



**MEDICAL
FAIR**

INDIA

India's No. 1

**Trade Fair for
Hospitals,
Health Centres
and Clinics**

**19th International
Exhibition and Conference**

8–10 March 2013

Pragati Maidan, New Delhi, India

www.medicalfair-india.com

Post Show Report



**Messe
Düsseldorf**

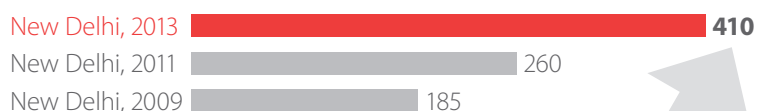
MEDICAL FAIR INDIA 2013 POSTS



Continuous growth for India's No.1 Trade Fair for Hospitals, Health Centres and Clinics: **7.636** visitors from **43** countries met **410** exhibitors from **21** countries.

With a significant increase in exhibition space, exhibitor numbers and visitor attendance the Medical Fair India succeeded in further consolidating its well established position as the most important medical event for the Indian market.

Total number of exhibitors



Total number of visitors



Exhibitor countries



“Driven by the boom in the health care sector the market for medical equipment is growing by 15 % per year. My compliments and best wishes for the MEDICAL FAIR INDIA team that makes this trade fair the best multi-disciplinary event of its kind for medical device technology in India.

Adiya Vij, CEO, Fortis Healthcare, India

“A wonderful event to meet national and international manufacturers of medical devices and peripheral equipment. The encounters I had with both national and international buyers were pleasant to experience. Have been taking part in the trade fair for 14 years now and will definitely be back in the next few years.

Shailesh Patel, CEO, Zeal Medical Pvt. Ltd., India

RECORD ATTENDANCE.



Mission accomplished!

Satisfied Exhibitors value the attainment of objectives

Objectives in order of importance

Attainment of trade fair participation objectives

60%	<input type="checkbox"/>	Presenting new products, new developments	84%	<input type="checkbox"/>	3%
50%	<input type="checkbox"/>	Informing about products, product uses	81%	<input type="checkbox"/>	2%
26%	<input type="checkbox"/>	Obtaining an overall impression of the market situation	73%	<input type="checkbox"/>	5%
23%	<input type="checkbox"/>	Exchanging experience	82%	<input type="checkbox"/>	3%
20%	<input type="checkbox"/>	Comparing competitors	71%	<input type="checkbox"/>	16%
16%	<input type="checkbox"/>	Representation, PR, presentation of image	71%	<input type="checkbox"/>	9%
13%	<input type="checkbox"/>	Passing on specialist knowledge	80%	<input type="checkbox"/>	9%

Top-/Middle-Box

Low-Box

Conference

The organisers of Medical Fair India 2013, Messe Düsseldorf GmbH and its Indian subsidiary, wish to express particular thanks and appreciation to our cooperation partners

 **Fortis Healthcare Limited** and

 **Apollo Hospitals** as well as

 **CIM GLOBAL,**

for their support in organizing a 2-day seminar on "Medical Care Advancing with Society".

This meant a multi-faceted line-up of supporting events in addition to the wide product overview rounded off the expert exchange.

VISITOR ANALYSIS



Medical Fair India attracts decision makers – Your guarantee for good business

Top-degree satisfaction!

The overall satisfaction of trade visitors was further increased and reaches a rating of more than 90 per cent.

Overall satisfaction

92% Top-/Middle-Box

8% Low-Box

Influence on purchasing/procurement decisions

76% Decisive

24% not involved
(incl. student, pupil, other non-employed persons)

“Medical Fair India 2013 provides an overview of the products offered by German manufacturers of medical equipment. The trade show is a perfect forum for dialogue between German exhibitors and their partners in India as well as from countries across the entire region.

Nils Daldrup, Manager Competence Centre, German Electrical and Electronic Manufacturers' Association, Germany

“It's a good exhibition and seems a lot of crowd. In our booth maximum enquiries came from the visitors. They want our products. Also interested for Distribution ship and Dealership etc. we also got information from the doctor's sources and enquire on our hospital products. So, all in all it's a good exhibition and lots of enquires.

