



Asia Pacific's biggest event  
serving the entire value chain for  
the medical devices market



CMEF Spring 2008 FACTS

18-21 April 2008  
Shenzhen Convention & Exhibition Center, China

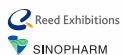
# CMEF Spring 2008 Post Show Report

## Organizer:



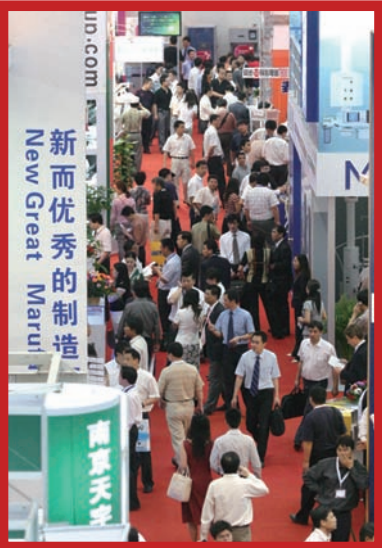
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## Facts & Figures

-- Total Visitor Number:	Over 50,000
-- International Visitor Number:	3,354 from 105 countries/regions
-- Total Exhibitor Number:	1,973 (including 167 of ICMD)
-- Overseas Exhibitor Number:	171
-- Exhibiting Area:	98,000 sqm
-- International Visitors from:	105 countries/regions

## Country Pavilions:



## Exhibitor Profile:

- Medical image devices;
- Medical electronics Equipment;
- Surgical and emergency treatment devices;
- Laboratory and clinic testing devices;
- Medical optical devices;
- Hospital equipment, nursing and diagnostic devices;
- Mechanical viscera, therapy and healing devices;
- Medical designing and manufacturing;
- Ambulances and medical vehicles;
- Communication and Information Technology;
- Other services

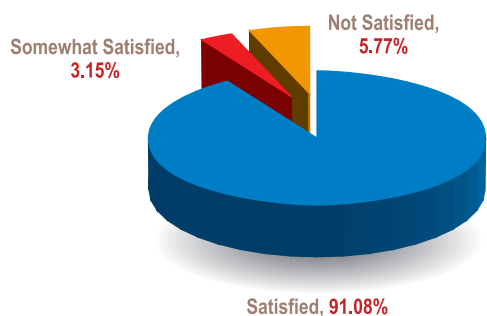
## Visitor Profile:

- Decision-makers and purchasing directors from the domestic and foreign hospitals;
- Domestic and international distributors and agents of medical equipment manufactures;
- Research institutes and media; etc

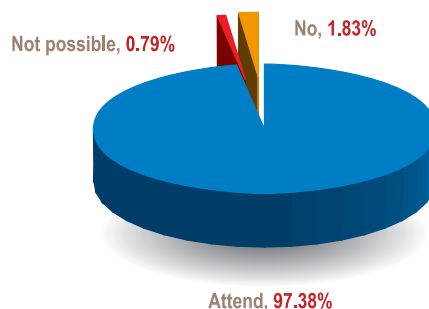


## Exhibitor Analysis

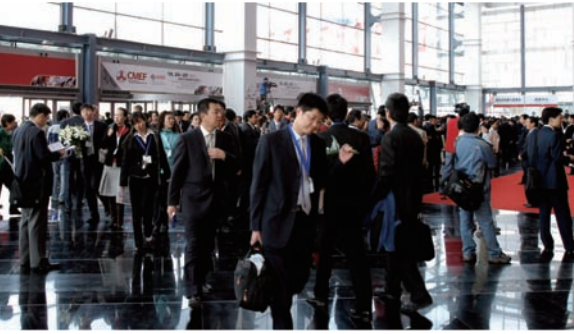
Level of satisfaction of exhibitors in terms of meeting business objectives



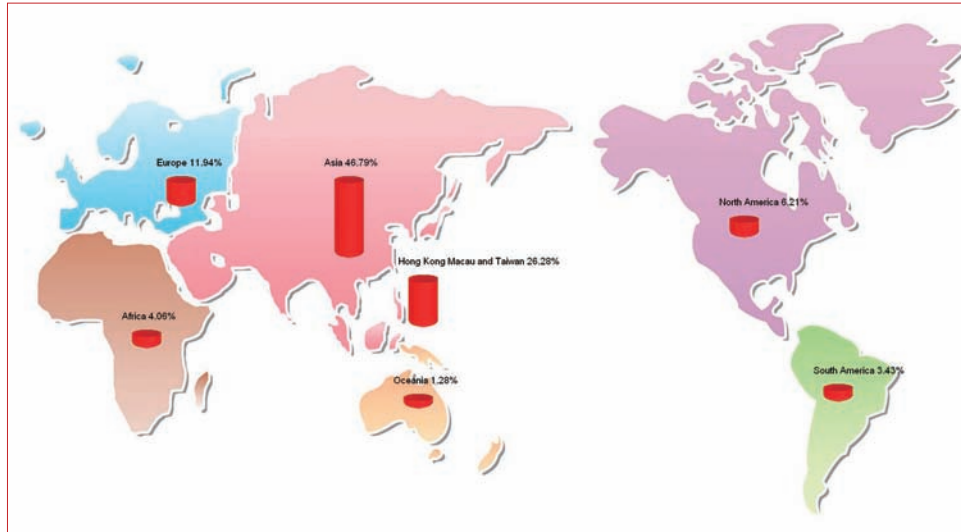
Percentage of exhibitors to exhibit in the next CMEF in Suzhou 2008



