



The 22nd International Medical Instruments and Equipment Exhibition

26 -28 March, 2010

China National Convention Center, Beijing, China

POST SHOW REPORT

Organizers



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



China World Trade Center Co., Ltd.



Huitong Xingye International Exhibition (Beijing) Co., Ltd.



Messe Düsseldorf China Ltd.

Co-organizers



China Meheco Corporation



China Xinxing I/E Corporation

Supporters



Messe Düsseldorf GmbH



Organizer of MEDICA

May 2010

I. General Information

Reputed as the first international medical instruments and equipment exhibition with UFI (the Global Association of the Exhibition Industry) certification in China, the 22nd International Medical Instruments & Equipment Exhibition (China Med 2010) is co-organized by the Health Department of General Logistics Department of Chinese People's Liberation Army, China World Trade Center Co., Ltd., Huitong Xingye International Exhibition (Beijing) Co., Ltd. and Messe Düsseldorf China Ltd. Held at China National Convention Center from the 26th to 28th of March 2010 with a total exhibition area of 30,000 sqm, China Med 2010 attracted 510 exhibitors from 20 different countries and regions and 26,518 trade visitors from 48 nations and regions.

	International	Local	Total
Number of Exhibitors	150	360	510
Number of Visitors	2,303	24,215	26,518

Grand Occasion



Spectacular Seminar

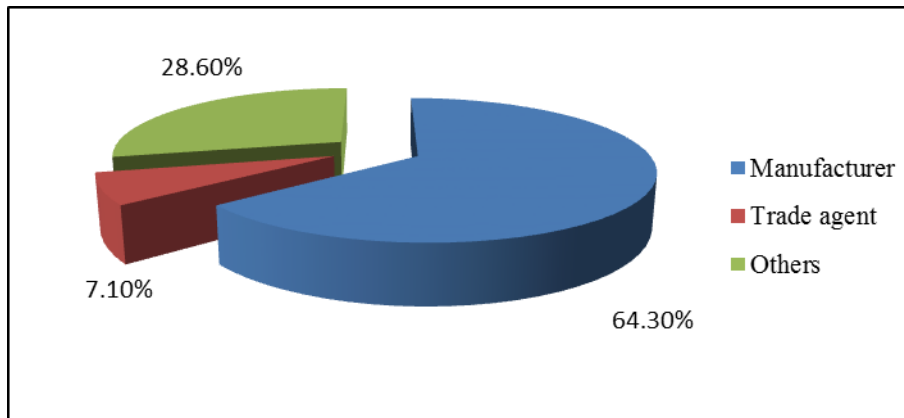


II. Exhibitor Analysis

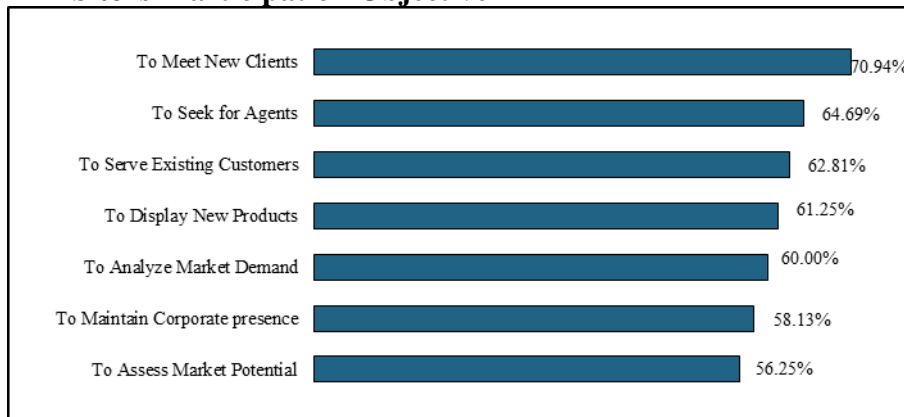
Exhibitor Source

The products and technologies of the 510 exhibitors represented 20 countries and regions including China, Australia, Canada, Czech, Denmark, Finland, Germany, Hungary, Israel, Italy, Japan, Malaysia, Poland, Sweden, Switzerland, South Korea, UK, USA, Hong Kong SAR and China Taiwan while Germany, Japan, South Korea, and USA highlighted the show with national pavilions.

