

## The growing OTC market is in search of new destinations at EXPOMED

According to latest research, the over-the-counter medicine market in Turkey reached a volume of 5 billion dollars. This segment accounts for 26% of the entire pharmaceutical market and attracts the attention of pharmaceutical companies due to its growth potential. The market grew by 17% from 2013 to 2016, and is expected to reach a global volume of 29 billion dollars in 2019. As the leading medical fair of Turkey and the Eurasian region, Expomed acted on this insight to include over-the-counter (OTC) products in its scope, helping the market achieve its targets.

Over-the-counter (OTC) medicine has been a target of concentrated investment by Turkish and multinational companies over the last 5 years, and has been growing at sustained rates. With the addition of new pharmaceuticals on a daily basis, the segment now accounts for 26% of the pharmaceutical market. Acting on this information, **EXPOMED** seeks to expand the foreign trade network of the market by presenting the latest in the OTC segment to visitors from over 80 countries.

**EXPOMED** will have a dedicated OTC Area in the foyer of Hall 6 & 7 where a wide range of products from vitamins to nutritional supplements and wellness products will be on display to visitors. Distributors, wholesalers, pharmacists, R&D engineers and scientists visiting **EXPOMED** from growing markets including the Middle East, Balkans and Africa will find the opportunity to engage in bilateral discussions with exhibitors.

To be held at the Tüyap Fair and Convention Center, Istanbul between **March 22 and 25, 2018**, **EXPOMED** is the leading Eurasian trade show on medical devices, equipment and technologies where the latest trends and the best in innovation are presented, and a four-day platform for the latest technologies, R&D wonders and innovative products. In addition to OTC Area the event has dedicated halls for Orthopedics-Physiotherapy-Rehabilitation along with Commodities and Consumables, Electro-Medical Equipment, Medical and Laboratory Technologies, and Hospital Build and Medical Facility Management where professional visitors from Turkey and abroad will convene.

**For details and communication:**

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Brand Director

The logo for brandworks features the word "brandworks" in a blue, lowercase, sans-serif font, with "İLETİŞİM DANIŞMANLIĞI" in a smaller, blue, uppercase, sans-serif font below it.

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