

Turkey

Discover
the potential

OTC (Over The Counter) Special Section
Discover Brand New Markets!



30 years
expomed
eurasia
HYBRID+

The Leading
Medical Fair
in Eurasia

March 13-17, 2023
Distributor Days - Online

BUSINESS CONNECT
PROGRAM

March 16-18, 2023
Expomed Eurasia Live

March 20 - April 3, 2023
Online Networking Days

BUSINESS CONNECT
PROGRAM



Visit our website now!

www.expomedistanbul.com



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Reed | TÜYAP
Reed Tüyap Fuarçılık A.Ş.



New Market Opportunities for Over-The-Counter Products

As the biggest fair in Turkey and Eurasia where medical devices, equipment, and technologies are showcased and the latest medical trends and scientific events can be tracked, Expomed Eurasia brings together the decision-makers in the healthcare industry for the last 29 years and the next edition will be held on **March 16-18, 2023** in Istanbul.

OTC area within Expomed Eurasia also offers new market opportunities for Over-The-Counter Products. This area has a wide range of product groups from vitamins to all sorts of materials used in OTC drugs. Discover new markets and find new leads to expand your business at this special area.

WHAT WILL YOU FIND IN OTC AREA?

Food Supplements

- Herbal Supplements
- Dietary Supplements
- Functional Foods
- Natural Beverages
- Natural and Herbal Drugs
- Vitamins
- Propolis
- Collagen
- OTC Products on Musculoskeletal System
- OTC Products & Supplements on Digestive System and Metabolism
- Healthy Living Products
- OTC Products on Respiratory System
- OTC Products on Nervous System



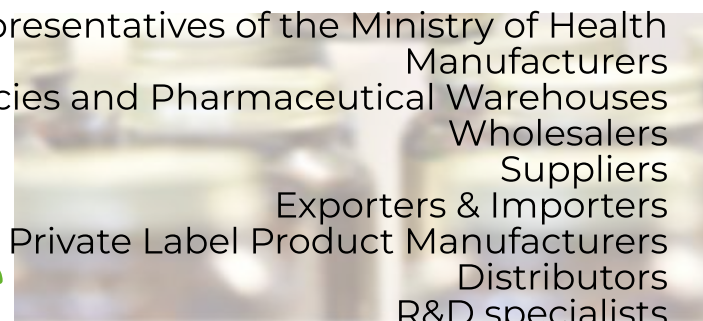
"We have been exhibiting at Expomed for 4 years. We believe that it is the most important trade show in this field. We still carry out our business relationships with the customers who we met here."

**ORZAKS İLAÇ
Exhibitor**



WHO VISITS THE OTC AREA?

Representatives of the Ministry of Health
Manufacturers
Pharmacies and Pharmaceutical Warehouses
Wholesalers
Suppliers
Exporters & Importers
Private Label Product Manufacturers
Distributors
R&D specialists
Cosmetics Stores
Food Technology Specialists
Academics and Scientists
Local and International Pharmaceutical Associations



Dermo-Cosmetic Products

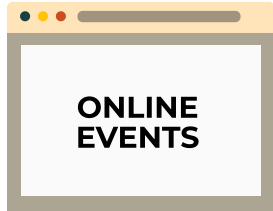
- Dermo-Cosmetic Skin Care Products
- Self Care Products
- Natural Cosmetic Products
- Skin Care and Hygiene Products



Mother & Baby Products

- Baby Care and Nutrition Products, Thermometer, Nursing Bottles, and Pacifiers
- Mother & Baby Cosmetic Products, Lotions, Oils, Creams
- Filling and Packaging Machines for Pharmaceutical and Cosmetic Products
- Components, Equipment, Technologies and Services for OTC (Over-The-Counter) Products





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**.

What does the Business Connect Program do?

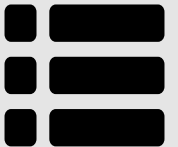
E-RECOMMENDATIONS

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.



In addition to face-to-face networking you can now keep in contact virtually through the Business Connect Program!

MARCH 6-12, 2023



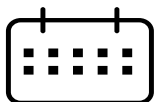
BUSINESS CONNECT
PROGRAM

Arrange your meetings prior to 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.



**MARCH 13-17, 2023
DISTRIBUTOR DAYS**



BUSINESS CONNECT
PROGRAM

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

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**.



**MARCH 16-18, 2023
EXPOMED EURASIA**



Tüyap Fair & Congress Center
Istanbul

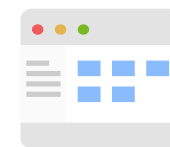
Exhibitors and visitors meet and network physically at the exhibition center!

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**.



**MARCH 20 - APRIL 3, 2023
ONLINE NETWORKING**



BUSINESS CONNECT
PROGRAM

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

Online

Sustainable networking with Expomed Eurasia Hybrid+

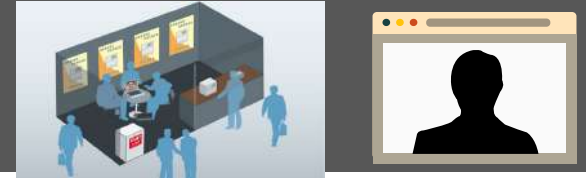
Exhibitors and visitors have an extended period of time from **March 20 to April 3, 2023** to

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

on the **Business Connect Program** virtually.



Can't be at the live event?
Experience the event realtime at the comfort of your own location



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.

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

"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."

HEAS BIOTECH
China
Remote Exhibitor



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 EXHIBITOR 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

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Experience the
comfort of
working and
resting at the
same place!

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
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