



The 20th International Medical Instruments and Equipment Exhibition

3-5 April, 2008

China International Exhibition Center, Beijing China

POST SHOW REPORT

Organizers



Health Department of General Logistics Department, Chinese People's Liberation Army



China World Trade Center Co., Ltd.



Hui Tong Xingye International Exhibition (Beijing) Co., Ltd.



Messe Düsseldorf China Ltd.

Co-organizers

China Meheco Corporation

China Xinxing I/E Corporation

Supporters



Messe Düsseldorf GmbH - the organizer of



MEDICA, World Forum for Medicine,

International Trade Fair with Congress

May 2008

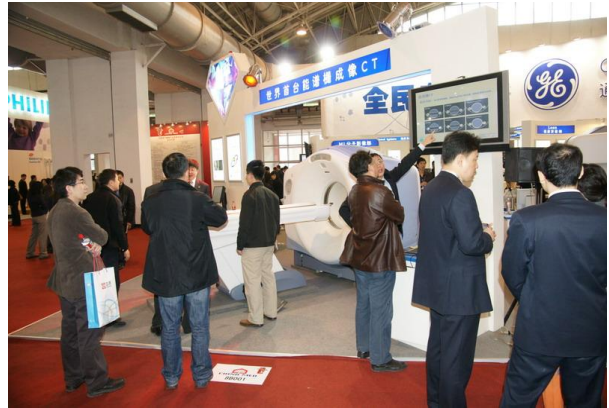
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The 20th International Medical Instruments & Equipment Exhibition

I. General Information

The 20th International Medical Instrumental and Equipment Exhibition was held at CIEC, Beijing China from April 3 to 5, 2008 with a total exhibiting area of 30,000 sqm. The exhibition attracted altogether 537 exhibitors from 20 countries and regions, and attracted 25,560 trade visitors from 57 countries and regions during the 3-day show.



Data Analysis

No. of exhibitors (total)	537
Exhibitors from overseas	168
Exhibitors from Mainland China	369
Overseas exhibitors' ratio	31.3%
Exhibition area (M ²)	30,000
No. of trade visitors	25,560
No. of overseas visitors	2,300
Overseas visitors' ratio	9.0%

