

March 14-18, 2022  
Distributor Days - Online



BUSINESS CONNECT  
PROGRAM

March 17-19, 2022  
Expomed Eurasia Live



March 21 - April 4, 2022  
Online Networking Days



BUSINESS CONNECT  
PROGRAM

expomed  
eurasia  
HYBRID+



The Leading  
Medical Fair  
in Eurasia

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Reed | TÜYAP  
Reed Tüyap Fuarçılık A.Ş.



**Where  
The Medical World  
Comes to Do Business**

The premier healthcare event of Central Eurasia that brings suppliers together with key decision-makers of the medical and healthcare industries in Turkey and in emerging neighboring Eurasian markets, Expomed Eurasia is the leading and indispensable showcase of the hospital and medical equipment, medical devices, and medical technologies, connecting Central Eurasia's growing healthcare industry in Istanbul every year. Expomed Eurasia has become the strategic meeting point for the medical industry representatives of the Balkans, CIS, North Africa, and the Middle East.

- ✓ **Network & Grow Your Business**
- ✓ **Gateway to New Markets**
- ✓ **Wide Product & Service Range**
- ✓ **Innovation**

## Location

**Tüyap Fair Convention and Congress Center**

Cumhuriyet Mahallesi Eski Hadımköy Yolu  
Caddesi 9/1, 34500  
Büyükcemece, ISTANBUL

## Visiting Hours

**March 17 - 18, 2022 : 10.00 - 18.00**

**March 19, 2022 : 10.00 - 17.00**

## Online Event Dates

**BUSINESS CONNECT**  
PROGRAM

**March 14-18, 2022**

Distributor Days

**March 21 - April 4, 2022**

Online Networking Days

## Expomed Eurasia in Numbers

**2019**

**778** Exhibitors  
**33.784** Total Visitors  
**27.220** Domestic Visitors  
**6.654** International Visitors  
**104** Visiting Countries

**2020 Hybrid+**

### ONSITE

**169** Exhibitors  
**8.058** Total Visitors  
**6.117** Domestic Visitors  
**1.941** International Visitors  
**73** Visiting Countries

### ONLINE

**639** Online Visitors  
**100+** Online Meetings

**2021 Hybrid+**

### ONSITE

**208** Onsite Exhibitors  
**9.066** Total Visitors  
**6.936** Domestic Visitors  
**2.130** International Visitors  
**75** Visiting Countries

