

expomed eurasia HYBRID+

The Leading Medical Fair in Eurasia

Post Show Report 2020



With support of



Organized by



Reed Tiyap Fuarçılık A.Ş.

About Expomed Eurasia 2020

For almost 30 years **Expomed Eurasia** has become the leading medical trade fair not only in Turkey but also in the greater Eurasian region. As of 2020 the show is making the best of cutting-edge digital solutions and goes beyond conventional face-to-face networking. 2020 edition of **Expomed Eurasia** introduced a new digital element to the live event that gave those unable to physically attend the event in November the opportunity to remotely participate, learn, and engage through the new digital platform **Business Connect Program**. Ran simultaneously with the live event at Istanbul's **Tüyap Fair & Congress Center**, **Expomed Eurasia Hybrid+** allowed hundreds of visitors and exhibitors from all around the world to network virtually on **Business Connect Program** and face-to-face in the venue.

Moreover, the health of our exhibitors, visitors, and employees is always the first and top priority. Therefore, the venue of **Expomed Eurasia** qualified to receive the **Turkish Standards Institution Covid-19 Safe Service Certificate**, and **Expomed Eurasia 2020** was successfully completed with all necessary health and biosafety precautions taken. **For more information:**
<http://expomedistanbul.com/en/covid-19-information>

2020 Show & BUSINESS CONNECT PROGRAM in Figures



169
Exhibiting
Companies



164
Domestic
Exhibitors



5
International
Exhibitors



8.058
Total
Visitors



6.117
Domestic
Visitors



1.941
International Visitors
from **73** Countries

BUSINESS CONNECT PROGRAM



639
Int'l Online Visitors
from **126** Countries



+100
Online
Meetings



9.310
Profile
Views

"We are happy to participate in this event. We would like to thank the team for organizing such an event under the difficult circumstances of a pandemic and allowing us to meet with our domestic and international guests. Our international visitors on the first day of the event, in particular not only made us very happy but also contributed greatly to expanding our business. We hope that trade shows continue and we also look forward to participating in Expomed in the years ahead."

DEHAS®

Exhibitor Statistics

Retention 94%

94% of the exhibitors are willing to exhibit in 2021.

Recommendation 81%

81% of the exhibitors recommend Expomed to their business environment.

Satisfaction 88%

88% of the exhibitors are satisfied with the exhibition.

"Organization team is very reliable. Services and precautions in the venue are excellent. We are definitely participating next year again."

Medic - Egypt for Medical Clothes



Why Did They Exhibit?

- ▶ To strengthen the company image **89%**
- ▶ To strengthen the current business relations **84%**
- ▶ To promote the new products and services **82%**
- ▶ To find new clients in the international market **81%**
- ▶ To keep up with the competitors and follow the trends **81%**
- ▶ To find new potential clients in Turkey **74%**
- ▶ To find distributors, representatives, and dealers **54%**

"We are very grateful to the organization team for providing us a safe and healthy business environment where we met with our customers. Most of our clients who cannot manage company visits due to Covid-19 were able to visit our booth in the venue. This show has greatly contributed to our customer portfolio."