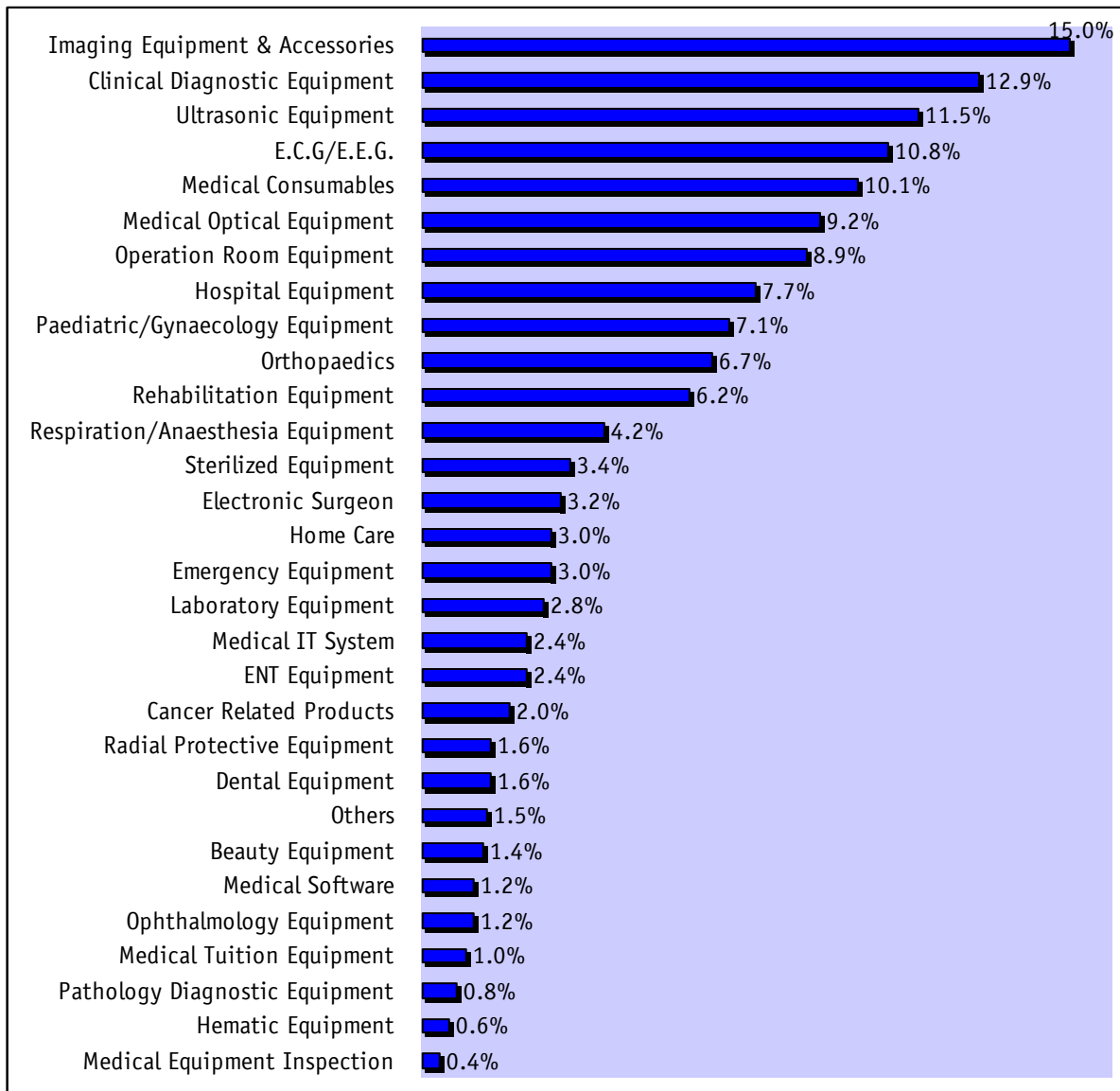


II. Exhibitor Analysis

Exhibitor Source

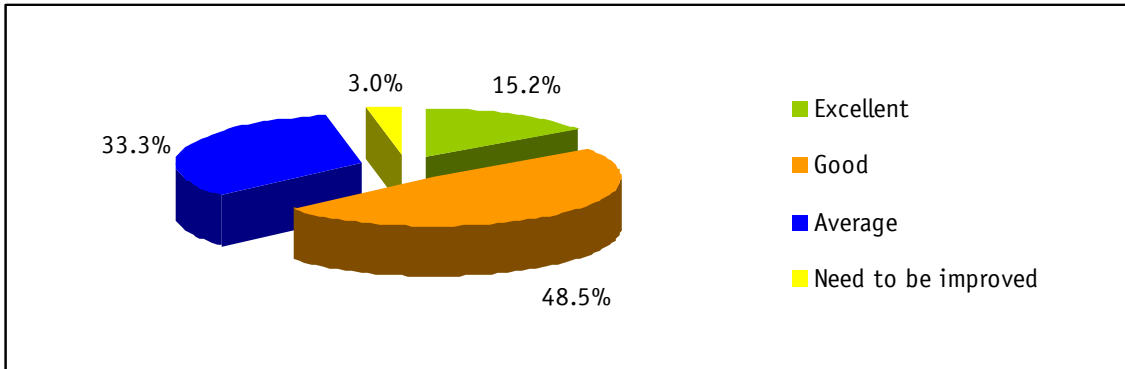
Exhibitors came from 20 countries and regions, including Mainland China, Germany, USA, France, South Korea, Japan, Poland, Canada, Holland, Sweden, Switzerland, Israel, Belgium, Russia, Italy, New Zealand, Brazil, UK, Hong Kong SAR and Taiwan Province, etc. Germany and Japan participated as national pavilion.

Exhibit Category



Exhibitor Evaluation

97.0% of the exhibitors were satisfied with the exhibition, while 15.2% rated as excellent.