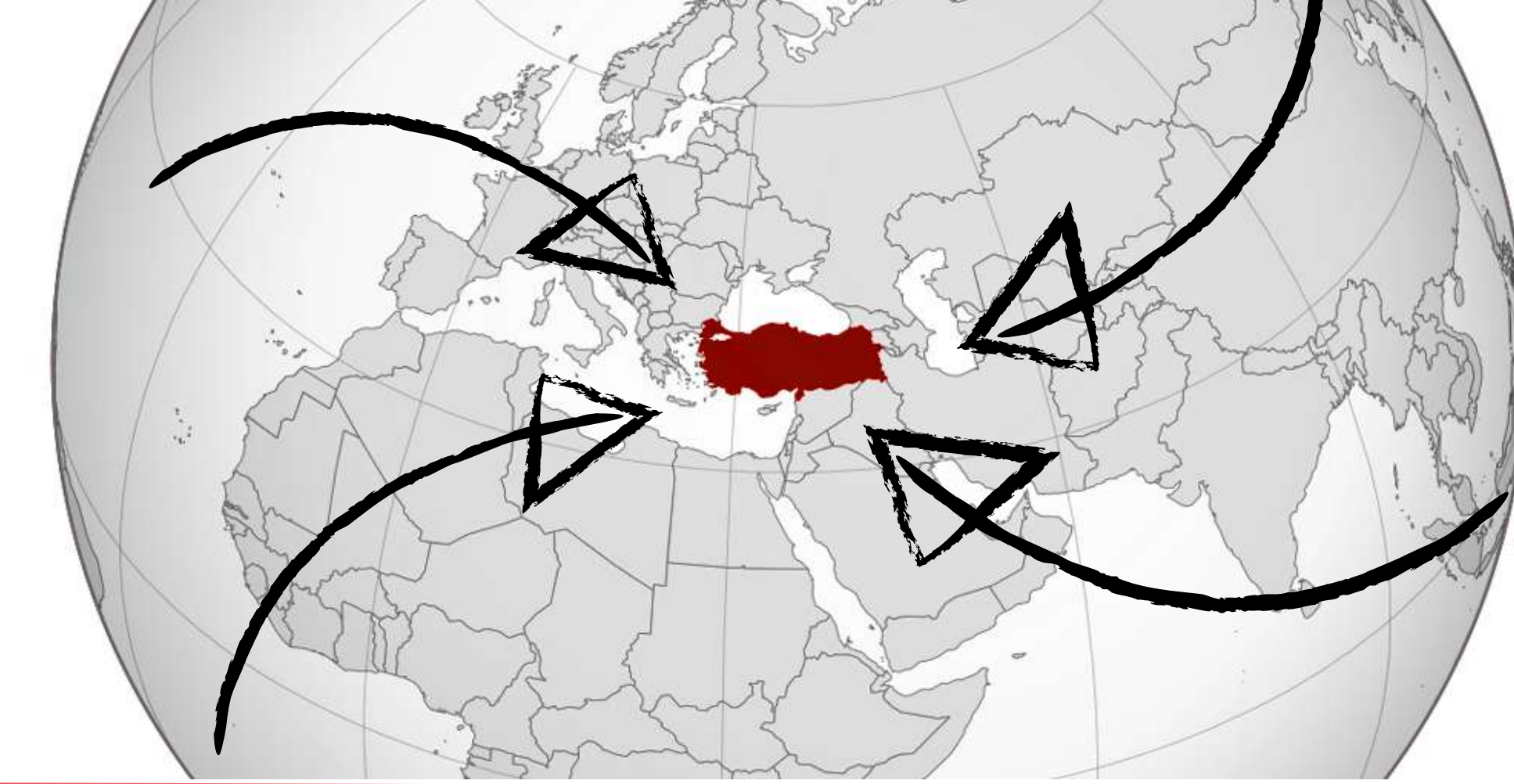
### ONLINE

**65** Online Exhibitors  
**2000+** Online Visitors  
**250+** Online Meeting  
**635** Messages

# Why Turkey and Eurasia?



Expomed Eurasia is a gateway for those companies looking to explore new markets and expand in new regions.