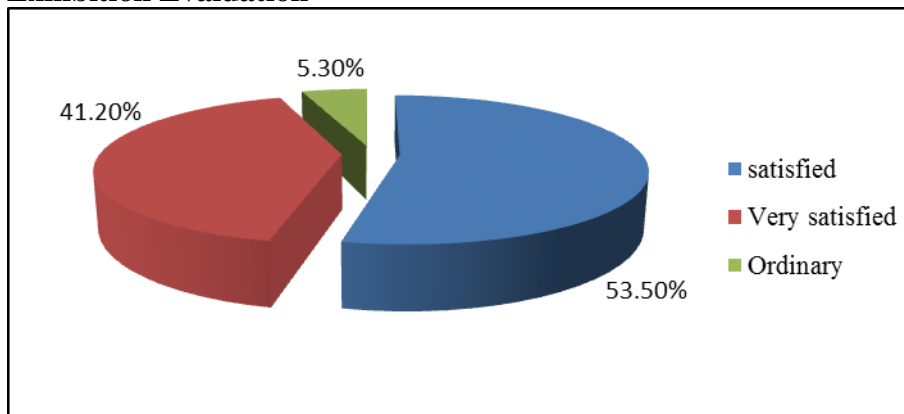
Exhibitor Profile



Exhibitors' Participation Objective



Exhibition Evaluation



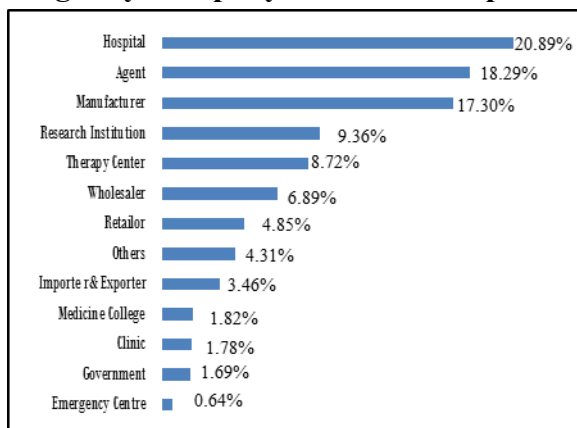
III. Visitor Analysis

Visitor Source

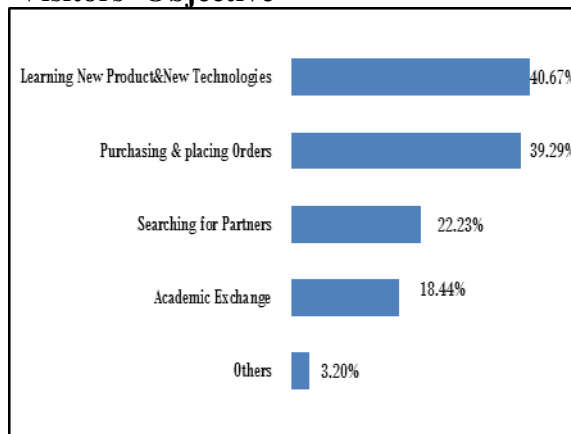
The 26,518 trade visitors (including 2,303 overseas trade visitors) came from 48 countries and regions. The domestic visitors to this event included military hospitals' delegation of near 3,000 people, 350 civil trade buyers, 3,983 manufacturers and trade agents from all over China.