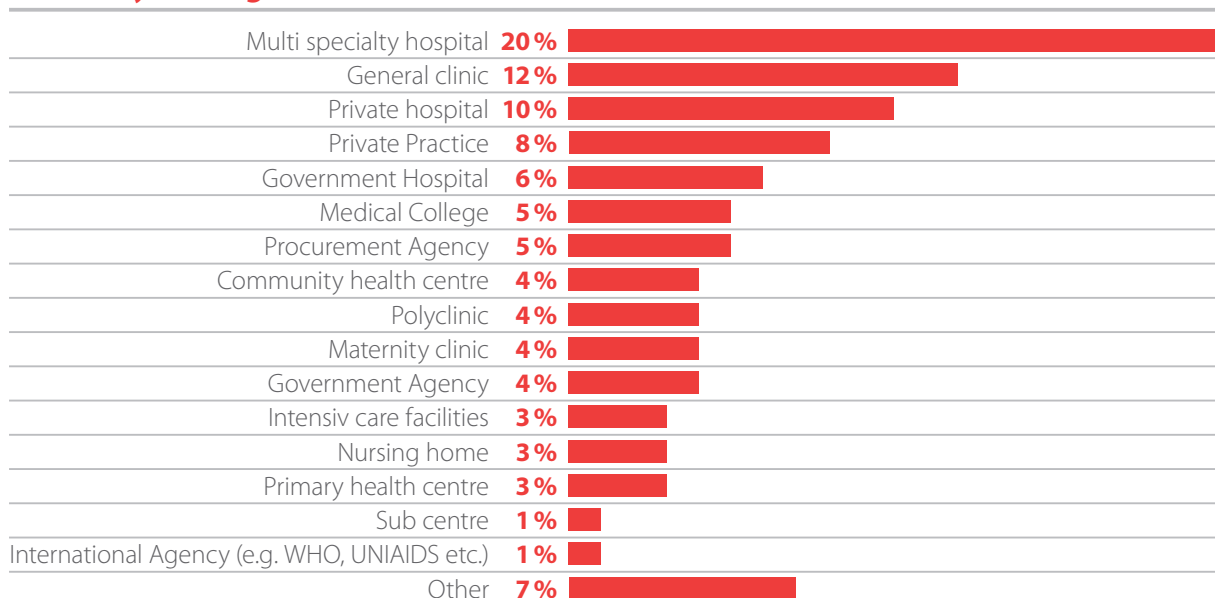
B. Tiwari, Marketing Manager – All India, Omron Healthcare, India



Knowing the market – Bringing together the key players

Visitor profiles of MEDICAL FAIR INDIA perfectly reflect the special structure of the Indian healthcare market

What is your organization detail?



One day is just not sufficient

to screen the extensive offer of all Indian and international exhibitors.

The mean residence time of the trade visitors accounts for **two days!**

“ We are glad that we participated in the medical fair organized by Messe Dusseldorf as we got tremendous response over here and made many clients which will be beneficial for our company in future.

Nishant Kashyap, Marketing & Sales Executive, Hightech Healthcare, India

VISITOR ANALYSIS



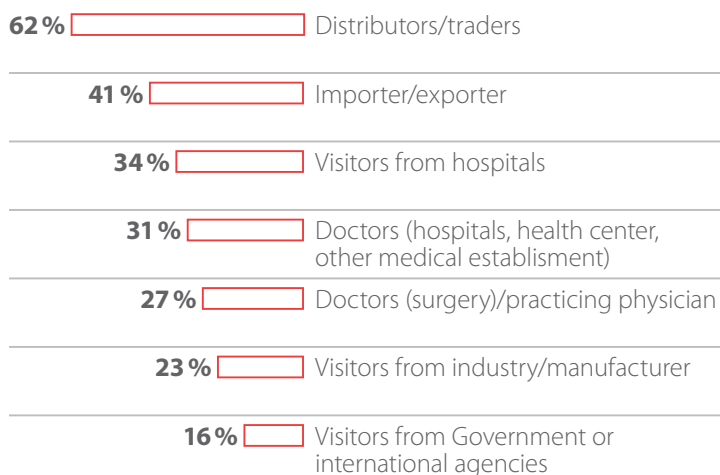
Excellent consistency!

Once more exhibitors give an outstanding rating for reaching their visitor target groups.

