

**MEDICAL
FAIR**

INDIA

19th International Exhibition and Conference

India's No. 1
Trade Fair
for Hospitals,
Health Centres
and Clinics

8 – 10 March 2013

Pragati Maidan

New Delhi, India

www.medicalfair-india.com


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India


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DEVELOPING A GREAT POTENTIAL



Tapping the full potential of the Indian healthcare market

The healthcare market is among the most flourishing service sectors of the Indian subcontinent and has been the focus of both private and governmental players.

The Union Government has implemented several policies to ensure effective healthcare, among others the National Rural Health Mission (NRHM), its flagship programme, which accounts for around 60 per cent of the funds allocated by the Department of Health and Family Welfare. Although governmental initiative has achieved significant progress in the recent years, the country still

faces an infrastructure shortfall, especially in rural areas, ensuring further public spending. At the same time private investments are expanding significantly, due to a growing broad and economically strong Indian middle class, asking for more and high quality medical care, increasing medical tourism and the promotion of Public-Private Partnership (PPP).

While the Government's flagship programme, National Rural Health Mission, achieved significant progress during the Eleventh Five Year Plan period and despite the reasonable increase in number of primary healthcare centres, India still faces infrastructure shortfall. Union Government has proposed to increase the share of public expenditure to around 2,5 per cent of GDP (currently 1.1 per cent) by the end of the Twelfth Five Year Plan (2012-17).

Primary healthcare: Key statistics as per 2011 population

	Required	In position	Shortfall
Sub centres	178,267	148,124	35,762
Primary health centres	29,213	23,887	7,048
Community health centres	7,294	4,809	2,766

There were an estimated 148,124 sub centres, 23,887 primary health centres and 4,809 functional community health centres spread across the country as of March

2011. Despite the reasonable increase in number of primary healthcare centres, the country still faces infrastructure shortfall.



MEDICAL FAIR INDIA - A powerful concept for India's growing market

MEDICAL FAIR INDIA is India's No. 1 Trade Fair for hospitals, health care centres and clinics. Held annually alternating between New Delhi and Mumbai, it provides best opportunities to cover the enormous Indian healthcare market as well as considering the special potential of the two big metropolitan areas with its growing demand and rising investments in the public and private healthcare sector.

Key facts on healthcare in New Delhi/NCR

- More than **3.000** primary health facilities in National Capital Region (NCR) of Delhi, more than **800** medical institutions in the secondary and tertiary healthcare sector
- Total number of hospital beds in NCR to be increased from **40.340** to about **57.000** until 2017 (public and private investments)



