

**Medical**  
*hospital needs expo*

4th Edition  
**Medical 2009**

Post Show Report

**medicaLab**  
Hospital Lab Equipment Expo

Over 5700 visitors at the 4th edition of **Medical** ensured a brilliant conclusion to the largest Medical Equipment Expo in India. 240 exhibitors from all over India showcased the wide variety of equipments needed for the Hospital Industry in the show organized at Chennai Trade Centre Exhibition Hall in Chennai. The show was inaugurated by Hon'ble State Health Secretary, of Tamil Nadu and hence received wide media coverage.

More than 5700 visitors participated in the 4th Edition. 70% of the visitors were Hospital Administrators and Doctors. 20% were Dealers. **Medical** is the only expo which attracted end user, the Hospital owners as well as the Dealers.

## Visitors Delighted

The exhibition was credited with remarkable verdicts from the visitors on the products and contact opportunities offered. As in the past year more than 90% of the visitors felt the show satisfied their requirement.

They had come to find out the latest equipments introduced by various companies. Many doctors, who were planning to construct hospitals, felt that **Medical** had all their requirements and hence termed it as Hospital Needs Supermarket. The Innovative seminars on CSSD, Health Care Infrastructure, CAP Certification and Patient Safety was a big hit among the visitors. Such seminars are rarely organized and hence the delegates found it very useful. Since many new projects are in pipeline, the seminar on Health Care Infrastructure was attended by Architects, Hospital owners, and Industry heads.

## Exhibitors Delighted

As in the past year shows this year too, the visitors and the exhibitors found the event very rewarding. **Medical**, since its inception in 2006 has been a major marketing platform used by companies to explore the highly lucrative healthcare markets in India. Exhibitors used **Medical 2009** to launch new products, create awareness, and expand their customer base.

As high as 88% of the exhibitors described their participation as extremely rewarding and said that they met their major target groups at **Medical 2009**. Most of them mentioned us the new business contacts they made and also informed of having sold their products off their booth. This opinion was reinforced by neutral survey of exhibitors on the last day of the show.



**medicaLab** Concurrent Hospital Laboratory Equipment Expo

It is estimated that the total Indian market for IVD equipment and reagents is Rs. 6.75 billion (\$147 million). Equipment constitutes 40 percent of the total IVD market while reagents account for 60 percent of the market. The IVD market is estimated to grow 25 percent annually.

Keeping this in mind MEDEXPERT organized a Concurrent Hospital Laboratory Equipment Expo - **MEDICALLAB**, during **Medical 2009**. A seminar on CAP Certification was organised during **MedicalLab**. The faculty from United States, interacted well with more than 120 pathologists who attended the seminar. The diagnostic companies who participated in the show felt that the quality of visitors was extremely rewarding and they had closed some major deals during the show.



Medical 2006 2500 Visitors Medical 2007 3500 visitors Medical 2008 4000 visitors Medical 2009 5700 Visitors

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Medical - India's Premier Medical Equipment Expo



5<sup>th</sup> Edition

# Medical 2010

Chennai | August 06 - 08  
Chennai Trade Centre

## Why India?

The Indian Healthcare Industry is all set for a steep growth. India is being recognized as global destination for the healthcare industry. The Current Medical devices and equipment market is around US \$ 3.15 billion. It is expected to grow steadily at around 18% annually. The Healthcare industry is expected to grow at 15% p.a., to reach US\$79 billion by FY 2012

## Why Chennai ?

Chennai ■

Organized by



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Tel: +91 44-2471 8987

## Why Chennai is ideal location for exhibiting your products?

- ▶ Chennai is the Head Quarters for First Corporate Hospital in India - Apollo Hospitals
- ▶ Chennai is one of the leading cities attracting medical tourists
- ▶ New Universal Health Insurance scheme introduced by South Indian states has attracted lot of investors in Health Care Industry in South India.
- ▶ Many new Health cities coming in and around Chennai
- ▶ Chennai is easily accessible by Rail, Road and Air.
- ▶ Chennai Trade centre is located 3 kms form international airport.