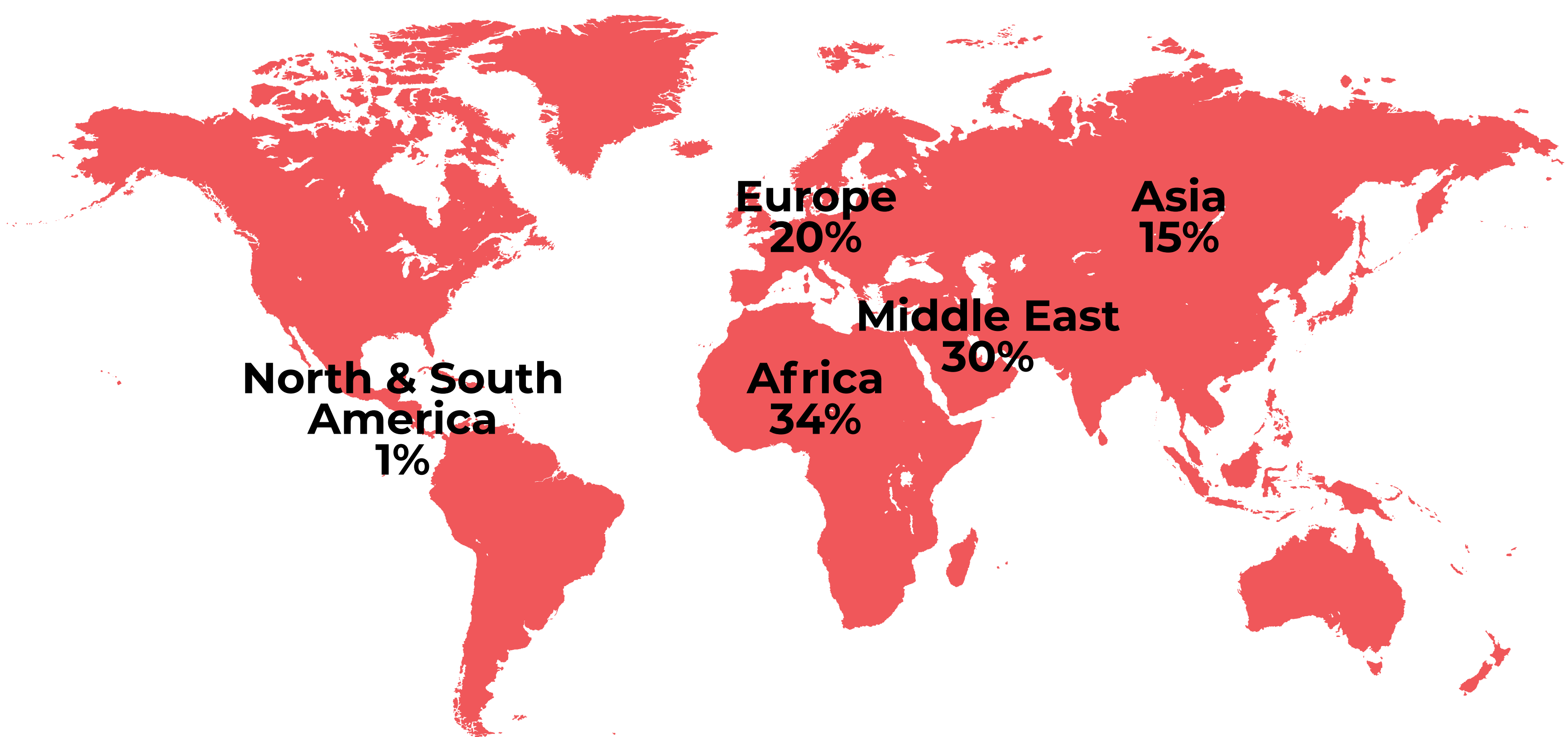


- Central Eurasia has major potential for the healthcare industry. Total expenditure on healthcare in Central Eurasia is 500+ US\$ Billion.
- Countries in the Balkans, the Caucasus, Russia, West and Central Asia, the Middle East, and North Africa make up the largest buyer groups to visit Expomed.
- The countries within the neighboring Eurasia region provide the most important markets for the healthcare industry in Turkey, thanks to their purchasing power, cultural bonds and commercial potential.
- Development needs in Eurasia are high, making Expomed the key international platform for creating new business relationships and opportunities.
- Business people across Eurasia with a high demand for medical products opt for Expomed Eurasia to do business and network due to Turkey's proximity.



**Istanbul has a three-hour flight time from most of the region, making it easily accessible and reinforcing the importance of the Expomed for the whole of Eurasian region.**

## \*Where do the visitors come from?



## Top Visiting Countries

- Libya
- Ukraine
- Romania
- Germany
- Kazakhstan
- Morocco
- Sudan
- Egypt
- Kosovo
- Serbia
- Iraq
- Bulgaria
- Georgia
- Lebanon
- Makedonia
- Russia
- Uzbekistan
- Tunisia

# What does Expomed Eurasia consist of?

Expomed Eurasia is the business platform for the medical world where suppliers and buyers from all around the globe gather to network and do business both physically and virtually. Expomed makes it fast and easy for everyone to find a wide range of medical and healthcare products and services with its wisely structured layout for the onsite visitors and on the digital platform Business Connect Program for the online visitors.

