • TEHRAN-IRAN © +982188191017 tuyaptehran@tuyap.com.tr • TBILISI-GEORGIA © +995322251-781 tuyapgeorgia@tuyap.com.tr • TEHRAN-IRAN © +982188191017 tuyaptehran@tuyap.com.tr • TBILISI-GEORGIA © +995322251-781 tuyapgeorgia@tuyap.com.tr • TEHRAN-IRAN © +982188191017 tuyaptehran@tuyap.com.tr • TBILISI-GEORGIA © +995322251-781 tuyapgeorgia@tuyap.com.tr • TEHRAN-IRAN © +982188191017 tuyaptehran@tuyap.com.tr • TBILISI-GEORGIA © +995322251-781 tuyapgeorgia@tuyap.com.tr • TEHRAN-IRAN © +982188191017 tuyaptehran@tuyap.com.tr • TBILISI-GEORGIA © +995322251-781 tuyapgeorgia@tuyap.com.tr • TEHRAN-IRAN © +982188191017 tuyaptehran@tuyap.com.tr • TBILISI-GEORGIA © +995322251-781 tuyapgeorgia@tuyap.com.tr • TEHRAN-IRAN © +982188191017 tuyaptehran@tuyap.com.tr • TBILISI-GEORGIA © +995322251-781 tuyapgeorgia@tuyap.com.tr • TEHRAN • T

• SKOPJE - NORTH MACEDONIA @ +389 2 322 04 69 tuvapskopje@tuvap.com.tr



Located in the Tüyap Fair Convention and Congress Center, 5 star Tüyap Palas is at your service with 630 rooms, 33 meeting rooms, Ball room with 1250 guests capacity, new refreshment points, delicate food and beverage spots.

Reservation - Detailed Information

0 212 867 14 14 - 0 532 111 08 97

reservation@tuyappalas.com tuyappalas@tuyappalas.com

www.tuyappalas.com ▮™@/tuyappalas



