



The satellite exhibition of **MEDICA**

CONCURRENT EVENT:
Global Device Week



1
Competition

4
Main-sessions

17
Sub-sessions

368
Speakers



MFC 2019

Focus on innovation,
covering the entire
medical industry chain!



15,000 sqm
EXHIBITION SPACE

302
EXHIBITORS

FROM **9**
COUNTRIES &
REGIONS

www.medicalfair.cn



6,989

VISITORS

FROM **33**
COUNTRIES &
REGIONS

INCREASE

27%

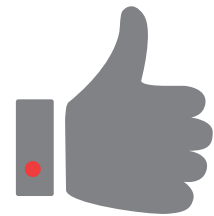


BEST
FEEDBACK

Excellent Trade Fair Result
for Exhibitors

82%
were satisfied

85%
would recommend
MFC



Excellent Trade Fair Result
for Visitors

92%
were satisfied

97%
would recommend
MFC



VISITOR STRUCTURE

Based on the results of **344** questionnaires done by the visitors during MFC 2019

Space Total (sqm) 15,000 m²

Exhibitors Total 302

Visitors Total 6,989

Number of countries 33

Domestic Visitors Distribution

East China	67.3%
North China	15.9%
South China	7.3%
Central China	4.5%
South West China	2.4%
North East China	1.4%
North East China	1.2%

Top 5 Overseas Countries*

Indonesia	12.5%
Japan	11.8%
USA	11.0%
Malaysia	5.9%
Canada	4.4%

Industry Sectors

Medical device R&D institutions and manufacturers	33.9%
Hospitals and medical institutions	19.6%
Medical device dealers, agents and retail traders	13.2%
Purchasers and suppliers of medical equipment raw materials, components, accessories and software products	12.6%
Investment organization	11.1%
Government agencies and associations	5.3%
Universities and research institutions	3.1%
Others	1.2%

Main Products of Interest

Medical consumables	38.7%
Medical digital imaging products	38.4%
Minimally invasive instruments, implantable and interventional medical devices	34.0%
In vitro diagnostic products	34.0%
Laboratory equipment	29.9%
Medical equipment raw materials, components, accessories and software products	28.5%
Optical and electronic products	28.2%
Smart medical products	27.0%
Rehabilitation devices and equipment	25.3%
Operating room equipment	24.1%
Home medical equipment	24.1%
Innovative service	24.1%
Clinical institutions	22.1%
First aid and care products	21.2%
Universities and research institutions	18.1%

Area of Responsibility

R&D	19.1%
Trading	15.5%
Top management	11.0%
Marketing / PR	9.5%
Purchasing	8.9%
Engineer / Technician	8.6%
Business development	6.9%
Government	4.8%
Manufacturing	4.5%
HR / Admin / Finance	4.2%
Consultancy	4.2%
Design / Creative	2.4%
Quality control / Check	1.2%
Education / Training	0.9%

Reasons for Visiting

Acquire latest market trends / product information	77.9%
Purchase products	42.7%
Strengthen existing business contacts	42.4%
Attend conferences & seminars	41.3%
Learn, exchange and network	37.8%
Seek opportunities to be agent / distributor	35.8%
Know more about competitor's information	33.7%
Evaluate the prospects for future exhibiting	31.7%
Others	11.6%
Stock / Logistics	0.6%

Company Scale

1-100 staff	51.5%
101-500 staff	25.2%
501-1000 staff	7.9%
1001-5000 staff	9.0%
5,001 staff or above	6.4%

Decision-Making Powers

Decisive	11.5%
Crucial	24.9%
Advisory	40.2%
No influence	23.4%

Overall Assessment

Satisfied	92%
Recommendation	97%

* Basis: Overseas countries