## Product Groups



**Electro-Medical  
Equipment & Medical &  
Laboratory Technologies**



**Orthopedics  
Physiotherapy  
Rehabilitation**



**Consumables  
and  
Commodities**



**Hospital Build  
and  
Medical Facility Management**



**OTC  
(Over The Counter)  
Products**

For more info on product groups  
[www.expomedistanbul.com](http://www.expomedistanbul.com)

# Why do they exhibit?

- ✓ To find new clients in the international market
- ✓ To find new potential clients in Turkey
- ✓ To promote new products and services
- ✓ To find distributors, representatives, and dealer
- ✓ To keep up with the competitors and follow the trends
- ✓ To strengthen the current business relations
- ✓ To strengthen the company image

## Retention 90%

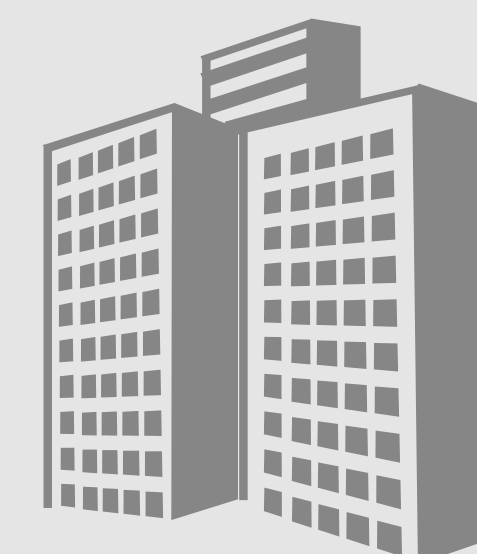
90% of the exhibitors are willing to exhibit in 2022.

## Recommendation 84%

84% of the exhibitors recommend Expomed to their business environment.

## Satisfaction 87%

87% of the exhibitors are satisfied with the exhibition.



\*Based on the results of  
Expomed Eurasia 2021 Exhibitor & Visitor Survey.

# Why do they visit?

- ✓ To expand the business network
- ✓ To have as many meetings as possible
- ✓ To follow the new technologies & trends
- ✓ To have pre-arranged meetings with the exhibitors
- ✓ To attend scientific events and seminars



## Revisit 90%

90% of the visitors will visit Expomed in 2022 again.

## Recommendation 86%

86% of the visitors recommend Expomed to their business environment.

## Satisfaction 85%

85% of the visitors are satisfied with the exhibition.





## Visitor Profile

- Representatives of Ministry of Health
- Company Owners, Partners, General Managers, CEOs
- Purchase Managers of Public & Private Hospitals
- Academicians, Doctors, Nurses, Hospital Managers
- Medical Technicians
- Laboratory Managers & Technicians
- Pharmacists
- Dentists
- Distributors
- Laboratory & Clinic Chiefs

*"We are manufacturing hospital equipment. We visited the event this year. We had meetings with exhibitors from different countries. We believe that we can find the right contacts at this trade event. Thank you for organizing such an event in the time of a pandemic."*

**Medi-Tech  
Iran  
Visitor**

## VIP Hosted Buyer Program



Every year Expomed Eurasia hosts high profile buyers from Turkey and abroad. These delegates visit Expomed Eurasia to have onsite B2B meetings with the exhibitors to commence future business relations.

### Who are the VIP Buyers?

- 1 Representatives of Health Ministries, Hospital Executives, Health Directors
- 2 Executives of Healthcare Unions & Associations
- 3 Medical Directors, Purchase Managers, Head Doctors of Public & Private Hospitals
- 4 Top Ranking Medical Equipment Traders & Distributors from all around the world



## Innovation Area



Innovation Area welcomes start-up companies that are willing to introduce their innovative products and services in the medical field. This special area is the hub for start-up companies to easily reach out to all sorts of angel investors and buyers coming to Expomed Eurasia.