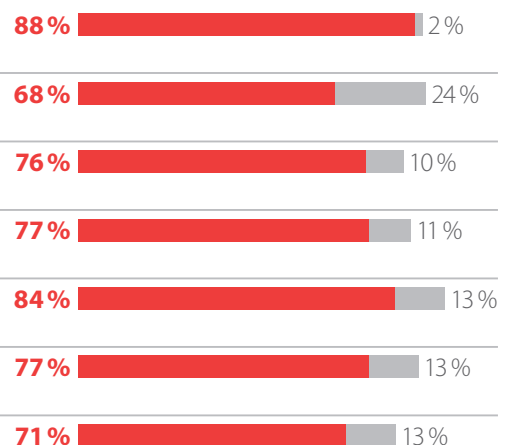
For the first time Medical Fair India 2013 addressed the subject/topic/hospitals explicitly – with an immediate positive feedback.

Exhibitors are very satisfied with the degree of attendance in this target group.

Visitor target groups in order of importance



Reaching of visitor target groups



Top-/Middle-Box

Low-Box

“Following last year’s participation JETRO, the Japan External Trade Organisation, organised the Japan Pavilion at the Medical Fair India 2013. In our pavilion we managed to hold more than 300 meetings over the 3-day event.

Takahiro Shidara, Deputy Director, JETRO, Japan

“India market is very important for Korean Medical Devices manufacturers. Medical Fair India is the best choice to develop the business growth. We are very satisfied on Medical Fair India 2013 and would like to take bigger space at 2014 fair.

Tae-Joon, Moon, Korea Medical Devices Industrial Coop. Association, South Korea



20 – 23 November 2013



MEDICA – World Forum for Medicine, Düsseldorf

Organiser: Messe Düsseldorf GmbH

9 – 11 September 2014



MEDICAL FAIR ASIA, Singapore

Organiser: Messe Düsseldorf Asia Pte. Ltd.

14 – 16 March 2014



MEDICAL FAIR INDIA, Mumbai

Organiser: Messe Düsseldorf GmbH / Messe Düsseldorf India Pvt. Ltd.

March 2015



MEDICAL FAIR INDIA, New Delhi

Organiser: Messe Düsseldorf GmbH / Messe Düsseldorf India Pvt. Ltd.

12 – 14 September 2013



MEDICAL FAIR THAILAND, Bangkok

Organiser: Messe Düsseldorf Asia Pte. Ltd.

28 – 30 April 2014



MEDICAL WORLD AMERICAS, Houston

Organiser: Messe Düsseldorf North America / Greater Houston Convention & Visitors Bureau

16 – 18 October 2013



MEDIZ SPB – MEDICAL FAIR, St. Petersburg

Organiser: Messe Düsseldorf Moscow 000

March 2014



CHINA MED, Beijing

Organiser: Messe Düsseldorf (Shanghai) Co., Ltd. / Health Department of General Logistics Department, Chinese People's Liberation Army / China World Trade Center Co., Ltd. / Hui Tong Xing Ye international exhibition (Beijing) Co., Ltd.

20 – 23 May 2014



HOSPITALAR, São Paulo

Organiser: São Paulo Trade Fairs

9 – 13 December 2013



ZDRAVOOKHRANENIYE, Moscow

Organiser: Expocentr Moscow

Reply Fax

Please send this form to

+49/211/45 60-77 40

or in India

+91/22/66 78 99 11

I would like to receive

exhibitor information

visitor and travel information

Contact

Title

Company name

Street

City

Zip-Code

Country

Phone

Fax

E-mail

Website



You can use the E-Mail function with the Acrobat Reader version 8 or higher. The latest version can be downloaded here.

print
page 8

This button will print the forms.

E-Mail
to
Germany

This button will send the forms via E-Mail to Messe Düsseldorf GmbH (Ms. Jasmin Breuer).

E-Mail
to
India

This button will send the forms via E-Mail to Messe Düsseldorf India Pvt. Ltd. (Mr. Suraj Ullal).

Welcome to Mumbai



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

14-16 March 2014

**20th International
Exhibition and Conference**

Bombay Convention & Exhibition Centre
Mumbai, India

www.medicalfair-india.com



Messe Düsseldorf GmbH
Postfach 10 10 06 _ 40001 Düsseldorf _ Germany
Tel. +49/2 11/45 60-01 _ Fax +49/2 11/45 60-77 40
www.messe-duesseldorf.de


Messe
Düsseldorf