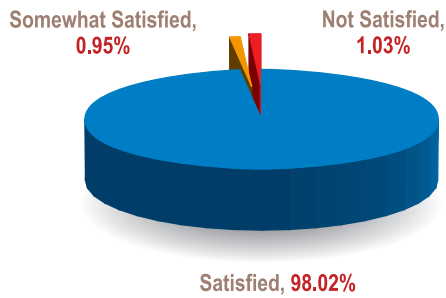
# Visitor Analysis



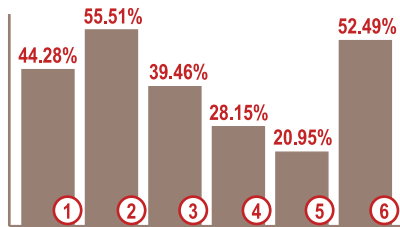
## Regional Breakdown of International Visitor Origin



## Overall visitor satisfactory level

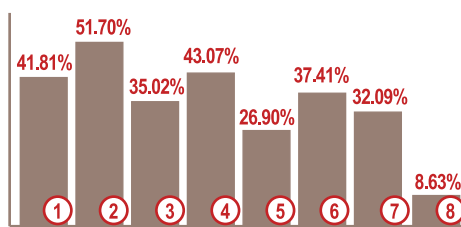


## Purpose of visiting



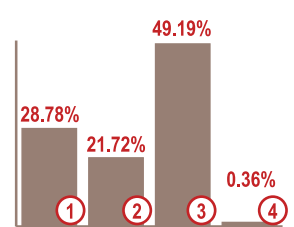
1. To purchase product services
2. To look for new suppliers
3. To see existing suppliers
4. To look for agents/distributors
5. To attend conference and seminar
6. To get general information about Chinese market

## Products of interest



1. Imaging devices
2. Electromedical devices
3. Lab and clinical testing devices
4. Hospital equipment
5. Optical devices
6. Surgical and emergency treatment devices
7. Therapy and healing devices
8. Others

## Visitor job position



1. Decision maker
2. Staff
3. Manager
4. Not specify



## EXHIBITOR QUOTES:



"This is a very important show for us to expand our reach in the Chinese marketplace. We were able to meet a number of potential resellers and end-users for our products, while learning about key product development trends at this show. The range of exhibitors seemed very broad and impressive. There is no comparative show as this in North America. We look forward to coming back."

Dave Sanders

Director, Roadmap Innovation - Healthcare & Education  
Ergotron, USA Pavilion

"CMEF is the best international show I have attended for the medical device market. It's a two-way experience. As we interacted with show attendees, we learned and taught at the same time. The attendee profile has also gone up dramatically over the years and we have been able to garner a significant number of qualified leads at this season's show. Our participation here helps us think about our business holistically and evolve our overall global business strategy."

Gary Hodgins  
President & Chief Executive Officer  
Pharmax, Canada Pavilion



"As a regular participant at the show, we deem CMEF as a very important event for us. While showcasing our products and technologies is a big focus for us here, we also use this show as an opportunity to source raw materials. As such, ICMD's collocation is a huge advantage for us. The other benefit of participating at the show is that we are able to meet any of our customers (OEMs) at this show. We are very pleased with our return on investment at this event."

Tony Francisco,  
Sr. Marketing Manager - International  
SunTech Medical

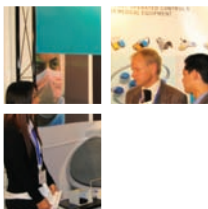
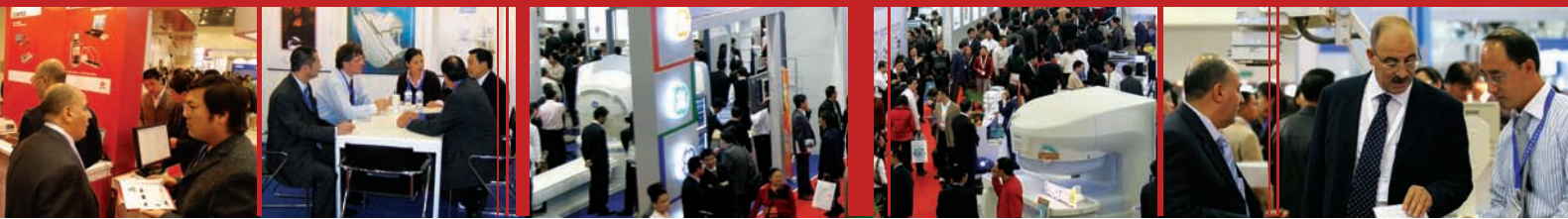


"This is our first CMEF event, and from what we have experienced at the show, we will definitely be returning. We will also bring more of our international staff here who can address the needs of this very 'international' audience. The quality of attendees is worth mentioning as we have met many senior purchasing managers of major international companies here. In addition, the show is very well organized, just like any European show!"

