

expomed

eurasia

The Leading
Medical Fair
in Eurasia

April
25-27,
2024

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AND CONGRESS CENTER | İSTANBUL

About Expomed Eurasia

Organized uninterruptedly for the last 30 years, Expomed Eurasia has become the leading medical trade fair not only in Türkiye but also in the greater Eurasian region, making Istanbul the ultimate business hub for healthcare professionals from all over the world by hosting hundreds of exhibitors and tens of thousands of visitors annually.

The premier healthcare event of Central Eurasia that brings suppliers together with key decision-makers of the medical and healthcare industries in Türkiye and in emerging neighboring Eurasian markets, Expomed Eurasia serves as the leading and indispensable showcase of the hospital and medical equipment, medical devices, and medical technologies, connecting Central Eurasia's growing healthcare industry in Istanbul. The show is now the strategic meeting point for the medical industry representatives of the Balkans, CIS, North Africa, and the Middle East.

2024 will mark the 31st edition of the longest-running and only medical trade fair in Türkiye with a mission of bringing healthcare into the future.

2023 Highlights



8
Halls



785
Companies & Company
Representatives



23.360
Total Visitors



4.718
International Visitors

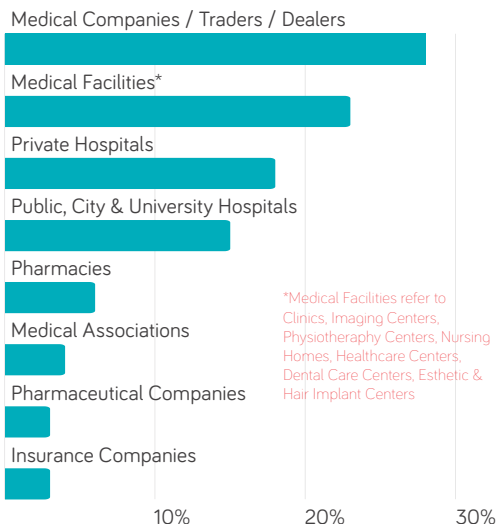


18.642
Domestic Visitors



112
Visiting Countries

Sectoral Distribution of Visitors



Purpose of Visit

- 74%** To discover the innovations
- 70%** To reach new suppliers
- 53%** To meet with existing suppliers
- 50%** To find new business ideas
- 45%** To meet with the leading companies of the sector
- 42%** To find dealers, agents, business partners, distributors
- 38%** The opportunity to talk to product experts
- 14%** To order the product

VIP Hosted Buyer Program Countries in 2023

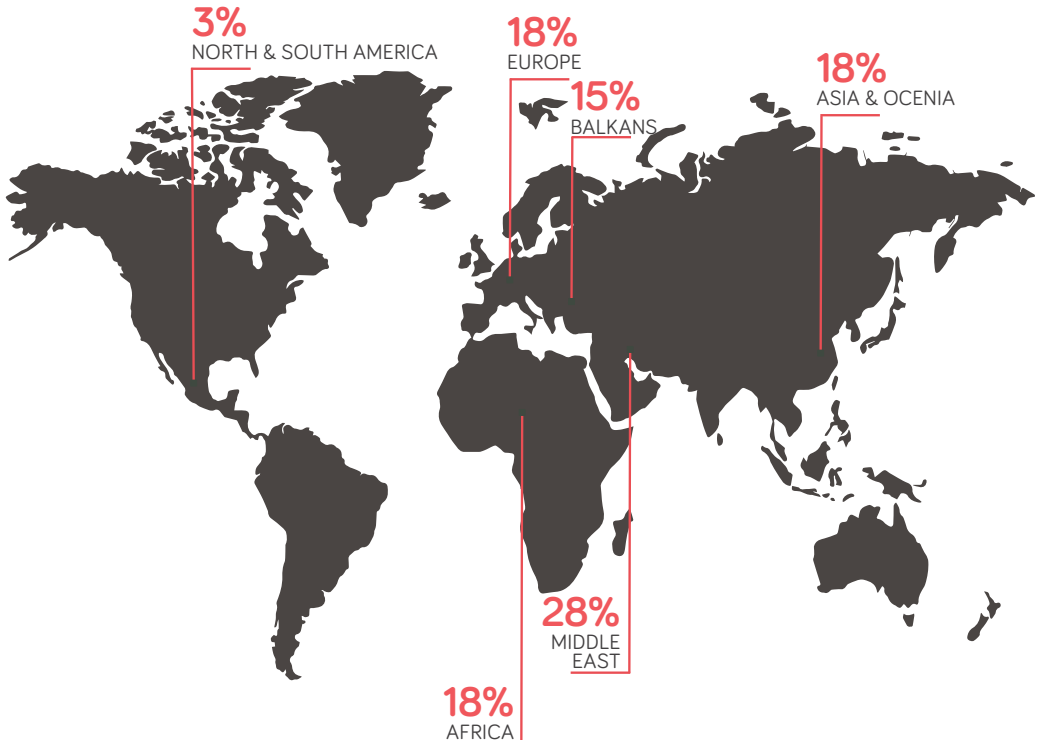
Albania	Kosovo
Algeria	Lebanon
Azerbaijan	Libya
Bosnia and Herzegovina	North Macedonia
Croatia	Morocco
Egypt	Palestine
Georgia	Russia
Germany	Saudi Arabia
India	Serbia
Iran	Sudan
Iraq	Tunisia
Jordan	Uzbekistan
	Yemen

