

expomed  
eurasia  
HYBRID+



The Leading  
Medical Fair  
in Eurasia

# Post Show Report 2022



**Tüyap Fair & Congress Center  
Istanbul**



**Expomed Eurasia**  
March 17-19, 2022

**BUSINESS CONNECT**  
PROGRAM

Online

**Distributor Days**  
March 14-18, 2022

**Online Networking Days**  
March 21 - April 4, 2022

With support of



Organized by

Reed | TÜYAP  
Reed Tüyap Fuarçılık A.Ş.

# 30 years of Expomed Eurasia

30 years

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.

**The main product groups**



Electro Medical & Laboratory Technologies



Orthopedics Physiotherapy Rehabilitation



Medical Consumables & Commodities



Hospital Build & Medical Facility Management



OTC Over The Counter

## Expomed Eurasia 2022 in Figures

### Physical Event

### Tüyap Fair & Congress Center - Istanbul



**583**  
Exhibiting Companies



**387**  
Domestic Exhibitors



**196**  
International  
Onsite and Online Exhibitors  
from **31** Countries



**23.684**  
Total  
Visitors



**18.752**  
Domestic  
Visitors



**4.932**  
International Visitors  
from **119** Countries

### Online Events

### BUSINESS CONNECT PROGRAM



**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.

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

**BIÇAKÇILAR MEDICAL DEVICES**  
Turkey  
Exhibitor



"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



## Exhibitor Statistics

### 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 Compliance 96%

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

"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."

**YUWELL**  
China  
Exhibitor



"Everything ran very well during the show. 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."

**LINKFAR HEALTHCARE GMBH**  
Germany  
Exhibitor



"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 years to come."

**ÜZÜMCÜ HOSPITAL EQUIPMENTS**  
Turkey  
Exhibitor



"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 Expomed. It was very well-organized."

**ELEKTRO-MAG**  
Turkey  
Exhibitor





# Why Did They Exhibit?



To find new clients in the international market **84%**

To strengthen the current business relations **79%**

To promote the new products and services **67%**

To find new potential clients in Turkey **66%**

To strengthen the company image **64%**

To keep up with the competitors and follow the trends **51%**

To find distributors, representatives, and dealers **45%**

*"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

*"This is our first time at Expomed but we will exhibit again next year. 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."*

**MEDISONO LLC**  
USA  
Exhibitor

*"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

*"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

*"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 İLAÇ**  
Turkey  
Exhibitor

