



The 21st International Medical Instruments and Equipment Exhibition

19-21 March, 2009

China International Exhibition Center (New Venue), Beijing, China

POST SHOW REPORT

Organizers



Health Department of General Logistics Department, Chinese People's Liberation Army



China World Trade Center Co., Ltd.



Hui Tong Xingye International Exhibition (Beijing) Co., Ltd.



Messe Düsseldorf China Ltd.

Co-organizers



China Meheco Corporation



China Xinxing I/E Corporation

Supporters



Messe Düsseldorf GmbH

Organizer of MEDICA



May 2009

I. General Information

Reputed as the first international medical instruments and equipment exhibition with UFI (the Global Association of the Exhibition Industry) certification in China, the 21st International Medical Instruments & Equipment Exhibition (China Med 2009) was jointly organized by the Health Department of General Logistics Department of Chinese People's Liberation Army, China World Trade Center Co., Ltd., Hui Tong Xingye International Exhibition (Beijing) Co., Ltd. and Messe Düsseldorf China Ltd.. China Med 2009, held at China International Exhibition Center (New Venue), Beijing, China from March 19 to 21, 2009 with a total exhibiting space of 30,000 sqm, attracted 505 exhibitors from 22 countries and regions who displayed their latest equipment and technology to 26,408 trade visitors from 45 countries and regions.

	Int'l	Local	Total
Exhibitor	140	365	505
Visitor	2,300	24,108	26,408

Exhibits Profile

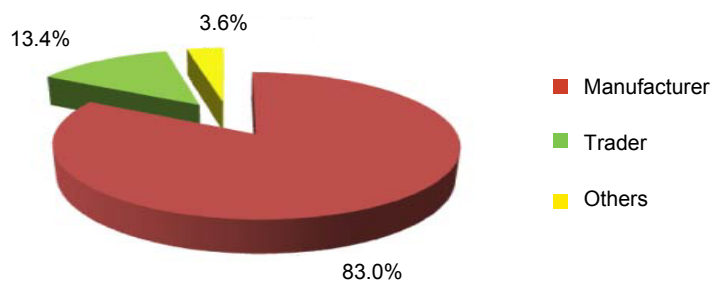
Medical X-ray Device and Accessory Device and Part	Medical Ultrasonic Instrument and Relevant Device
Medical Cold Therapy, Low Temperature and Cold Storage Equipment and Apparatus	Medical MRI Equipment
Equipment and Apparatus for Operating Room and Emergency Room	Medical Nuclide Equipment
Medical Electronic Equipment	Clinical Laboratory & Analysis Instrument
Physiotherapeutic Device and TCM Instruments	Medical Optical Instrument & Apparatus and Endoscope Device
Surgical Instrument	Disinfecting & Sterilizing Equipment and Apparatus
Medical Software and Information Processing System	Medical High-frequency (HF) Instrument and Device
Extracorporeal Circulation and Blood Treatment Device	Medical Diagnostic & Observation Apparatus and Instrument
Medical High-energy Radiation Device	Medical X-ray Protecting Equipment
Ward Nursing Equipment and Apparatus	Implantation Material and Artificial Internal Organ
Dental Equipment and Apparatus	Others

II. Exhibitor Analysis

Exhibitor Source

The exhibitors showcasing their latest medical instruments, equipment and technologies came from 22 countries and regions, including China, Belgium, Canada, Denmark, Finland, Germany, India, Ireland, Israel, Italy, Japan, Netherlands, Russia, Singapore, South Korea, Sweden, Switzerland, Turkey, UK, USA, Hong Kong SAR and Taiwan China. Germany and Japan participated as National Pavilion.

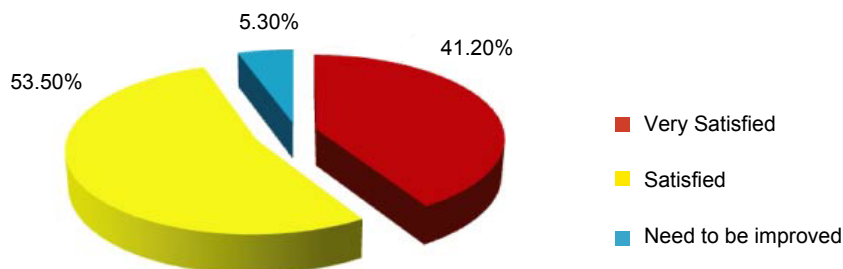
Exhibitor Profile



Exhibitors' Participation Objective



Exhibition Evaluation



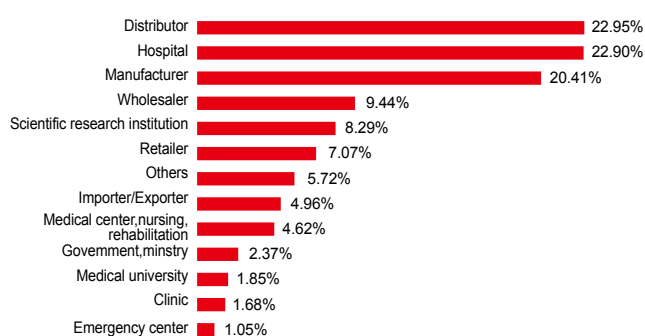
III. Visitor Analysis

Visitor Source

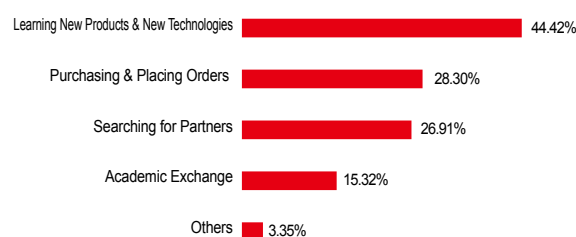
There were 26,408 trade visitors (including 2,300 overseas trade visitors) from 45 countries and regions, including 7,745 distributors and agents all over the country. Besides, the Organizer particularly invited military delegation of 600 persons and civil hospital delegation of 431 persons with free food and accommodation.