Top 25 Visitor Countries in 2023

in alphabetical order (excluding Türkiye)

Algeria	Kazakhstan
Azerbaijan	Lebanon
Bulgaria	Libya
Egypt	Romania
France	Russia
Georgia	Saudi Arabia
Germany	Serbia
Greece	Tunisia
Iran	UK
Iraq	UAE
Israel	USA
Italy	Uzbekistan
Jordan	

Geographical Distribution of Visitors in 2023



What did the visitors say?



Spain



"I am glad that I have visited the Expomed Eurasia Fair. The fact that the products were segmented in different halls enabled me to easily reach the products and brands I was looking for. Thanks to this fair, I could reach new companies that could be beneficial for my business. I recommend it to anyone who plans to visit this fair, as I think face-to-face communication is very important for business. I will continue visiting this fair in the coming years."

Iran



"It is a fair that I have been visiting regularly for the last 4 years and will continue visiting it in the coming years. I have observed that the fair was more crowded than the last edition. I came to this show to examine the medical products for our hospitals and clinics. Since one can easily source the products and find the right suppliers, I can recommend Expomed Eurasia to anyone who are in the healthcare business."

UAE



"Expomed Eurasia is a trade fair that I have visited for years and will continue to do so. I am very pleased with this year, as well. This trade provides the opportunity to easily reach the manufacturers that we have difficulty in reaching. I would recommend this fair to anyone who considers visiting, as there are various product options related to the healthcare sector and it offers the opportunity to closely follow the latest developments in the industry."

Lebanon



"I have been visiting Expomed Eurasia regularly for many years. It helps me broaden my horizon by enabling me to follow the innovations in the industry. I am dealing with consumable products due to my job and I had the opportunity to access many companies in this sector at this fair. Here you have the privilege of communicating with the representatives and even with the owners of many companies. Therefore, I recommend Expomed Eurasia who are considering visiting it."

What did the exhibitors say?



Slovenia



MESI DEVELOPMENT OF MEDICAL DEVICES LTD.

"This is the first time that we exhibited at Expomed Eurasia Fair. Türkiye is a market where we want to do business and therefore, we took part in this trade fair in order to find business partners from Türkiye. In addition to that we had visitors from Russia, Central Asia, the Middle East, and the Balkans. We definitely recommend this show to anyone who want to see the innovations in the healthcare industry and establish new business deals."

Hungary



MEDICOR ZRT.

"We are very pleased as we were able to achieve the results we expected from this show. We had visitors from Türkiye and Indonesia, as well as from African countries like Nigeria and Sierra Leone. Thanks to this fair, we found new business partners. I highly recommend this show to visitors since the entire Turkish medical market is here and it is a huge market and they have wide products range. We think that other companies should definitely take part in Expomed Eurasia as exhibitors."

China



LEPU MEDICAL TECHNOLOGY CO. LTD.

"Expomed Eurasia was a highly inspiring and valuable experience for us. We had the opportunity to showcase our company's latest technological achievements and medical products. We established direct communication with colleagues and clients from the Eurasian region, shared our technology and innovation. This exhibition not only brought us business opportunities but also provided us with a chance to understand global market trends and witness the cutting-edge of the industry. We witnessed the latest technology trends and dynamics, which will have a profound impact on our product development and market strategy."

Overall, this Expomed Eurasia was an unforgettable experience that laid a solid foundation for Lepu's future development in the Eurasian market."

Türkiye



PAKTEN SAĞLIK ÜRÜNLERİ SAN. VE TİC. A.Ş.

"The fair was very productive and played a very crucial role in bringing us together with customers we could not reach. We have exhibited at this fair for the third time and we will continue to participate in the coming years. During the fair, we had visitors from almost every part of Türkiye. In addition to that we had visitors from Europe, the Balkan region, the Middle East, and even from the USA."

Product Groups

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HALL ENTRANCE CAR PARKING



HALL
7-8



Electro Medical Equipment &
Medical & Laboratory
Technologies

HALL
3-4-5



Consumables &
Commodities

HALL
1-2A



Orthopedics -
Physiotherapy -
Rehabilitation

HALL
7-8



Hospital Build &
Medical Facility
Management

HALL
2B



OTC
(Over The Counter)

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