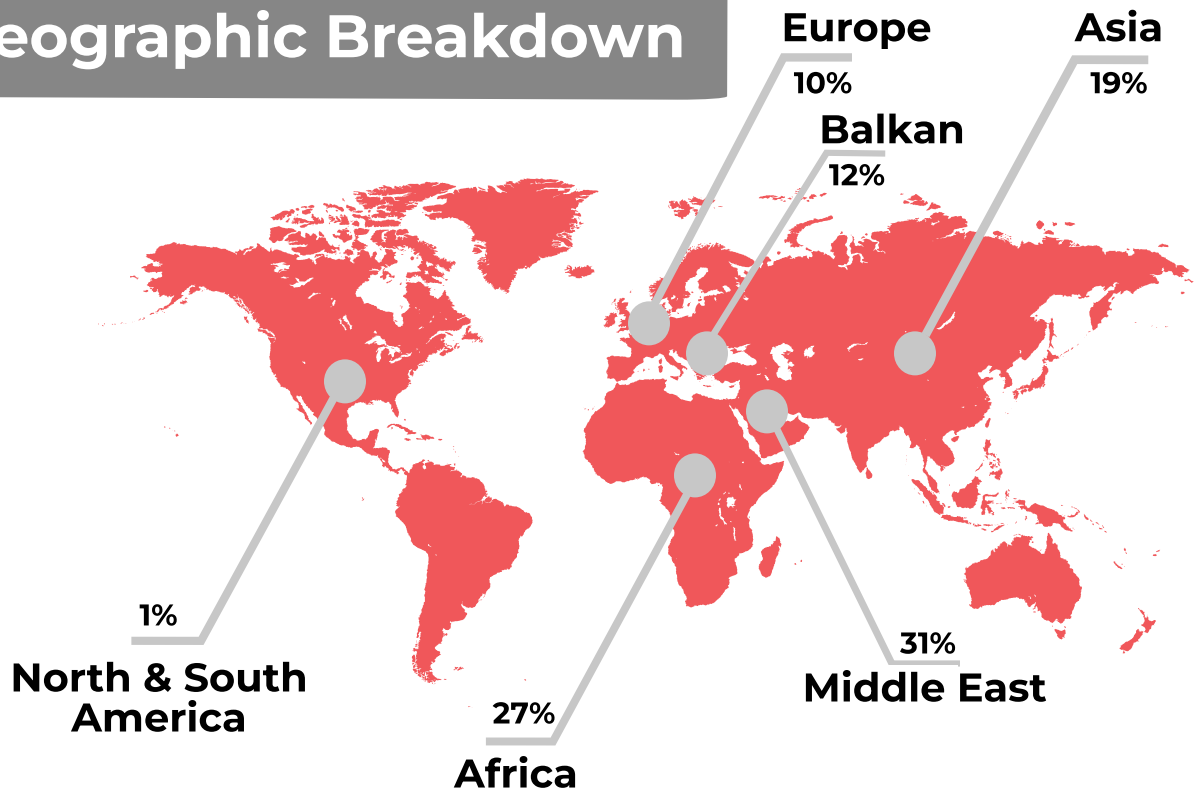
*"I am the purchase manager of a private hospital chain in Turkey. I visit this show every year. It is great that a lot of medical companies are under a single roof. It is a unique opportunity for me to see the products firsthand and compare them with their competitors. In this regard, this trade event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

