



Press Release

17 March 2022

## **Eurasia's leading medical trade fair Expomed Eurasia opened its doors**

**Eurasia's leading medical and health fair Expomed Eurasia opened its doors for the 29th time with the participation of over 600 national and international companies. Organized at Istanbul Tüyap Fair Convention and Congress Center between 17-19 March, Expomed Eurasia reveals the trends of the medical world.**

**Expomed Eurasia Hybrid+ is organized in a hybrid format for the third time and offers a fair experience which brings face-to-face communication together with the advantages of the digital world. In addition to the physical fair, Distributor Days which started on 14 March and will continue until 18 March, and Online Business Connections to be held between 21 March - 4 April will be hosted in digital media via Business Connect Program.**

Eurasia's leader specialized fair Expomed Eurasia, where medical devices, equipment and technologies meet with national and international buyers, and the newest trends in healthcare are followed, has been successfully bringing the Turkey's medical sector together with the rest of the world for 29 years.

### **"MyTüyap Business Connect Program creates new business connections"**

Distributor Days online event, which started on 14 March 2022 and will continue until 18 March under the scope of MyTüyap Business Connect Program, creates new business opportunities. About the online platform, Ali Muharremoğlu, General Manager of Reed Tüyap said "We introduced an innovative fair concept to the sector by improving further the hybrid fair perspective of which we laid the foundations in the previous years. As the fair sector, we adapted to the rapidly digitalizing world. We made big investments in this digital transformation and now we are digitalizing all of our working models by taking a step further. Up till now, 4268 visitors from 109 countries registered to this year's online event. Under the scope of Online Business Connections which will be held as part of MyTüyap Business Connect Program between 21 March - 4 April 2022 after the fair, participant companies and visitors will be able to maintain their communication via this platform."

### **International visitors rushed to the fair**

Business people from Eurasia prefer to visit Expomed Eurasia Fair thanks to its wide range of product profile in order to meet their needs in medical products and services from Turkey. Balkan Countries, Russia, Turkic Republics, West and Middle Asia, Caucasian, Middle East and North Africa countries constitutes the big part of the international visitors. The fair draws attention by the amount of visitor registrations from over 130 countries.

### **Opportunity to open up to new markets**

Because of their purchasing power, cultural and trade connections, countries in Eurasia constitutes an important market for Turkey's health sector. Eurasia countries' fast development and increasing demands in health area make Expomed an important international business platform in terms of creating new business relations and opportunities.

### **Professionals in medical area come together at this fair**

"International Istanbul Medical Analysis, Diagnosis, Treatment, Protection, Rehabilitation, Lab Product, Device, System, Technology, Equipment and Hospitals Fair" Expomed Eurasia organized by Reed Tüyap Exhibitions Inc. is expected to be visited by over 15,000 national and international sector professionals. The fair will last three days and it will be open to visits between 10.00 - 17.00 every day until 19 March.

**About TÜYAP:** Tüyap was founded by Bülent Ünal in 1979 as the first fair organization company of Turkey. Pioneer of the fair organization development in Turkey, Tüyap Fair Organization Group has organized 1827 domestic fairs and 200 foreign fairs in 39 countries since the day it was founded. During the past 42 years, Tüyap served 337,913 firms from 127 countries and hosted 67,133,226 visitors from 213 countries at the fairs it organized. The company, which organized the first Turkish export products fairs in China, Russia and Africa, still organizes Turkish participation to an average of 10 foreign fairs every year. Tüyap is the only private sector fair organization company which has its own fair center in Turkey. With its professional staff and the long-term collaborations with more than 100 trade bodies, Tüyap organizes specialty fairs thanks to the 6 fair centers owned and operated in Turkey and the international offices owned in 4 countries. Tüyap has been organizing the fair with the "Health First for Trade" motto in the new period, and with the responsibility of being the first fair organization company to get TSE COVID-19 Safe Service Certificate by completing the conditions of Turkish Standards Institution's COVID-19 Hygiene, Infection Prevention and Control Certification Program, continues to organize hybrid fairs by also using its digital resources.



**For Information:** Hazan Aköz Işık / ÜNİTE Edelman

[hazan.akoz@unite.com.tr](mailto:hazan.akoz@unite.com.tr); [www.unite.com.tr](http://www.unite.com.tr)