### What will you find in the Innovation Area?

- Start-up Company Area
- Presentation Area
- B2B Meeting Area
- Product Showcase Area

With the support of

**ISEK**  
İstanbul Sağlık Endüstrisi Kümelmesi

**MA SiAD**  
TIBBİ CİHAZ ÜRETİCİ VE  
TEDARİKÇİLERİ DERNEĞİ

## Sustainable Networking Through the Business Connect Program

### ONLINE EVENTS

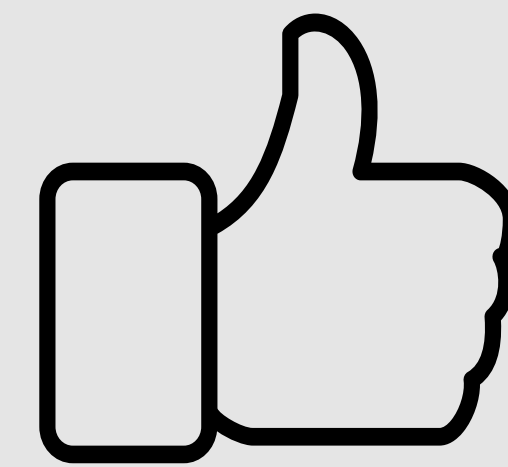
### What does the Business Connect Program do?

Exhibitors and visitors can keep in touch with each other virtually and they are still able to connect, network, and do business through the **Business Connect Program** offered as part of **Expomed Eurasia Hybrid+**. **Business Connect Program** provides an online and onsite meeting platform between exhibitors and visitors. Exhibitors are only one click away from their potential buyers or business partners thanks to this virtual program. 2 online events before and after the fair take place on the online networking platform **Business Connect Program**.

These are **Distributor Days on March 14-18, 2022**, and **Online Networking Days on March 21 - April 4, 2022**.

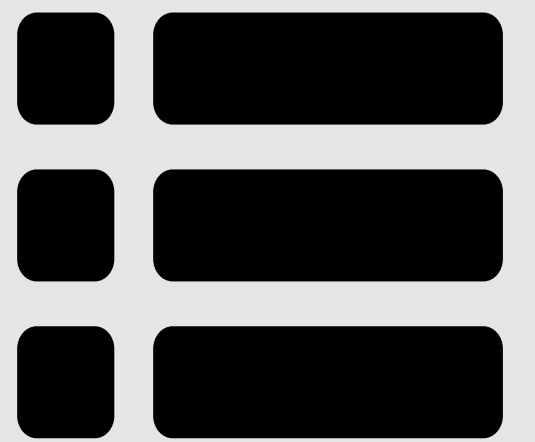
### E-RECOMMENDATIONS

We recommend your company on the Business Connect Program to the visitors according to their interest.



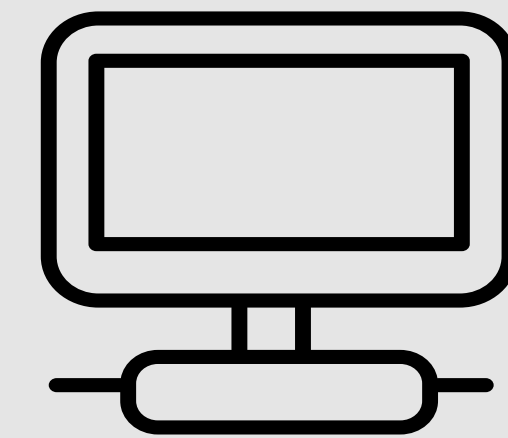
### THE EASIEST ACCESS TO THE EXHIBITORS

Visitors have easy access to the list of exhibitors and their products on Expomed Eurasia website and the online platform.