Turkey  
Visitor



## Visitor Statistics

### Geographic Breakdown



### Top 25 Visitor Countries in 2022 excluding Turkey



Libya



Iraq



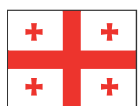
Iran



Lebanon



Morocco



Georgia



Jordan



Egypt



Pakistan



Bulgaria



Uzbekistan



Sudan



Algeria



Azerbaijan



Tunisia



Palestine



Germany



Poland



Romania



Serbia



Kazakhstan



Macedonia



Kosovo



Albania



Israel

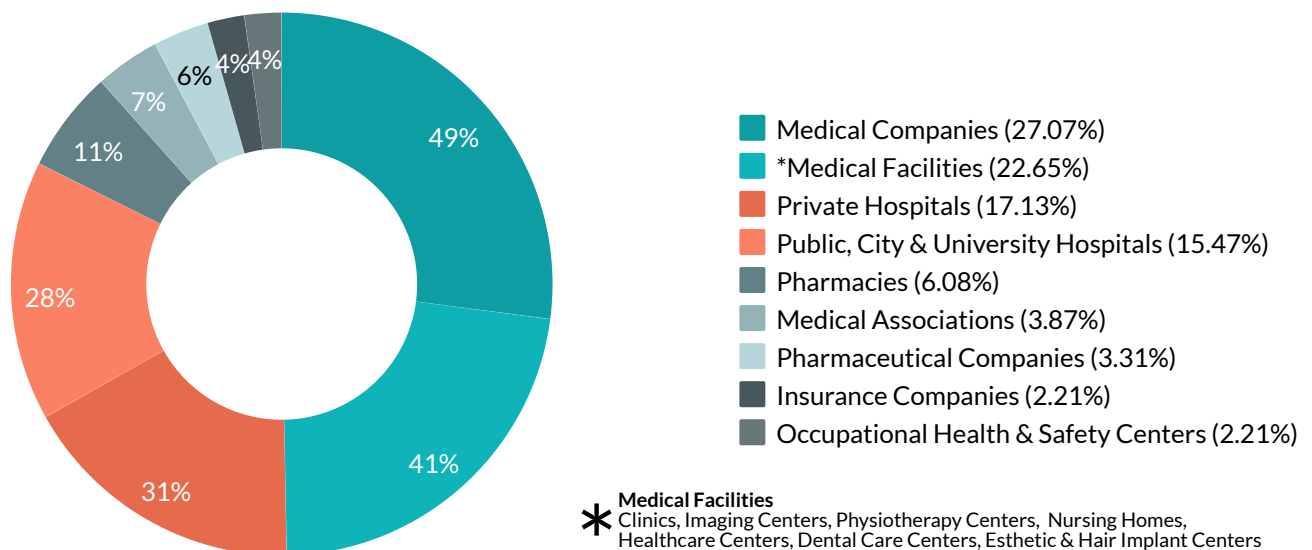
**Revisit 95%**

**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 are field of activities of our visitors in 2022?



The above pie chart shows the percentages of visitors choosing more than one field of activity.



*"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."*

Iran  
Visitor



*"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 people. This is the perfect hub to meet for the manufacturers, distributors and end-users."*

Tanzania  
Visitor



## Why Did They Visit?



To have as many meetings as possible **87%**

To follow the new technologies & trends **85%**

To network with the business environment **85%**

To have pre-arranged meetings with the exhibitors **81%**

To expand the business network **80%**

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

Morocco  
Visitor



*"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."*

Uzbekistan  
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."*

Pakistan  
Visitor







A Brand  
New Show  
Experience

## Remote Participation

**For two years in a row, Expomed Eurasia has been offering to those international companies that want to exhibit but cannot be present at the onsite event, the option of remote participation!**

Launched in 2021 with only 5 remote exhibitors, **Expomed Eurasia** has managed to gather over **100 remote exhibitors in 2022** mainly from China and other far-east countries to attend the show remotely and made it possible for these remote exhibitors to still get the best out of the onsite event where they can find new leads and network in the comfort of their own location.

### How does remote participation simply work?



Our exhibitors do not need to be present at the event. We handle our remote exhibitors' booth and their assigned stand representative who is briefed about the represented company prior to the event, takes care of all the onsite visitors, collects business cards, and even arranges video calls on the spot between the exhibitor and visitor.



Being at the comfort of their own locations remote exhibitors can keep an eye on their booth through the camera system installed in the booth during the visiting hours.

*"It was a pity that we could not go to Turkey to participate in Expomed Eurasia 2022 in person.*

*Thank you very much for providing this remote participation option.*

*We received a total of 88 prospective customers during the 3-day exhibition. Our stand representative assigned by the organizer was very proactive and enthusiastic. The quality of buyers who visited our remote stand was generally good. Our company has gained a lot and received some relatively large local customer database.*

*We are looking forward to participating in Expomed Eurasia 2023."*

**HEZE YINUO MEDICAL**  
China  
Remote Exhibitor



Remote exhibitors can also make the best of Expomed Eurasia's online networking tool the Business Connect Program where they meet and network with their leads fully online.

*"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







REPUBLIC OF TURKEY  
MINISTRY OF HEALTH



REPUBLIC OF TURKEY  
MINISTRY OF TRADE

## Thank you

We would like to extend our deepest gratitude to the **Republic of Turkey Ministry of Health** and the **Turkish Medicines and Medical Devices Agency** for their great contributions in making the 29th edition of International Istanbul Medical Analysis, Diagnosis, Treatment, Rehabilitation, Laboratory Product, Device, System, Technology, Equipment, and Hospitals Fair **Expomed Eurasia** possible. Additionally, it is our pleasure to acknowledge the tremendous contributions of the **Republic of Turkey Ministry of Trade** in terms of providing financial incentives for export promotion in the healthcare industry. Last but not least we deeply thank all our supporting federations, associations, and unions along with all our exhibitors and visitors.

With the experience of almost 30 years, **Expomed Eurasia** will grow even bigger and bigger in the years to come with the benefits of digital solutions as a renowned worldwide event where medical companies from all around the world gather to do business and network.

### With support of



**Next  
Event**



**March 16-18, 2023**

Distributor Days **March 13-17, 2023 (Online)**

Online Networking Days **March 20 - April 3, 2023 (Online)**

## **Tüyap Fair & Congress Center**

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

**+90 212 867 11 00**

**expomed@reedtuyap.com.tr**

**www.expomedistanbul.com**



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