Military Hospitals Delegation		
No. of medical organizations	Buyers	Coverage
92	112 hospital directors 2,877 purchasing directors	32 provinces, cities and autonomous regions all over China
Transaction volume during the event totals USD 219.4 million		
Civil Hospitals Delegation		
No. of medical organizations	Buyers	Bidding
196	96 hospital directors 254 directors of equipment department	Beijing Hospital purchased equipment by bidding on site
The intention order values USD 43.4 million		
Distributors/Agents		
3983 distributors and agents participated in the event and reached primary cooperation agreements valued at USD 5.5 million		

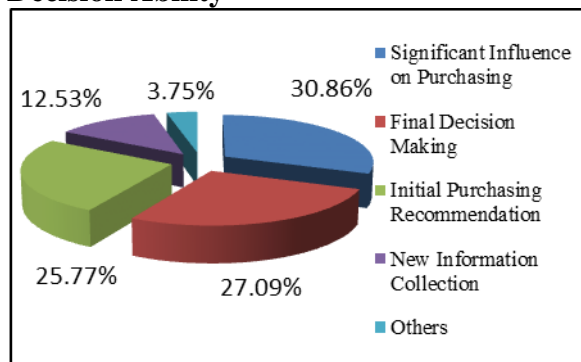
Origin by Company's Business Scope



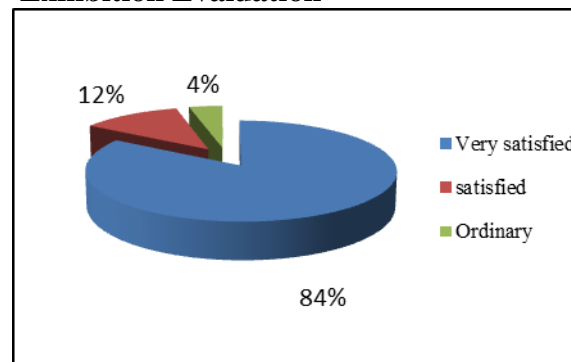
Visitors' Objective



Decision Ability



Exhibition Evaluation



IV. Concurrent Events

During China Med 2010, a total of 24 high-level academic seminars were held, attracting over 200 well-known trade visitors and 5,800 professional audiences. Among them, 2,700 made registration in advance, ending up with 73% present.

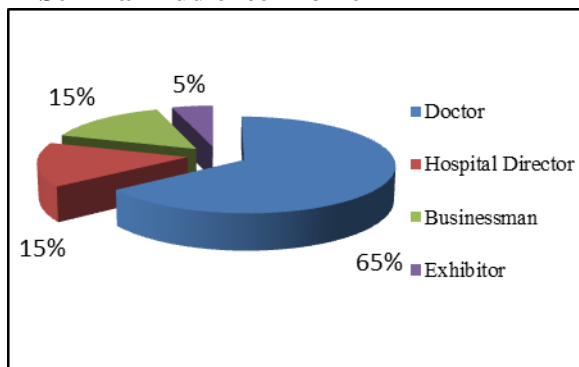
Seminars	
The 1st Seminar on Ultrasound	The 1st Seminar on the Nuclear Medicine Advances
The 2nd Forum on Medical Imaging Equipment	The 2nd Forum on the Advances in Radiotherapy
The 2nd Laboratory Medicine Seminar	The 3rd Trauma Orthopedic Conference
The 1st National Seminar on Diagnosis and Treatment of Cardio-Cerebrovascular Diseases	2010 Conference on the Promoting Reforms on Public Hospitals and the Construction of Hospital Medical Engineering Centers
Seminar on Innovative Medical Equipment for Grassroots Units and Urban and Rural Communities	Summit on Hospital Infection Control
Construction and Application of Integrated Operation Rooms	Seminar on the Overall Benefits Brought by Safety Management of Hospital Equipment
Seminar on the Advances in the Diagnosis and Treatment of Tumors	Seminar on Rehabilitation & Physical Therapy
Seminar on Stomatology	Seminar on Design, Construction and Management of Sterilized Supplying Center
Seminar on the Demands of Medical IT 2010	TÜV SÜD China Regulations Governing Medical Devices
Seminar on Cardio-Cerebral-Vascular Intervention Instrument Innovation	Prospective Research and Application of Cell Therapy
Promotion of THERMO FISHER Laboratory Technique	New Products and New Technology Press Conference of China Med 2010
Seminar on Field Emergency Analysis	Toshiba Medical Info Session
Bidding	
2010 International Bidding Promotion Conference on PLA Medical Equipment	
Introductory Session of International Medical Instruments and Technology Bidding (CT, MRI, X-ray, Ultrasound, Oncology and Nuclear Medicine Products)	
Procurement Bidding by Beijing Hospital	