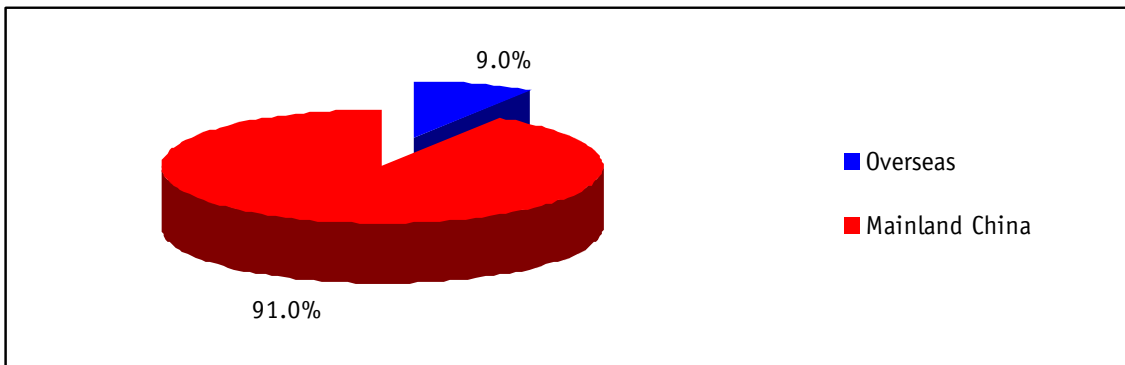


III. Visitor Analysis

Visitor Source

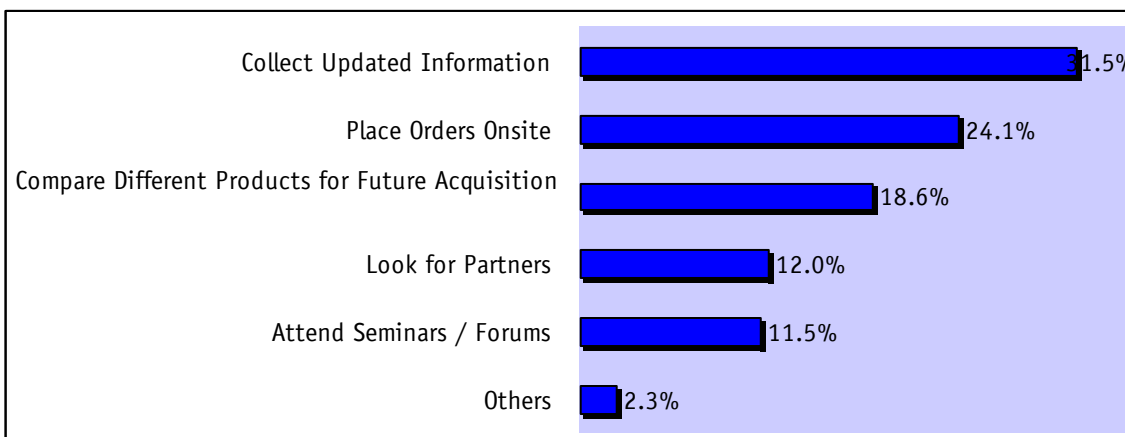
There were trade visitors from 57 countries and regions, including USA, South Africa, Brazil, Russia, Germany, UK, Japan, South Korea, Hong Kong SAR and Taiwan Province, etc.

91% of the visitors were from Mainland China, covered altogether 22 provinces, 5 autonomies, 4 municipalities, while 9% visitors were from overseas.

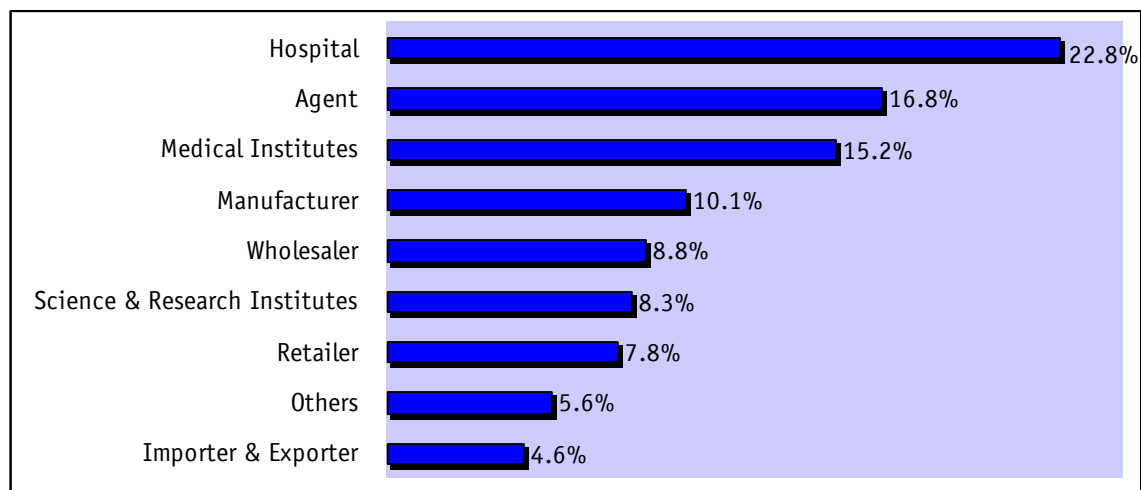


Visitors' Objectives

To collect updated information was the main purpose for trade visitors to visit China Med 2008, and to place orders onsite was also their major purpose to visit the show.



Visitors' Origin by Company's Business Scope



IV. Concurrent Events

During China Med 2008, the organizers held several seminars and forums, attracting trade visitors from home and abroad.