### SHOWCASE YOUR PRODUCTS

The details, images, videos of products and any services of exhibitors can be searched online before, during and after the event.



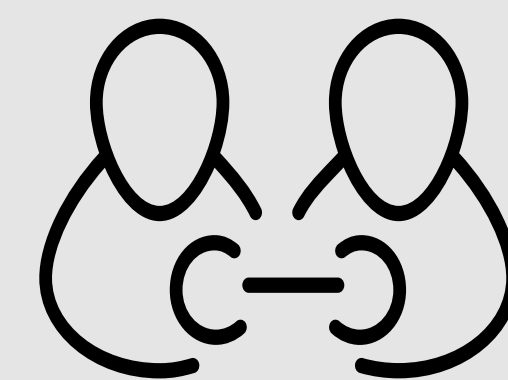
### PLAN YOUR ONLINE GROUP MEETINGS

Exhibitors stay in contact with visitors and schedule virtual group meetings, if they like.



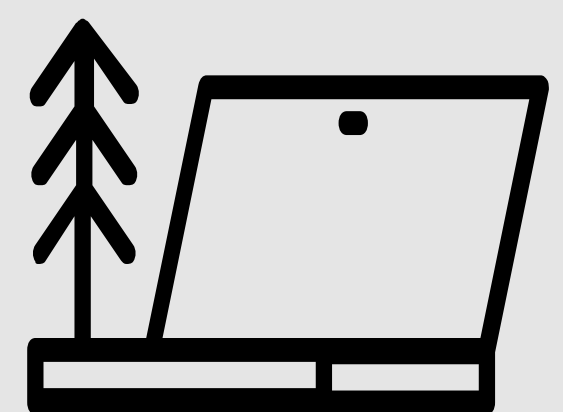
### SCHEDULE YOUR ONLINE MEETINGS

Smart match-making allows the most efficient online meetings, bringing exhibitors and visitors together virtually according to their interests.

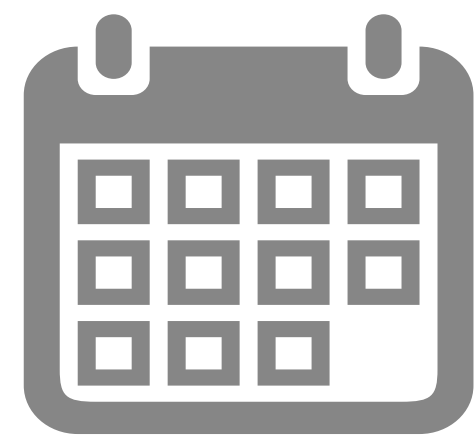


### REMOTE ATTENDANCE

You can now experience the exhibition at the comfort of your own location. Even if you aren't in your booth at the live event, you still can communicate with the visitors online via the Business Connect Program.



## MARCH 3-13, 2022



**BUSINESS CONNECT**  
PROGRAM

Arrange your meetings prior to the event!

## MARCH 14-18, 2022 DISTRIBUTOR DAYS



**BUSINESS CONNECT**  
PROGRAM

Distributorship meetings are held on this online platform. Additionally, hospitals and medical facilities meet & network with their suppliers here.

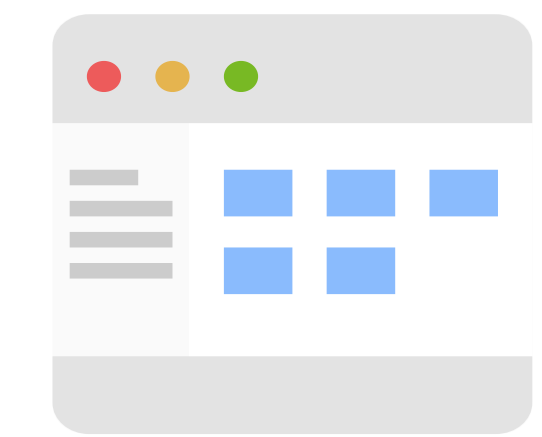
## MARCH 17-19, 2022 EXPOMED EURASIA



Tüyap Fair & Congress Center  
Istanbul

Exhibitors and visitors meet and network physically at the exhibition center!