**Mixta
Medical Steel Hospital Equipments**

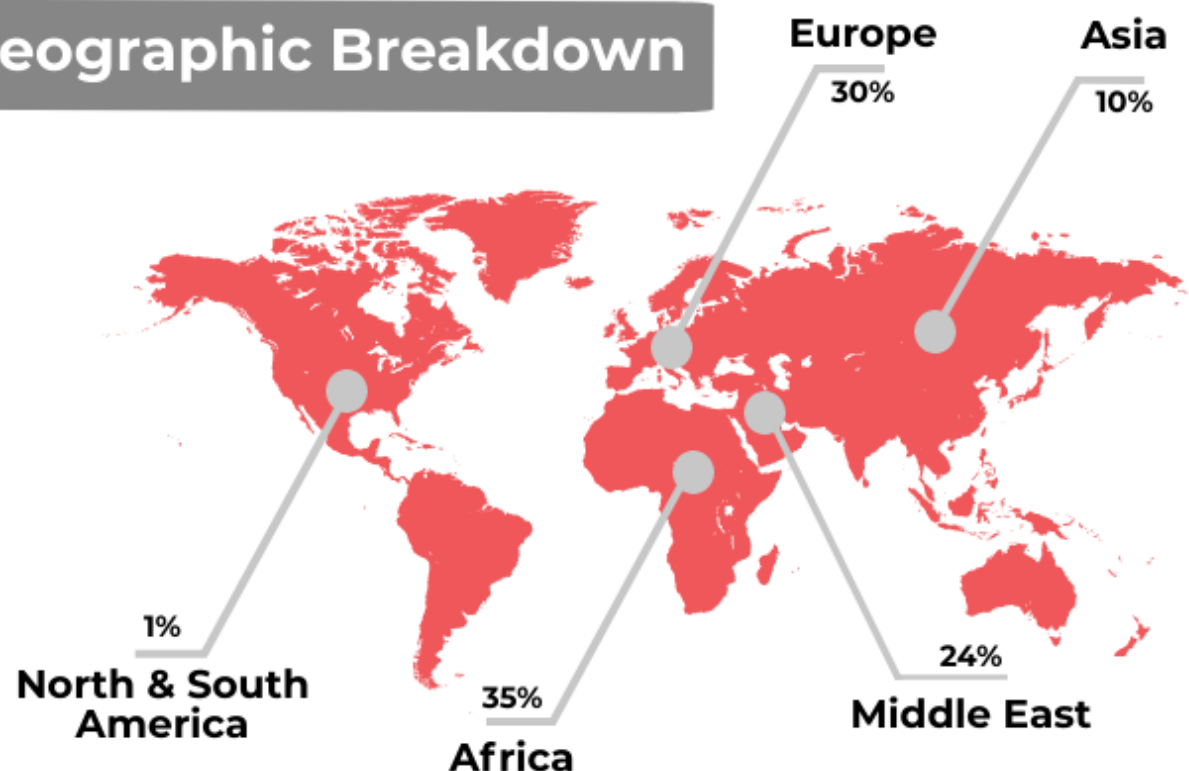
"In the extraordinary process we are in, we saw that the countries which have domestic production ecosystem overcame the medical device supply problems more easily. Producing a product is as important as marketing it. Therefore, Expomed Eurasia is very valuable to us."



**Deputy Health Minister of Turkey
Prof. Dr. Emine Alp Meşe**

Visitor Statistics

Geographic Breakdown



Top 10 Onsite Visitor Countries



Libya



Sudan



Egypt



Kosovo



Serbia



Yemen



Iraq



Lebanon



Macedonia



Bulgaria

BUSINESS CONNECT PROGRAM Top 10 Online Visitor Countries



Libya



Iran



Morocco



Georgia



Iraq



Pakistan



Lebanon



Kosovo



Jordan



Saudi Arabia

Revisit 94%

94% of the visitors will visit Expomed in 2021 again.

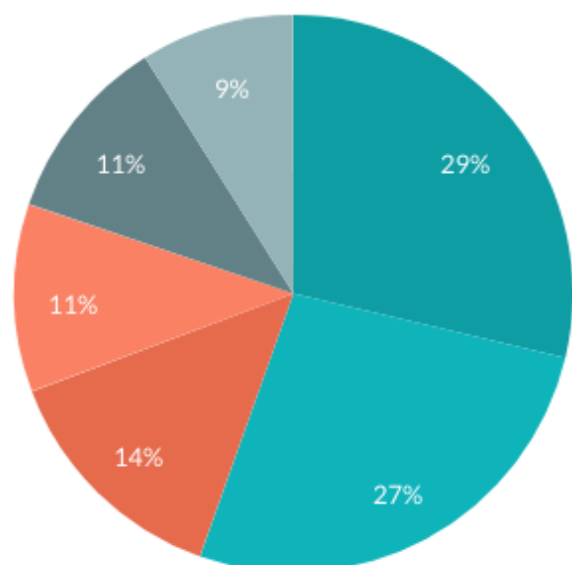
Recommendation 85%

85% of the visitors recommend Expomed to their business environment.