Military Hospital Delegation		
No. of Hospital	Hosted Buyer	Covering Area
146	108 hospital directors 150 equipment dept. directors 323 purchasing directors	32 provinces, municipalities and autonomous regions all over China
On-site transaction volume totals up to USD 211.76 million.		
Civil Hospital Delegation		
No. of Hospital	Hosted Buyer	Bidding Activity
217	116 hospital directors 315 buyers including department directors, equipment department directors and experts	Many hospitals purchased equipment by bidding on site, such as the First People's Hospital of Chuxiong Autonomous Prefecture, Yanda International Hospital, Taiyuan Central Hospital, etc.
On-site intention order reached USD 44.12 million.		
Distributors/Agents		
7,745 distributors and agents participated in the event and reached primary cooperation agreements.		

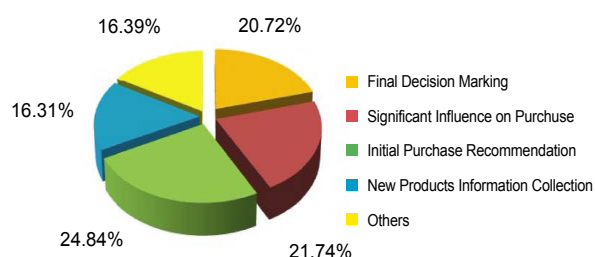
Visitors' Background



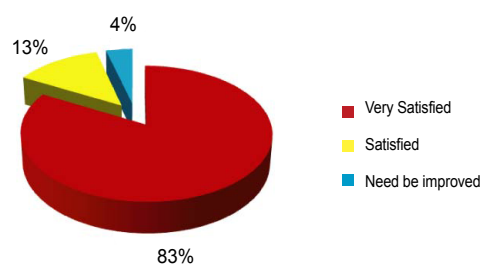
Visitors' Objective



Decision Ability



Exhibition Evaluation



IV. Concurrent Events

During China Med 2009, the Organizer held several seminars, attracting thousands of trade visitors from both at home and abroad.

Seminar Topics	
Medical Imaging Equipment Summit Forum	The 2nd Trauma Orthopaedics Seminar
The 1st International Modern Oncology Technique Academic Forum	Symposium of Digital Medical Imaging Technology
Medicine Logistics and Medical Equipments Quality Control	Experience Sharing on Large-size Medical Equipment Management
Medical Informatization Application Tendency in the New Health Care Reform	Clinical Laboratory Lecture
Forum of European and US Medical Markets Admittance	Special Lecture on Stomatology
Modern Stereotactic New Technology	New Progress in Tumor Imaging Diagnosis
Rehabilitation of Brain Injury	Application of Hyperbaric Oxygen for Craniocerebral Trauma
2009 National Conference on Management of Equipment Departments in Hospitals	
Bidding Activities	
2009 PLA Promotion Conference for International Medical Equipment Bidding CT, MRI, X-ray, Ultrasound, Oncology and Nuclear Medicine	
2009 Press Conference for International Medical Equipment Bid Invitation of PLA	
Press Conference for Medical Consumables Demands Information of the Armed Police and Military Medical Institutions in Beijing	

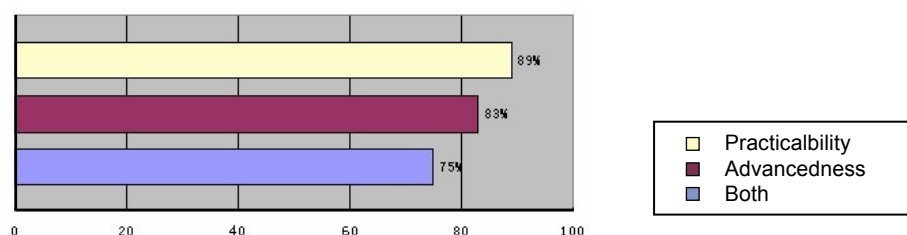
Seminar Audience Visiting the Exhibition

86% of the seminar audience visited the exhibition to know about the latest products and technologies by enjoying product demos and communicating with the exhibitors.

Audience's Evaluation of the Exhibitors' Involvement in the Seminars

84% of the seminar audience believed that the exhibitors' involvement in the seminars was of advantage to their promotion of new products and technologies. It could also offer an insight into the functions and technologies of the new products, as well as the status and market prospect for clinic application.

Audience's Evaluation of Seminars



Enquiry Form

Welcome to attend China Med 2010 on Mar. 26th to 28th, 2010 at China National Convention Center in Beijing. For more information, please visit www.chinamed.net.cn

Please tick the appropriate box, and reply to the Organizer by fax (* is required):

China Med 2010 Exhibiting Visiting

* Name	Mr. / Ms.
* Company	Position
* Address	
* Tel	* Fax
* Email	Website

Exhibiting contact with:

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Organized by



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