OUR MARKET KNOWLEDGE YOUR BUSINESS SUCCESS

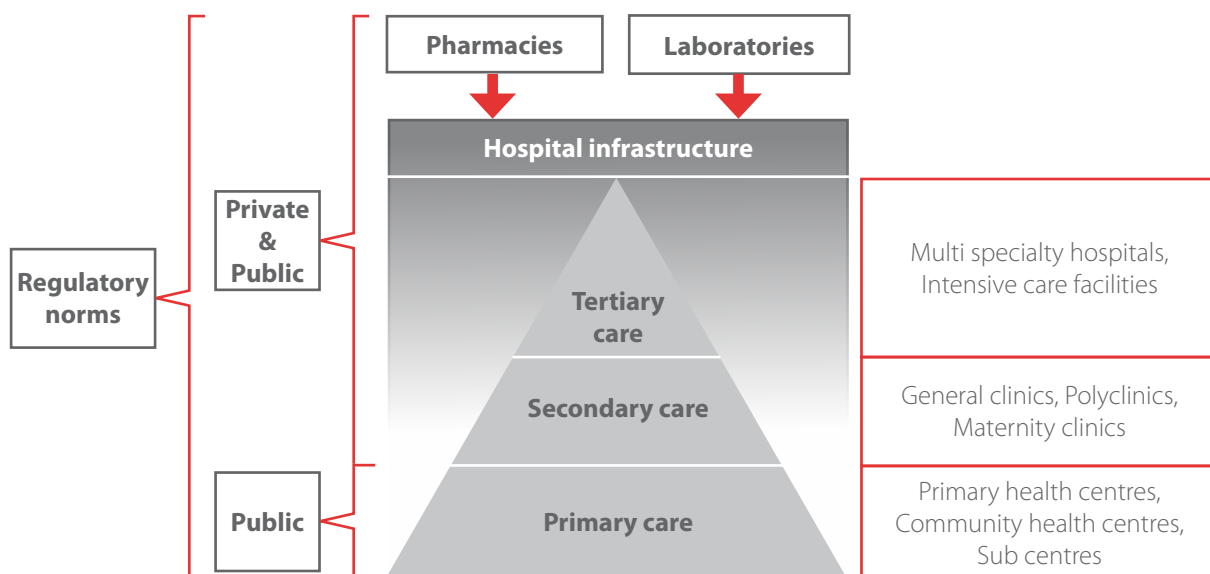


Knowing the market and its structure, reaching the key players

The particular constitution of the Indian healthcare market handicaps business development in the subcontinent. Knowing the market structure and its potential guarantees that all relevant market players are reached.

Primary healthcare is almost entirely promoted and supported by public expenditure, while secondary and tertiary healthcare sectors witnessed the entry of private players including corporates. Apart from increasing trend in the Government's budget allocation for healthcare sector, a number of large corporate houses and established hospitals are increasing their investments. The Government has taken initiatives to increase the private participation in healthcare sector through Public-Private Partnership (PPP).

Key stakeholders in the healthcare sector in India



Source: RHS 2011/MCG report 2012



Synergising the needs of the Indian healthcare market

Exhibitor and visitor profiles of MEDICAL FAIR INDIA perfectly reflect the special structure of the Indian healthcare market. We meet its requirements, bringing together the key market players.

Exhibitor profile

- Medical Technology for all faculties
- Hospitals, Health Centres and Clinics Equipment and Products
- Laboratory and Analytics Equipment and Products
- Pharmacy and Dispensary Equipment and Products
- Rehabilitation
- Components
- Service Provider

Visitor Profile

- Doctors (Surgery), Practicing Physicians
- Veterinarian
- Dentists, Dental surgeons, Dental technicians
- Doctors (Hospitals, Health Centres, Sub-Centres, other medical establishments)
- Physiotherapists, Ergotherapists
- Hospital directors / -managers
- Hospital administration managers and staff
- Biologists, Microbiologists, Bio-chemists, Chemists, Process engineers

- Non-Governmental Organizations (NGOs) for rehabilitation aids
- Visitors with medical pharmaceutical vocational training (e.g. medical laboratory assistant, technician, doctor's assistant, nurse, carer)
- Visitors from industry/manufacturer
- Distributors/Traders
- Visitors from academies and universities
- Visitors from government or international agencies and associations

The Conference

A two day conference would be organized along with the exhibition .

The conference will feature eminent speakers from the Industry as well as from the Government and the delegates attending would be from the medical industry (Paramedical, biomedical engineers, administrators and medical professionals).

FACTS AND FIGURES



We meet your expectations

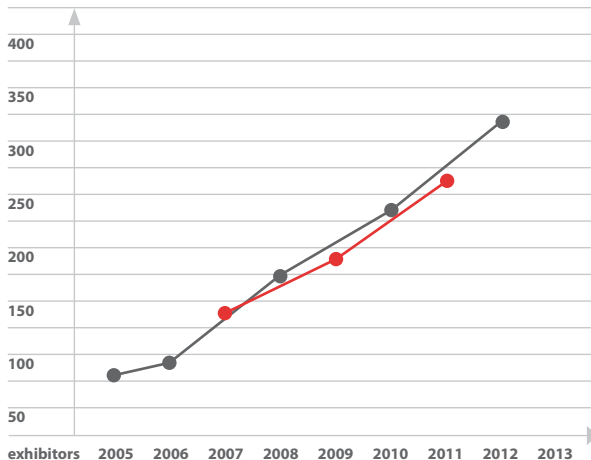
The overall positive feedback from both exhibitors and visitors impressively demonstrates: **MEDICAL FAIR INDIA is the event to attend in Indian healthcare business!**