Over 80 exhibitors were involved in the seminars to promote their up-to-date technology and equipment with great success.

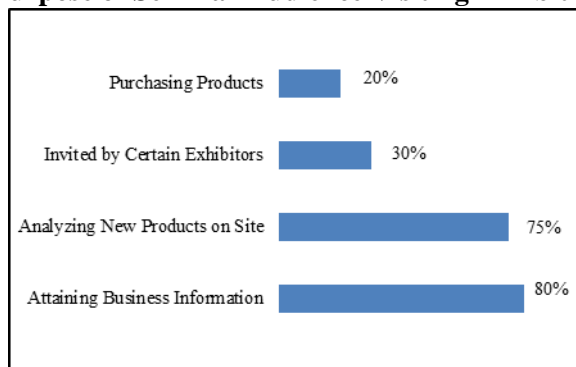
Exhibitors Involved in the Seminars(partial)		
GE Healthcare China	Phillips Healthcare	Siemens Healthcare China
Toshiba Medical Systems (China) Co., Ltd.	Carestream Health	Beijing Wandong Medical Equipment Co., Ltd.
Shenyang Neusoft Medical System Co., Ltd.	Johnson & Johnson Medical (China) Ltd.	Hitachi(Guangzhou)Co., Ltd
Huahai Medical Info-Tech Co., Ltd.	Chindex International, Inc.	Canon (China) Co., Ltd.
Thermo Fisher Scientific (Shanghai) Co., Ltd.	Alltech Medical Systems LLC.	Shimazu International Trading (Shanghai) Co., Ltd.
Fuji Film Medical Systems (Shanghai) Co., Ltd.	Ningbo Xingaoyi Co., Ltd.	Eastwide Medical Ltd.
Beijing Zhouji Resource Environmental Protection Technology Co., Ltd.	Bai Xiang Science & Technology Co., Ltd.	Bestgen Economic and Trade Co., Ltd.

*In no particular order

● Seminar Audience Profile



Purpose of Seminar Audience Visiting Exhibition



V. Comments of the visitors

This exhibition is of great success, enabling medical institutions from less developed areas like ours to be updated on the world's latest information and providing very good references for our future purchase of necessary equipment.

——Dongai Yang, Director of Drug and Equipment Department,
The Second Hospital of Hohhot

This is my first time to visit China Med. It is impressive in many ways. The organizers' compressive strengths and integrity are fully demonstrated. Its high grade, rich contents, and the seminars in particular, uncompromising hospitality, thoughtful arrangements and influence are really unparalleled.

——Qingshan Li, President of the Affiliated Hospital of Jinan University

China Med makes wonderful things for exhibitors every time. China is one of the most important medical device markets of Germany. We are looking for good contacts because we want to exchange innovations and so on. All the German exhibitors in our pavilion have a great feedback. It is big pride and interest to be here. We learnt a lot and will be back to China Med next year.

——Christiane Weise, Project Manager, Medical Technology of
SPECTARIS for German Pavilion

One of China's largest medical exhibitions, China Med is where latest technology and equipment are displayed. Through this platform, we wish to display the latest Elekta technology and achievements in neurosurgery and radiotherapy to all our possible clients. China Med is unprecedented in both scale and the number of exhibitors, making us more confident about the market.