## Visitor Promotion

- Direct mailers to 50,000 hospitals and nursing homes all over India
- Reaching out to hospital owners through their Association's News Letters
- Email Campaign through extensive database
- Innovative SMS Campaign
- Advertisement in popular Medical Magazines and Medical Associated Journals
- Free Entry Pass will be sent to major hospitals
- Innovative Seminars will attract target audience
- Participating in various exhibitions/ conferences to promote focussed visitors

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**Website:** www.medical.in

## medica Lab Hospital Lab Equipment Expo

### Concurrent Hospital Laboratory Equipment Expo 2010

The first edition of Medicalab was well received by the diagnostic industry. The industry specific seminar on CAP CERTIFICATION attracted the decision makers of the industry.

This year we plan to organize an **International Seminar on Molecular Diagnostics**. We expect many private laboratories and leading hospitals groups to attend this seminar, as they feel that this is the future of diagnostics.

Medical is very popular among small and medium sized hospital owners. These owners also look for reliable diagnostic products. Hence Medicalab is the ideal platform to meet the potential customers in this field.

### Laboratory Exhibitors



### Seminars @ MedicalLab



For Seminar details contact  
Dr. Srinivasan  
Mail to: [seminar@medicall.in](mailto:seminar@medicall.in)

## Rehab. Expo

### Rehabilitation Products Expo

In the past very few dedicated centers provided care for people with special needs in India. With the booming Indian economy and raise in the affordable middle class people, the demand for special centers to treat people with disabilities has gone up. The awareness about the newer technologies, that make these peoples life comfortable, is less.

In order to bring the suppliers of these equipments and the end user under single roof, a rehab expo is being organized during the 5th edition of Medical.

Products to be displayed are.....

- Wheel-chairs,
- Adapted computers,
- Specialized Software,
- Modern new technology artificial limbs,
- urine collection Systems,
- Intermittent catheterization,
- Rehabilitation centers,
- Mattresses and beds for bed sore treatment,
- Ramps and lifts,
- Kitchen & Bathroom adjustments,
- Voice and phonetic dictation technologies,
- Home support and Health-care services...

and anything else that can improve life when it is being lived under disability conditions.

The Ministry of Social Justice and Empowerment, Government of India, has drafted ambitious plans to improve the living conditions of disabled people. Hence there is a renewed interest for the products which cater to this segment.

We plan to organize special camps for this segment along with the concerned Ministry. Hence we expect huge visitor participation during the show

For Rehab Expo details contact  
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Medicall - India's Premier  
Medical Equipment Expo

5th Edition

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hospital needs expo

**Medicall 2010**  
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designmtr.com



### Layout of Stalls

Size:

A1 - A7	15mx9m - 7nos	F1 - F30	9mx3m - 30nos
B1 - B2	9mx7m - 2nos	G1 - G3	6mx6m - 3nos
C1	9mx9m - 1no	H1 - H68	3mx3m - 68nos
D1 - D15	9mx6m - 15nos	I 1 - I 18	2mx2m - 18nos
E1 - E30	4mx3m - 30nos		

### Cost of Participation

- Indian Exhibitors : Rs. 7,500 / Sq. Mts. (Plus Government Service Tax)
- Foreign Exhibitors : US \$ 210 / Sq. Mts.

### Vantage Charges

- 4 Sides Opening 25 % Extra
- 3 Sides Opening 15 % Extra
- 2 Sides Opening 10 % Extra

### Your Exhibition Package Includes :

- White Modular Shell, back wall and side walls.
- Fascia board with Company name and Stand number
- Table, Chair, Spotlights and waste basket
- Quality Carpet and Stand Cleaning
- Listing in the Official Exhibition Catalogue including Company and Product details.
- Exhibitor Badges
- 24 hours Security

Write to: MEDEXPERT, C-3, Shree Vidya Apartments, 14, Balakrishna Street, West Mambalam, Chennai - 600 033, Tamilnadu, India. Tel: +91 44-2471 8987