While the range of exhibits synergises perfectly with the needs of the Indian healthcare market and interest of visitors, exhibitors approve the excellent consistency between targeted and reached visitor target groups.

You will encounter the relevant decision makers, buyers and traders!

Medical Fair India grows constantly

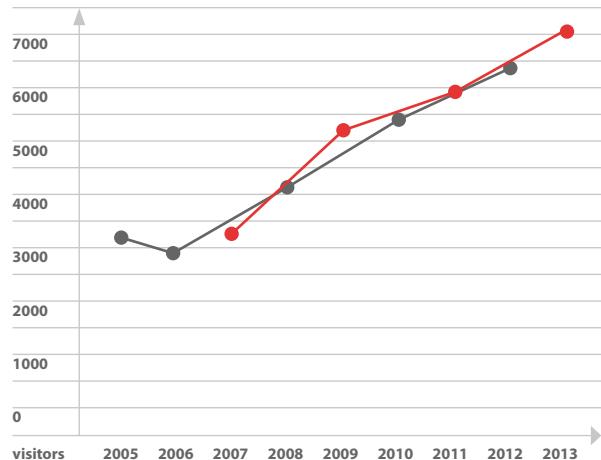
exhibitors



■ New Delhi
■ Mumbai

(Source: Visitors and exhibitors survey MFI 2012)

