



**SUCCESSFUL
PREMIERE
IN SUZHOU**

**CONCURRENT
EVENT:
Global Device
Week**



1
Competition

3
Themed Forums

16
Sub-forums

263
Speakers in Total



MFC 2018

The Leading Platform for
Medical Innovation &
Digital Health!



10,000 sqm
EXHIBITION SPACE

207
EXHIBITORS

FROM **9**
COUNTRIES

www.medicalfair.cn



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



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



Official WeChat

Exhibitors Total 207
Number of countries 9

Space Total (sqm) 10,000

Visitors Total 5,478
Number of countries 15

VISITOR STRUCTURE

Based on the results of **415** questionnaires done by the visitors during MFC 2018

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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