Satisfaction 82%

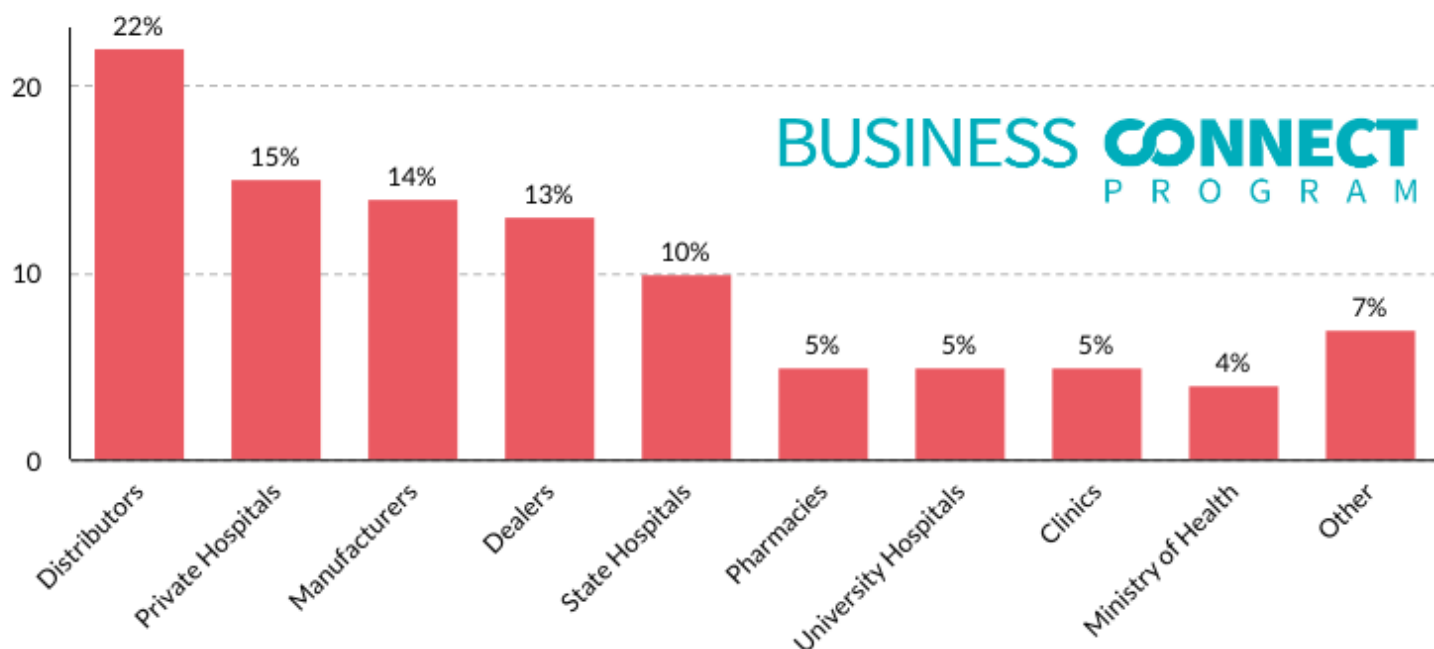
82% of the visitors are satisfied with the exhibition.

For which product groups did the visitors come to Expomed?



- Consumables & Commodities (28.71%)
- Electro Medical Equipment & Medical Technologies (26.73%)
- Orthopedics - Physiotherapy - Rehabilitation (13.86%)
- Laboratory Technologies (10.89%)
- Hospital Build & Medical Facility Management (10.89%)
- OTC (Over-The-Counter) (8.91%)

Online Visitors' Profile



Why Did They Visit?

- ▶ To network with the business environment **83%**
- ▶ To follow the new technologies & trends **77%**
- ▶ To have as many meetings as possible **76%**
- ▶ To expand the business network **73%**
- ▶ To have pre-arranged meetings with the exhibitors **72%**





REPUBLIC OF TURKEY
MINISTRY OF HEALTH



REPUBLIC OF TURKEY
MINISTRY OF TRADE

Thank you

We would like to extend our thanks to the **Republic of Turkey Ministry of Health** and **the Turkish Medicines and Medical Devices Agency** for their great contributions in making the 27th edition of International Istanbul Medical Analysis, Diagnosis, Treatment, Rehabilitation, Laboratory Product, Device, System, Technology, Equipment, and Hospitals Fair **Expomed Eurasia** possible. Additionally, it is our pleasure to acknowledge the tremendous contributions of the **Republic of Turkey Ministry of Trade** in terms of providing financial incentives for export promotion in the healthcare industry. Last but not least we deeply thank all our supporting federations, associations, and unions along with all our exhibitors and visitors.

Expomed Eurasia will grow even bigger and bigger in the years to come with the benefits of digital solutions as a renowned worldwide event where medical companies from all around the world gather to do business and network.

With support of



Next Event



June 2-4, 2021

Hospital Days **May 26-27, 2021 (Online)**

Distributor Days **June 2-4, 2021 (Online)**

Online Networking **June 9 - September 9, 2021 (Online)**

Tüyap Fair & Congress Center

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