decision makers

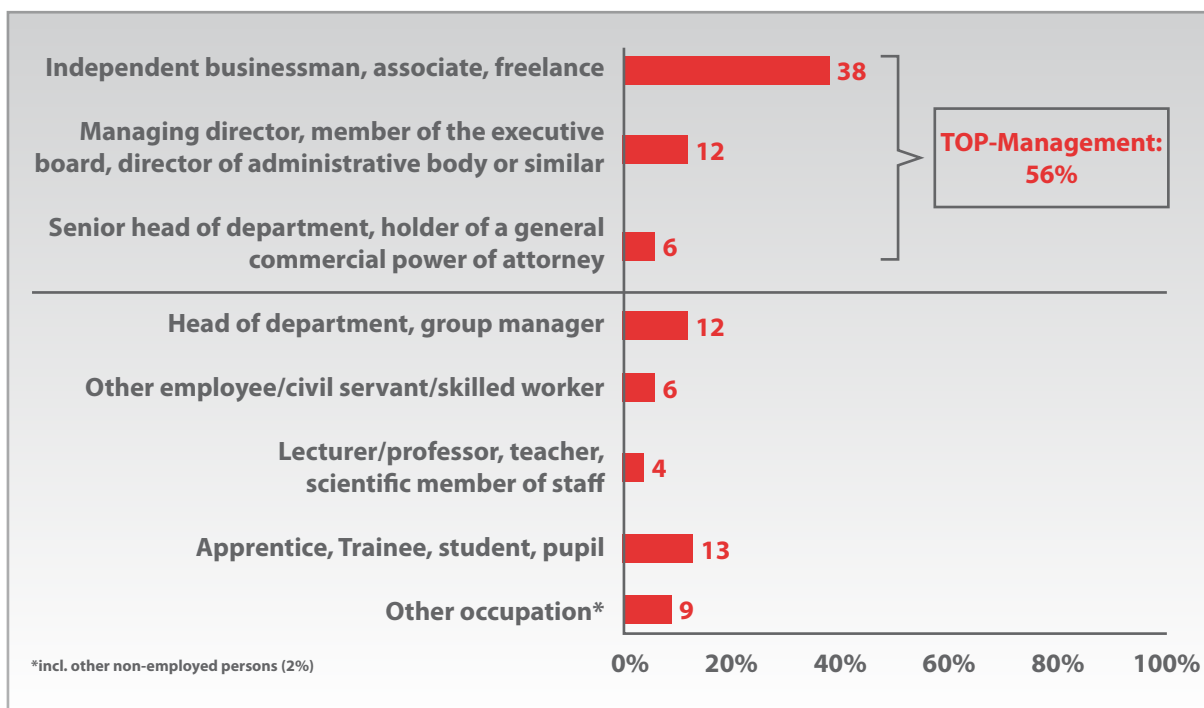


■ New Delhi
■ Mumbai

(Source: Visitors and exhibitors survey MFI 2012)



56% visitors from Top-Management



(Source: Visitors and exhibitors survey MFI 2012)

OUR COMPETENCE



International competence in healthcare business

The Messe Düsseldorf Group: With over 50 trade fairs at the Düsseldorf location and roughly 100 own events and participations abroad, the

Messe Düsseldorf Group is one of the leading export platforms in the world. Organizer of international No. 1 fairs MEDICA, COMPAMED and REHACARE, Messe Düsseldorf Group commands special expertise in medical technology and healthcare business, which is successfully expanded worldwide.

World of MEDICA



Our Subsidiary Messe Düsseldorf India, experienced organizer of India's No. 1 fair for hospitals health centres and clinics, MEDICAL FAIR INDIA, has been active in the

Indian subcontinent for over 20 years and is today one of the leading trade fair organizers in Asia.
www.world-of-medica.com



Our Service

Stand construction: Our experienced service team covers a wide spectrum, ranging from fully customised planning and design to a basic, cost-optimised stand.

As an exhibitor you can therefore choose from a wide variety of options to suit your tailor-made presentation at the trade fair. Moreover, we ensure that all planning and realisation will give you the best value for money, while being right on schedule for handing over a turnkey stand to your trade fair team.

We offer

- Comprehensive technical consulting and assistance in advance and in person on-site
- Customised stand construction tailored to your requirements and your CD specifications
- Various system stands
- Cost-effective package solutions
- Additional equipment
- Planning and realisation, incl. assembly and dismantling
- Turnkey delivery
- Rental furniture
- Signage

Please find all relevant price information in the enclosed application forms.

Special design on request.



THE VENUE



Pragati Maidan

Pragati Maidan, India's world-class exhibition complex is situated in the heart of India's capital, New Delhi. With about 72,000 sqm it is Delhi's largest exhibition centre, offering 16 halls besides 10,000 sqm of open display area. Pragati Maidan is managed and owned by the Indian Trade Promotion Organisation (ITPO) and hosts over 70 national and international exhibitions annually.