——Yi Zhou, Marketing Director, Elekta China

China Med is one of the most influential medical equipment trade shows in China. Every year, it attracts large numbers of major medical equipment manufacturers from around the world to participate. At the big platform of China Med, Wandong is pleased to introduce its latest products to all the military and medical organizations at all levels across the nation. Through the participation, we spare no efforts to dig out business opportunity, and further, to reach out to all the military, and civilian hospitals.

——Feng Tian, Deputy Director, Marketing Department,
Beijing Wandong Medical Equipment Co., Ltd.

VI. Supporting Media (In No Particular Order)

Magazine

International Medical Devices	Lab Medica China
Medical Manufacturing and Design for China	The Journal People's Military Surgeon
Medical Journal of the Chinese People's Armed Police Forces	Medical Journal of Chinese People's Liberation Army
Medical Disposables Encyclopedia	Chinese Medical Equipment Journal
Hospital Medical Products Procurement Directory	Contemporary Medical Imaging
China Hospital CEO	China Medical Devices
China Medical Equipment	Chinese Journal of Health Laboratory Technology
Medical Device Encyclopedia	Chinese Journal of Medical Instrumentation
China Hospital Procurement Directory	Science News Bi-weekly
Acta Academiae Medicinae Militaris Tertiae	Medical Information limited
HospiMedica China	China Medica
China Medical Device Information	Chinese Journal of Medical Laboratory
New Technique of Medical Imaging	Medical Device Purchase Guide
FMH	Chinese Journal of Bone and Joint Surgery

Websites

www.1688.com	www.medica.de
http://md.tech-ex.com	www.gotocmp.com
www.medicalinfo.cc	www.yjton.com
www.came-online.org	www.industrysourcing.com
www.39.net	www.chinamedi.cn
www.bio-equip.com	www.biztradeshows.com

Enquiry Form

Welcome you to attend the next China Med which will be held on Mar. 25th to 27th, 2011 at China National Convention Center in Beijing. For more information, please visit www.chinamed.net.cn

Please tick the appropriate box, and reply to the Organizer by fax (* is required):

China Med 2011 Exhibiting Visiting

For your best participation in China Med, please fill all the items with * . The Organizer will then provide professional advice by matching your products with our current buyers.

* Name	Mr. / Ms.
* Company	Position
* Address	
* Tel	* Fax
* Email	Website
*Main products	* Target audience

Exhibiting, Contact with:

Exhibition Division, China World Trade Centre Co., Ltd.

Messe Düsseldorf China Ltd.

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

Ms. Cynthia Wan

Tel: 86-10-65054124/65924681
Fax: 86-10-65053260
Email: chinamed@cwtc.com
wanmingyue@cwtc.com

Ms. Rebecca Qiang

Tel: 86-10-58203808
Fax: 86-10-58203809
Email: rebeccaqiang@mdc.com.cn

Ms. Rui Zhang

Ms. Long He
Ms. Jingjing Wu
Tel: 86-10-68181107/68270463
86-10-68230786
Fax: 86-10-68214148
Email: htexpo@163.com

Visiting, Contact with:

Exhibition Division, China World Trade Centre Co., Ltd.

Huitong Xingye International Exhibition (Beijing) Co., Ltd.

Ms. Li Zhang

Tel: 86-10-65050204
Fax: 86-10-65053260
Email: zhangli@cwtc.com

Ms. Jianzhong He

Tel: 86-10- 68227511
Fax: 86-10-68214148
Email: htexpo@163.com

Seminars, Contact with:

Exhibition Division, China World Trade Centre Co., Ltd.

Huitong Xingye International Exhibition (Beijing) Co., Ltd.

Ms. Enya Chow

Tel: 86-10-65924681
Fax: 86-10-65053260
Email: zhouxian@cwtc.com

Ms. Jianzhong He

Tel: 86-10- 68227511
Fax: 86-10-68214148
Email: htexpo@163.com