Hash Poormand  
Business Development Director  
Flexicare, UK

For more information, please visit at  
[www.cmef.com.cn](http://www.cmef.com.cn)





## ATTENDEE QUOTES:

- "I've been to quite a few CMEF shows as each edition presents us with a great opportunity to meet with our customers. It's also interesting to see the industry's latest innovations at CMEF. I'm on the lookout to purchase equipment and there's a likelihood I'll be making plans to exhibit here in the near future."

Ryan Swaine,  
International Sales  
Viamed Limited, UK

- "We have a partnership cooperation with a local distributor, Drager, and our primary purpose in coming to CMEF is to meet with them and discuss upcoming plans. My company manufactures operating equipment in Italy so being able to see a comprehensive range of technology and products at CMEF has been insightful and enlightening for me."

Mauro Zambaldi,  
Export Manager  
OPT, Italy



- "CMEF is a great fair and I like the competitively-pricings here. I'm looking for certified, quality medical equipment and I've found a large number of such products at the show. It has given me great confidence in Chinese manufacturers' quality standards."

Ahmed Hassan,  
Marketing & Development Manager  
Dream Med, Egypt

- "My main purpose at CMEF is to buy orthopedic products, wheelchairs, electro-medicine, and aids for daily life from local manufacturers. I have made quite a large purchase here. You can find everything the Chinese market has to offer at CMEF as it features a wide spectrum of products for the medical industry."

Jes's Marquez,  
Director de Marketing, Division de Suministros Orthopédicos  
Prim, S.A., Spain

# CMEF Autumn 2008

29, Oct 1, Nov

Suzhou International Expo Center China

## Next Show Information

### General Introduction

There is the Chinese old saying "Paradise in Heaven, Suzhou and Hangzhou on earth"

Suzhou is a well-known tourist and cultural city, as well as a coastal economic opening area, with 2500 years long history, Suzhou is located in the southeast part of Jiangsu Province, right in the middle of the Changjiang River Delta, in a coastland economically developed region. Suzhou borders Shanghai in the east, Zhejiang Province in the south, Wuxi in the west, with the Changjiang River at its northern fringe

### Accessibility

Around Suzhou, there are several airports, including Suzhou Guangfu Airport (with a distance of 10 kilometers to Suzhou Downtown), Wuxi Shuo Fang Airport (40 kilometers), Shanghai Hong Qiao International Airports (86 kilometers) and Shanghai Pudong Airport (120 kilometers).

Suzhou Railway station lies by North Huan Road, at Suzhou Downtown. Almost all trains from or to Shanghai will go by Suzhou. As a result you can get to each main city in China by train from Suzhou.

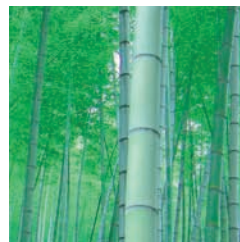
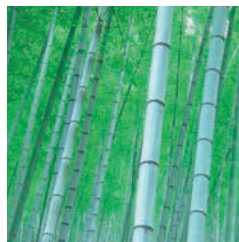
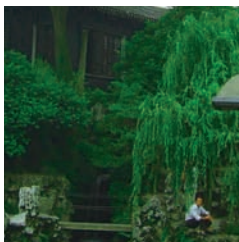
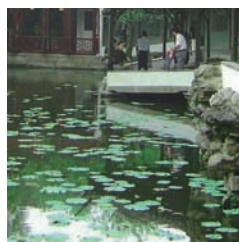
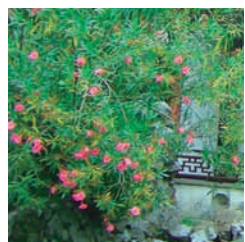
Suzhou city is easily accessible from Shanghai Pudong and Shanghai Hongqiao Airport via taxi, public transport and specially arranged shuttle buses, with land transport time of approximately 1.5-2 hours

### Suzhou

CMEF 2008 Autumn

29, Oct 1, Nov

# Su zhou



# CMEF Spring 2009

18-21 April

Shenzhen Convention & Exhibition Center China

## General Introduction

Shenzhen is an economic and geographic bridge between China mainland and the rest part of the world, it is located within 30 minutes' drive of Hong Kong and two hours from the capital of Guangdong Province, Guangzhou. It is a modern vibrant city of 4 million people with fast links to Hong Kong airport as well as having its own airport for connections all over China and key global cities.

After more than 20 years of rapid development, Shenzhen has grown into a powerful city boasting the highest per capital GDP in China mainland. The combined value of imports and exports has remained No.1 for 12 consecutive years.



**Shenzhen**  
CMEF 2008 Spring  
April. 19 -- 22, 2008

## Shenzhen



## Accessibility

Shenzhen is linked to the world by 106 international container shipment routes, 148 domestic air routes and 11 international air routes. It is also the only mainland city adjacent to Hong Kong. It is a large "central station" between Hong Kong and other inland Chinese cities, and an express entrance to Zhujiang Delta manufacturing hub.



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