

Press



MEDICAL FAIR INDIA 2014 in Mumbai

High demand from exhibitors and level of internationality reflect upturn in the Indian healthcare market

The India healthcare market is booming. The MEDICAL FAIR INDIA 2014 also benefited from this development: India's No. 1 Trade Fair for Hospitals, Health Centres and Clinics, which took place from 14 to 16 March at the Bombay Convention & Exhibition Centre, was once again able to record an increase in visitors and exhibitors. The fair concluded successfully with a total of 443 exhibitors and 8,013 registered trade visitors, having further established its position as the most important medical event for the Indian market. The trade fair was characterised by good business and a rigorous exchange of information among experts. The exhibitors concordantly praised the successful event and have already announced their participation in the MEDICAL FAIR INDIA 2015 in New Delhi.

The product portfolio at the MEDICAL FAIR INDIA encompassed innovations from around the world that specifically target the Indian healthcare market. The exhibitors presented the entire spectrum of products from all relevant sectors: medical technology, hospital, health centre and clinic equipment, rehabilitation, equipment for pharmacies and dispensaries, and furniture. Next to numerous joint stands from China, Germany, Korea, Malaysia and Taiwan, there was a US pavilion that was supported by the US Commercial Service and the State of Illinois. Alongside 142 domestic exhibitors, exhibitors from countries such as Kazakhstan, Pakistan, Indonesia and South Africa further emphasised the international significance of the trade fair.



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
InfoTel +49 (0) 2 11/45 60-9 00
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Joachim Schäfer
Bernhard Stempfle
Hans Werner Reinhard (Stv. GF)
Vorsitzender des Aufsichtsrates:
Dirk Elbers

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

Important local partners and partner associations contributed to the success of the MEDICAL FAIR INDIA 2014. Two of the most prestigious Indian associations, ADMI – Association of Diagnostic Manufacturers of India, and MSAHITA – Medical Surgical and Healthcare Industry Trade Association, provided valuable support. The assistance supplied by the Indian Association of Sports Medicine and the Indian Association of Physical Medicine and Rehabilitation should also not go without mention. Further cooperation partners included Indian hospitals such as Fortis Healthcare Limited and Indraprastha Apollo Hospitals.

Furthermore, renowned international associations and institutions supported the trade fair, such as MREPC (Malaysian Rubber Export Promotion Council), CCCMHPIE (China Chamber Commerce for Import & Export of Medicines & Health Products), KMDICA (Korea Medical Devices Industrial Cooperative Association), Ubi France, SAMD (Shenzhen Association of Medical Devices), Spectaris, GHE (German Healthcare Export Group), as well as ZVEI (German Electrical and Electronic Manufacturers' Association). The German Federal Ministry of Economy and Technology provided extraordinary support by including the event in their foreign trade fair programme with a promotion initiative.



The MEDICAL FAIR INDIA was able to significantly exceed the numbers from the previous event in Mumbai in 2012 (323 exhibitors, 6,721 trade visitors). The simultaneous three-day conference, as well as the two-day medical forum, which dealt with current trends and topics from the industry, rounded off the widely varied supporting programme. Well-known international speakers from the industry and the healthcare system presented new discoveries in the areas of healthcare and medical technology in lectures and discussion forums.

The next MEDICAL FAIR INDIA takes place from 21 to 23 March 2015 at Pragati Maidan in New Delhi. Further information can be obtained at <http://www.medicalfair-india.com>, from Messe Düsseldorf, Mr. Stephan Küppers, KueppersS@messe-duesseldorf.de, +49-(0)211-4560-7715, or from Messe Düsseldorf India, Mr. Suraj Ullal, UllalS@md-india.com, +91-(22)-6678-9933.

Comments on the MEDICA FAIR INDIA 2014:

"Many thanks for the professional organisation and set-up during MEDICAL FAIR INDIA 2014. The entire fair gives and provides us a great opportunity to explore new business opportunities with our current partners and new customers," praised Thomas Barkey, Managing Director for Barkey GmbH & Co. KG of Germany.

Boukadida Houssein, Export Manager for Arjowiggins Healthcare, emphasised the positive development of the trade fair: "As usual, we saw an excellent organisation, a continuous improvement is noticed. The quality of the visitors has also improved and increased compared to the previous years."

"The organisation at such a massive scale is one reason that the trade fair has been getting bigger every year," said Deepak Dave, Vice President of the Medical Surgical and Healthcare Industry Trade Association (MSAHITA). "India is becoming a major hub in the field of medical devices, and therefore even the government has recognized it by putting it on the priority list. A new bill proposes new standards in regard to medical technology. This law would make it possible for the industry to serve the healthcare sector more quickly and efficiently, and with more certainty."

Markus Baum, Chairman of the German Healthcare Export Group (GHE e.V.) – a group of medical technology export experts – stated, "The members of the "German Health Export Group" (GHE) e.V. are responsible for 80% of Germany's exports of medical technology products. There is no doubt that India is currently among the leading marketplaces for our products. The MEDICAL FAIR INDIA provides German businesses the perfect opportunity to showcase their products and to enrich their networks with potential customers in this crucial hub."

We would greatly appreciate a specimen copy in the event of publication.



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Contact for the Press:

Maria-Sawa Possinke/ Larissa Browa

Telephone: +49 (0) 211 45 60 -996/ - 549

Fax: +49 (0) 211 45 60 - 87 996

E-mail: PossinkeM@messe-duesseldorf.de

E-mail: BrowaL@messe-duesseldorf.de

