

Press Release

MEDICAL FAIR INDIA 2020: NASSCOM CoE-IoT to become "Digital Transformation Partner" of the Future for Health (FTR4H) Platform

What do 3D-printed dentures, medical diagnostics, VR-based therapies and smart watches have in common with vital parameter monitoring? They all capitalise on new digital technologies to provide people with healthcare services and improve their care. Answers to many questions in this connection will be provided by the 26th edition of MEDICAL FAIR INDIA (MFI) at the Bombay Convention and Exhibition Centre, Mumbai, from 5 to 7 March 2020.

More than 600 exhibitors will take part in this leading medical trade fair organised for the Indian subcontinent by Messe Düsseldorf India under the umbrella brand MEDICAlliance (comprising the global health activities of the Messe Düsseldorf Group) on total exhibition space of 19,000 square metres. This means that the rented exhibition space has reached a new record high since the outset of MEDICAL FAIR INDIA in 1990.

One focal theme at MEDICAL FAIR INDIA 2020 will be the digitalisation of healthcare and also the digitalisation of processes at smaller clinics, in particular. In line with the "smart hospital" the leitmotif is to professionalise these hospitals by improved processes on all levels, thereby paving the way for more and more patients to affordable, quality services.

Current digital health trends and innovations will be centre stage at the international conference platform Future for Health (FTR4H), which has now become an established element of MFI. Dialogue formats here range from panel discussions and fireside chats through to live presentations and the start-up pavilion. Health-tech entrepreneurs, influencers, bloggers as well as innovation specialists from four continents will take part as experts providing MFI visitors with valuable



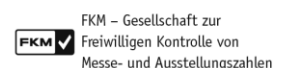
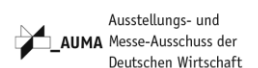
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With the 'Center of Excellence for IoT & AI in India' initiative of the IT trade association NASCCOM, a renowned "Digital Transformation Partner" was enlisted for the FTR4H Platform. This initiative supports the faster implementation of digital processes, the latest technologies and processes – such as those based on Artificial Intelligence, Data Science or the Internet of Things – and would also like to drive informal exchange about all this in the healthcare sector.

Varied Topics and Programme Highlights

Next to digital health and mobile health other focal themes at MEDICAL FAIR INDIA 2020 include medical products and medical device technology, lab technology and diagnostics, equipment and furniture for clinics and health centres.

Complementing the themes covered by MEDICAL FAIR INDIA for the second time now, will be rehaindia, powered by REHACARE and catering to the rehabilitation segments with relevant ranges.



Another programme highlight at MFI is CLIN LAB INDIA, a conference with accompanying exhibition on trends and developments in modern laboratory medicine such as point-of-care testing, molecular diagnostics or clinical chemistry, to name but a few.

The CLIN LAB INDIA Conference is chaired by Veena Kohli, President of the Association of Diagnostics Manufacturers of India (ADMI), in cooperation with Healthcare Events as a knowledge partner, and brings together the leading players in the medical laboratory sector with a view to promoting dialogue among manufacturers, dealers and their potential or existing customers.

Another international 2-day conference held concurrently, in which important stakeholders of Ayushman Bharat, Future of Healthcare, and Consumerisation of Health, will participate, is organised by the Voice of

Healthcare (VOH) – which, in turn, is chaired by Dr. Naveen Nischal.

Growth and Know-How for Customers from around the Globe

The Indian market for medical device technology and products is one of the fastest growing markets worldwide. This also boosts the intensity of competition. International suppliers find promising opportunities for market entry through cooperations with national producers and partners.

MEDICAL FAIR INDIA provides the ideal dialogue platform for doing so and therefore also actively promotes the campaign “Make in India” initiated by the Indian government, which is also supported by the Association of Indian Manufacturers of Medical Devices (AIMED). This campaign moves the potential and know-how of Indian suppliers and service providers for all sectors of healthcare centre stage, regardless of whether product development, manufacturing or sustainability aspects are concerned.

Driven by enormous investment in advanced laboratory equipment India has also developed into a leading nation for high-end lab services – for both national and international customers not only from the healthcare sector.

MEDICAL FAIR INDIA alternates between the locations of Mumbai and New Delhi on an annual basis. Following on from the very good results of the previous years, organisers expect more than 15,000 trade visitors from all fields of India’s health industry to attend MEDICAL FAIR INDIA 2020 in Mumbai.

All data such as exhibitors’ details are available online:
<http://www.medicalfair-india.com>.

About MEDICAL FAIR INDIA

MEDICAL FAIR INDIA is a trade fair that forms part of the “MEDICAlliance” family of trade fairs and is organised by Messe



Düsseldorf India, a subsidiary of Messe Düsseldorf, in close cooperation with the team at Düsseldorf's No. 1 trade fair MEDICA. All facts, figures and data related to the "MEDICAlliance" trade fairs are available online at: <http://www.medicalliance.global>.

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