

Expomed Sees Record-Breaking International Visitors

Organized by Reed Tüyap Fuarçılık A.Ş., 26th edition of Expomed Eurasia Fair, which is the most important business platform for the medical sector not only in Turkey, but also in wider Eurasian Region, was held at the Tüyap Fair and Congress Center on March 28-30, 2019. Visited by 33,874 sector professionals, 6,654 of whom were from 104 countries, the fair was very well received by the exhibitors and visitors. As part of the event, Leyla Alaton spoke at a panel on “International Business Development and Export Strategies” held in the Innovation Area.

Organized by Reed Tüyap Fuarçılık A.Ş. to serve as the most prominent meeting platform for the medical sector in Eurasia and Turkey, the 26th anniversary of the Expomed Eurasia Fair, was held at the Tüyap Fair and Congress Center on March 28-30, 2019.

The fair, which attracted a very sizable attendance from Turkey as well as from abroad, broke a record by hosting 6,654 international visitors from 104 countries. Bringing together more than 800 companies and company representatives under the same roof, the fair offered a wide array of R&D-backed new generation products and laid the foundation for critical business collaborations. Having seen a significant increase in its number of foreign visitors year-over-year, the fair has once again proved that the sector was export-oriented. The fair, which also hosts purchasing committees from more than 20 countries, including North Africa, the Middle East and the Balkans, provided a US\$1 billion business volume to the country's economy.

Leyla Alaton was among this year's speakers to take the floor at Expomed Eurasia's Innovation Area, which was made possible by the support of the Istanbul Health Industry Cluster (İ-SEK) and the Medical Equipment Producers and Suppliers Association MASSIAD. Emphasizing that the sector needed to work on localization, Mrs. Alaton underlined that priority was to be given to sales targeting the domestic market. Stating that the sector had to be scaled, Leyla Alaton pointed to the necessity of determining the priorities of the sector. Arguing that primarily working with local producers had to be mandatory when purchasing products, Mrs. Alaton also said that Turkey boasted key investors in the medical sector.

Having had a highly successful closing day, the fair will bring the medical sector back together on March 19-22, 2020.

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