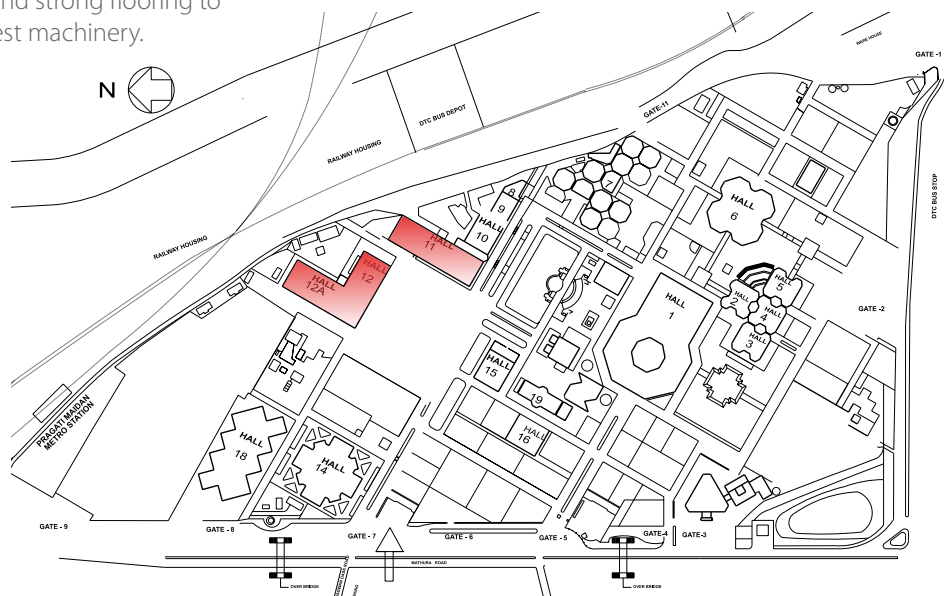
The state-of-the-art exhibition halls are centrally air-conditioned, have ample height, good lighting, well-designed ventilation and strong flooring to withstand even the heaviest machinery.

The complex provides facilities for organizing large or medium scale events as air-conditioned Seminar/ Convention halls, International lounges and restaurants, open-air cafeterias, business communication centres, site offices, service centres and sufficient parking space.

Due to its central location the fairground is easily accessible and major hotels are situated nearby. In combination the area of Pragati Maidan features high recreational value overlooking the historic Purana Quila (Old Fort).



MEDICAL FAIR INDIA 2013 will be held at Pragati Maidan, Halls 11, 12, and 12A, New Delhi.





Get to know the “leaders”

www.medica-tradefair.com

MEDICA – World Forum for Medicine – is the world’s No. 1 amongst the medical trade fairs. Every year in November “MedTech” producers from throughout the world use the trade show in Düsseldorf to showcase the entire range of new products and services for health care. The coupling of the product show with high-quality international congresses, forums as well as expert workshops and exchange of professional views attract highly qualified visitors.



www.compamed-tradefair.com

COMPAMED is the leading international market place for the medical supplier industry and product development. It takes place in connection with MEDICA and offers the complete range of products, materials and services for use in the medical engineering industry: High-tech solutions, components, pre-products, packaging, new materials, innovations and products in the complex areas of microsystem technology/nanotechnology.

COMPAMED



www.rehacare.com

REHACARE is the leading international trade fair for self-determined living. With over 30 years of expertise and wide-ranging experience of the market, this fair is an ideal platform for anyone with disabilities care requirements or chronic conditions as well as for the elderly. The quality and diversity of REHACARE are reflected in numerous “special forums”, info events, industry representatives, service providers, paying a uthorities and non-profit exhibitors.



The team of MEDICAL FAIR INDIA

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We are looking forward to seeing you!



Supporters

ADMI - Association of Diagnostic Manufacturers of India

www.admi-india.org



JETRO - Japan External Trade Organization

www.jetro.go.jp



Apollo Hospitals Group

www.apollohospitals.com



Korea Medical Devices Industrial Coop. Association

www.medinet.or.kr



China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE)

www.cccmhpie.org.cn



MREPC - Malaysian Rubber Export Promotion Council

www.mrepc.com



Federal Ministry of Economics and Technology

www.bmwi.de



MSAHITA - Medical Surgical and Healthcare Industry Trade Association

www.msahita.org



Fortis Healthcare Limited

www.fortishealthcare.com



Shenzhen Association of Medical Devices (SAMD)

www.samd.org.cn



German Electrical and Electronic Manufacturers' Association

www.zvei.org



SPECTARIS German Hightech Industry Association

www.spectaris.de



German Healthcare Export Group e.V. - GHE e.V.

www.gheg.de



Ubi France - L'Agence française pour le développement international des entreprises

www.ubifrance.fr



Healthcare Saarland

www.healthcare-saarland.de



Illinois State Office

www.illinoisbiz.biz