Topic	Institution
Regulation on Medical Appliances & Medical Quality Administration	SFDA Medical Appliances Dept., MOH Medical Policy Dept. Medical Section, Capital Medical University, PLA General Hospital etc.
New Development on Medical Equipment	The Fourth Military Medical University, Aeromedicine, Institute of PLA etc.
New Development on Rehabilitation & Physiotherapy	The Third Affiliated Hospital of Sun Yat-sen University, Nanjing Medical University etc.
Purchase, Acceptance, Management, Use & Quality Control of Magnetic Resonance Equipment	Institute for Drug & Instrument Control, Health Dept. of General Logistics Dept., PLA, Medical Center of the University of Illinois, Peking Union Medical College Hospital etc.
CAD/CAM	Peking University School of Stomatology
Aesthetics Design of Stomatology	Peking University School of Stomatology
Conference on Traumatic Orthopaedics	PLA General Hospital, PLA No. 306 Hospital, Peking University People's Hospital etc.
Lecture on Medical Imaging & Introduction of New Developments	PLA General Hospital, PLA No. 306 Hospital, Xinqiao Hospital, The Third Military Medical University etc.
China Medical & Health Industry Investment Forum 2008	Medical Information Limited

V. Comments by Visitors

It is very lucky for me to participate in the 20th anniversary event of CHINA MED as this is my first-time attendance. Generally speaking, it is very impressive, especially for the complete and detailed exhibition data. As I directly visited the booths in the guidance of the new product brochures, so I feel it is very convenient. Besides, the data can be kept for reference at any time when I need them in the work. I am very satisfied with this service.

——Mr. Han, Tianjin

The greatest attraction of CHINA MED for us is to be able to have the opportunities to negotiate with some overseas medical enterprises in terms of product or technical cooperation. Our company established cooperation in product agency after we contacted with several Korean enterprises at the last event. This year, our target is still the foreign pavilions and we hope that there are more inspiring cooperative opportunities.

——Mr. Xiao, Zhejiang

We are engaging in sports management work. We have heard from our friends that some rehabilitation equipment will be exhibited here and so we come to have a visit, in the hope of selecting and recommending some appropriate rehabilitation equipment for our subordinate units. There are really many items we need at the exhibition and we are satisfied with the performances of these products through our preliminary inquiry.

——Mr. Chen, etc., Dalian

Our company attaches great importance to CHINA MED and has participated in that event every year. On one hand, we can showcase our products here and meanwhile learn from colleagues in the same industry. This is also a valuable communication opportunity for staff of our enterprise. Of course, it will be better if more interactive activities between enterprises and visitors can be delivered in multiple forms by the organizers.

——Mr. Hao, from some medical equipment enterprise in Shenzhen

Since the exhibition has been held in Beijing, I participated in the event almost every year. It can be seen that new products and technologies are presented by all exhibitors this year. Especially the radiological imaging area has witnessed very positive responses. However, if on-site simulated diagnosis could be additionally arranged for us to experience operations under the instruction of engineers from the enterprises, it would be more impressive.

——Mr. Chu, Radiology Depart of some hospital in Beijing

I am a medical employee in the army and I participated in each edition of the event in recent years. It is a great chance for me to learn more by acquiring some information of related products and clinical applications here. I hope the exhibition will expand its scale and recruit more exhibitors from European countries.

——Mr. He, from some hospital in Guangzhou

VI. Support Media

Trade Magazine

Arab-Asian Trade Magazine	Hospital Medical Products Procurement Directory
Medical Journal of Chinese People's Armed Police Force	International and Hospimedica China
Asian Hospital and Healthcare Management	International Hospital Equipment
China Healthcare Innovation	International Medical Devices
China Hospital CEO	International Medical Instrumentation
China Hospital Procurement Directory	Medical & Pharmaceutical World
China Medical	Medical Appliance Industry Consult
China Medical Device Information	Medical Circle Pioneer
China Medical Equipment	Medical Device and Healthcare Apparatus Magazine
China Medical Herald	Medical Device Encyclopedia
China Supplier Directory	Medical Equipment
Chinese Journal of Health Laboratory Technology	Medical Equipment Stocking
Chinese Medical Equipment Journal	Medical Information
Clinical Service Journal	Medical Journal of Chinese People's Liberation Army
Contemporary Medical Imaging	Medical World
Contemporary Medicine Magazine	People's Military Medical
Health Estate Journal	

Website

39.Net (China)	Cnmedjob.com (China)
Alibaba.com	Healthestatejournal.com (UK)
Asianhbm.com (India)	KIMES (Korea)
Bio-equip.com (China)	Maydeal.com (China)
Clinicalservicesjournal.com (UK)	Medicaldevicemarketer.com (UK)
Cm120.com (China)	Smdi.cn (China)
CnmedBook.com (China)	

The 20th International Medical Instruments & Equipment Exhibition

Welcome you to attend the next China Med which will be held in 2009 at China International Exhibition Center, in Beijing. For more information, please visit www.chinamed.net.cn

Reply Coupon

Please tick the appropriate box, and reply by fax to the organizer:

China Med 2009 **Exhibiting** **Visiting**

We are glad to receive latest information on China Med 2009, e-newsletter and related market information from the organizer.

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