



Press release

17th MEDICAL FAIR INDIA lives up to all expectations

261 exhibitors from 14 countries and 5,910 visitors in New Delhi

Sunny days for the MEDICAL FAIR: From 25 to 27 March, it was not only the barometer outside that pointed to ideal conditions, there was a great atmosphere inside the halls of the Pragati Maidan too.

A total of 5,910 visitors (compared with 5,659 in 2010) came to see 261 exhibitors from 17 countries (233 exhibitors/14 countries in 2010) who presented the entire medical spectrum, from diagnostics to medical equipment to the latest technologies. Exhibitor names such as Linak A/S (DK), Shin Yan Sheno Precision Industrial Co. Ltd (Taiwan), Gardner Denver Hong Kong Ltd., Hanlim (ROK), SICGILSOL - Direzione Commerciale & Marketing (Italy), Lactalis International (France), it4ip (Belgium) or Diamond Diagnostics Inc. (USA), exemplified the highest standards in the medical sector.

This enormous success is at least partially due to close cooperation with MEDICA, the world's leading international trade fair for medical products, which made it possible to open a dialogue with other crucial target groups in the Indian market.

Werner M. Dornscheidt, Chairman and CEO of Messe Düsseldorf GmbH, summarizes: "We started with MEDICA – our number one trade fair with about 4,300 exhibitors and 135,000 visitors – 40 years ago in Düsseldorf, and now we organise nine medical trade fairs around the world. Our strategy of establishing medical trade fairs in some of the world's most important countries has been hugely successful. MEDICAL FAIR INDIA has shown continuous and impressive development in recent years.



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The global
Association of the
Exhibition Industry



Ausstellungs- und
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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
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Christian Wolf, Managing Director of HAWO GmbH Germany says: “As a global market leader, we have to be represented at almost all medical trade fairs. Participating in the German pavilions is the best platform for us to achieve this – everything is looked after, from the preparatory work to the stand design to the catering at the stand. We will continue to make use of this in future, to retain our presence as a global market leader.”

Andreas Bätzel, from the German Electrical and Electronic Manufacturers' Association (ZVEI): “From the point of view of ZVEI and the German medical technology industry, MEDICAL FAIR INDIA provides a valuable platform for opening up the Indian market. The event in 2011 shows once more the benefits of a place under the umbrella brand "Made in Germany" for smaller and medium-sized manufacturers. The excellent stand design and the professional organisation of the German pavilion are an important support for German suppliers, giving them the confidence to take on the international competition in India too.

The Indian exhibitors also appreciate the framework provided by the trade fair: “I would just like to say a big Thank You to all your team for successfully organizing such an impressive and professionally managed event, with excellent service throughout the exhibition. Good ambience, pleasant surroundings, decent facilities and a variety of exhibitors from the relevant industry have made it even more special. The event was exciting and is a marvellous way of meeting a variety of professionals and interesting business partners”, says Prashant Paradkar, National Sales Manager, Vinod Medical Systems Pvt. Ltd.

“MEDICAL FAIR helps to narrow down your search for creative new avenues for your medical products business. It is a good opportunity to share and collect information about recent medical innovations from India and around world,” says Sanjay Sharma, Sales Manager for Haier Appliances (India) Pvt. Ltd.

“This is our fourth consecutive year at MEDICAL FAIR INDIA. We have grown together every year and the show goes from strength to strength. This was the best show to date, with a good number of serious foreign

buyers,” summarizes Anand Singh, CEO, Theatex Healthcare (India) Pvt. Ltd.

And Adenan Abdullah, Director of Corporation Planning & Research for Malaysian Rubber Export Promotion Council is already planning to return: “Our exhibitors are well-pleased with the business discussions they had at the fair. We will definitely apply for the next group participation at MEDICAL FAIR INDIA 2012 in Mumbai.”

A discussion between industry insiders rounded off the very varied supporting programme. The event organisers invited the experts to an open dialog from 25 to 26 March, with topics such as “Premier healthcare service providers – What it takes to become one” and “Proactive not reactive approach to healthcare” and sub-topics like “Quality in the hospital workplace – A qualitative and quantitative approach”, “Issues & concerns and emerging technologies in bio-medical hospital waste management” and “Plenary session – Infection control”. The fact that the exhibition and conferences were held at the same time in the same location not only created a thematic synergy for the visitors, but also meant a considerable time saving.

The next MEDICAL FAIR will be held from the 2nd to 4th of March in 2012 in the Bombay Exhibition Centre, Mumbai.

Further information on the MEDICAL FAIR is available at www.medicalfair-india.com and from Messe Düsseldorf: Mr. Stephan Küppers, KueppersS@messe-duesseldorf.de, Tel.: +49 (0) 211 45 60-7715.

**Upon publication a reference copy would be appreciated.
We would be happy to provide photographic material.**

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