SUCCESSFUL PREMIERE IN SUZHOU

MFC 2018

The Leading Platform for Medical Innovation & Digital Health!

5,478 VISITORS FROM 15 COUNTRIES

BEST FEEDBACK
Visitors Confirm Excellent Trade Fair Results

94% were satisfied
93% would recommend MFC

Exhibitors Confirm Excellent Trade Fair Results

83% were satisfied
81% would recommend MFC

CONCURRENT EVENT: Global Device Week

10,000 sqm EXHIBITION SPACE

1 Competition

3 Themed Forums

16 Sub-forums

263 Speakers in Total

www.medicalfair.cn
### Exhibitors Total: 207
- Space Total (sqm): 10,000
- Visitors Total: 5,478
- Number of countries: 9

### Business Sector
- Medical device R&D institutions and manufacturers: 36.7%
- Medical device dealers, agents and retail traders: 21.9%
- Hospitals and medical institutions: 11.2%
- Purchasers and suppliers of medical equipment raw materials, components, accessories and software products: 10.6%
- Investment Companies: 5.9%
- Government agencies and associations: 5.4%
- Universities and research institutions: 4.3%
- Others: 4.0%

### Interest in Product Ranges
- Medical digital imaging products: 45.9%
- Medical consumables: 43.2%
- Minimally invasive instruments, implantable and interventional medical devices: 39.1%
- Smart medical products: 35.3%
- In vitro diagnostic products: 34.4%
- Medical equipment raw materials, Components accessories and software products: 31.1%
- Rehabilitation devices and equipment: 30.2%
- Home medical equipment: 28.5%
- Operating room equipment: 25.9%
- Optical and electronic products: 25.9%
- Laboratory equipment: 22.7%
- First aid and care products: 17.9%
- Others: 2.4%

### Area of Responsibility
- R&D: 18.9%
- Design: 2.9%
- Trading: 12.6%
- Quality Control: 2.7%
- Marketing / PR: 10.7%
- HR / Admin / Finance: 2.6%
- Top Management: 10.4%
- Consultancy: 2.1%
- Engineer / Technician: 9.2%
- Government: 1.5%
- Purchasing: 9.2%
- Stock / Logistics: 1.3%
- Manufacturing: 8.2%
- Education training: 1.1%
- Business development: 6.1%
- Others: 0.7%

### Reasons for Visiting
- Acquire latest market trends / product information: 77.9%
- Attend conferences & seminars: 43.7%
- Know more about competitor’s information: 42.0%
- Learn, exchange and network: 39.1%
- Strengthen existing business contacts: 38.8%
- Purchase products: 38.6%
- Evaluate the prospects for future exhibiting: 35.1%
- Seek opportunities to be agent / distributor: 34.9%
- Others: 12.3%

### Company Scale
- 1-100 staff: 47.2%
- 101-500 staff: 39.2%
- 501-1000 staff: 3.9%
- 1001-5000 staff: 7.5%
- 5,001 staff or above: 2.2%

### Decision-Making Powers
- Decisively: 17.3%
- Contributory: 32.7%
- In an advisory capacity: 33.7%
- No influence: 16.3%

### Overall Assessment
- Satisfied: 94%
- Recommendation: 93%

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**Medica Fair China 2018**
Suzhou International Expo Center, China
6 - 8 September, 2018
www.medicalfair.cn