



Press Release

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The meeting point of healthcare professionals, EXPOMED only days away from its 24th iteration

EXPOMED, organized by REED TÜYAP, is getting ready to open its doors to professionals in the sector this year from March 30 to April 2, 2017, continuing its growth with each passing day with support from Turkish Ministry of Health.

The largest medical fair of Turkey and the Eurasia region, EXPOMED is preparing to host over 1,100 brands and brand representatives from 50 countries as a platform that will showcase cutting-edge technologies and products that represent the pinnacle of R&D and innovation in the healthcare industry.

REED TÜYAP is all set to host for the 24th time the EXPOMED Fair, the most important meeting platform of Turkey and the Eurasia region.

The fair is divided for the first time this year into three main groups

Getting ready to open its doors to sector professionals and visitors this year from March 30 to April 2, 2017, EXPOMED will be a four-day platform to showcase cutting-edge technologies and products that represent the pinnacle of R&D and innovation in healthcare. The event, which will bring together under the same roof more than 1,100 exhibitors from 50 countries, will see a series of firsts this year. For the first time, the main fair area will be divided into three separate areas for main product groups, offering visitors convenience in finding the products they are interested in. According to the new setup, Orthopedics and Consumables will be located at halls 7-9, Electro-Medical Equipment and Medical Technology products will be showcased at halls 3 and 4, while the Hospital Building and Medical Facility Management will await visitors at hall 2.

The fair carries the purpose of bringing together local and international sector professionals, and aims to be a meeting place for procurement delegations who will visit Istanbul from various locations around the world.

“Growing stronger each year”

Ali Muharremoğlu, REED TÜYAP General Manager, noted that for the last 23 years the EXPOMED fair has been welcoming professionals in the medical industry, and commented: “*The fair has always been an attractive event for qualified buyers, turning Istanbul into the beating heart of the medical industry for four days. In 2016, the event saw an attendance of 32,557, out of which 4,345 were foreign professionals from 86 countries. These figures prove to us that we are on an excellent track. Meanwhile, as with every year, the EXPOMED Fair will exhibit products equipped with the latest technologies to meet investment needs. Our goal for this year is to stimulate scientific circles to bring scientific aspect to the fair, complementing its current role as a commercial platform where buyers and sellers come together to create new market opportunities.*”

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