## MARCH 21 - APRIL 4, 2022 ONLINE NETWORKING



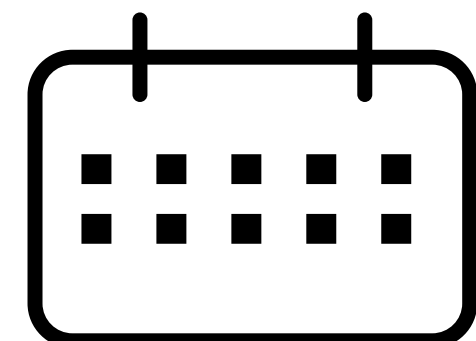
**BUSINESS CONNECT**  
PROGRAM

Buyers and suppliers keep in contact with each other even after the event!

### Scheduling

- Visitors and exhibitors can view the profiles and add each other to their favorites.
- Schedule both online and onsite meetings prior to the event by sending connection requests.

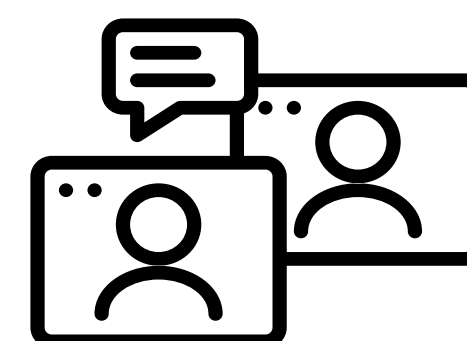
You can simply schedule your meetings online on **March 3-13, 2022** for a hustle-free show experience.



### Online

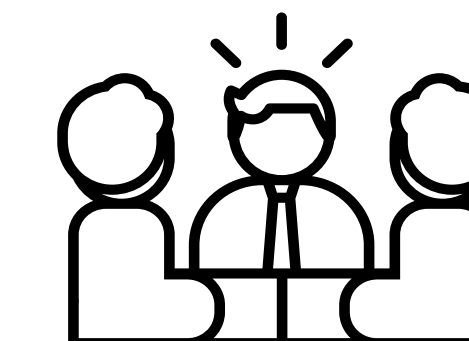
- All sorts of equipment, furniture, and systems used in medical facilities
- Single-use hygienic products, medical disposables, and PPE
- Electro-medical equipment and medical laboratory technologies
- Food supplements, dermo-cosmetic products, mother & baby products

Exhibitors looking forward to expanding their distributor network as well as the suppliers for hospitals and medical facilities can find the right contacts here on this online platform on **March 14-18, 2022**.



### Onsite

Exhibitors and visitors can meet and network face-to-face and do business at the live event on **March 17-19, 2022** at **Tüyap Fair & Congress Center in Istanbul**.



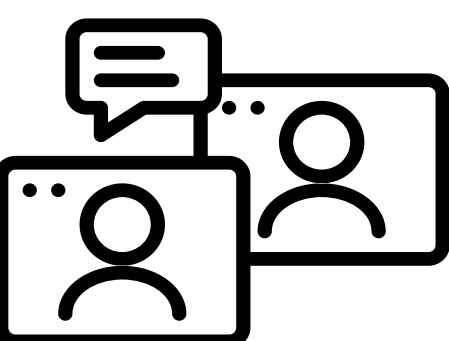
### Online

#### Sustainable networking with Expomed Eurasia Hybrid+

Exhibitors and visitors have an extended period of time from **March 21 to April 4, 2022** to

- further network
- follow up their meetings
- catch up their remaining businesses
- find new clients and suppliers

on the **Business Connect Program** virtually.



Are you looking for distributors in Turkey and in the Eurasian region?

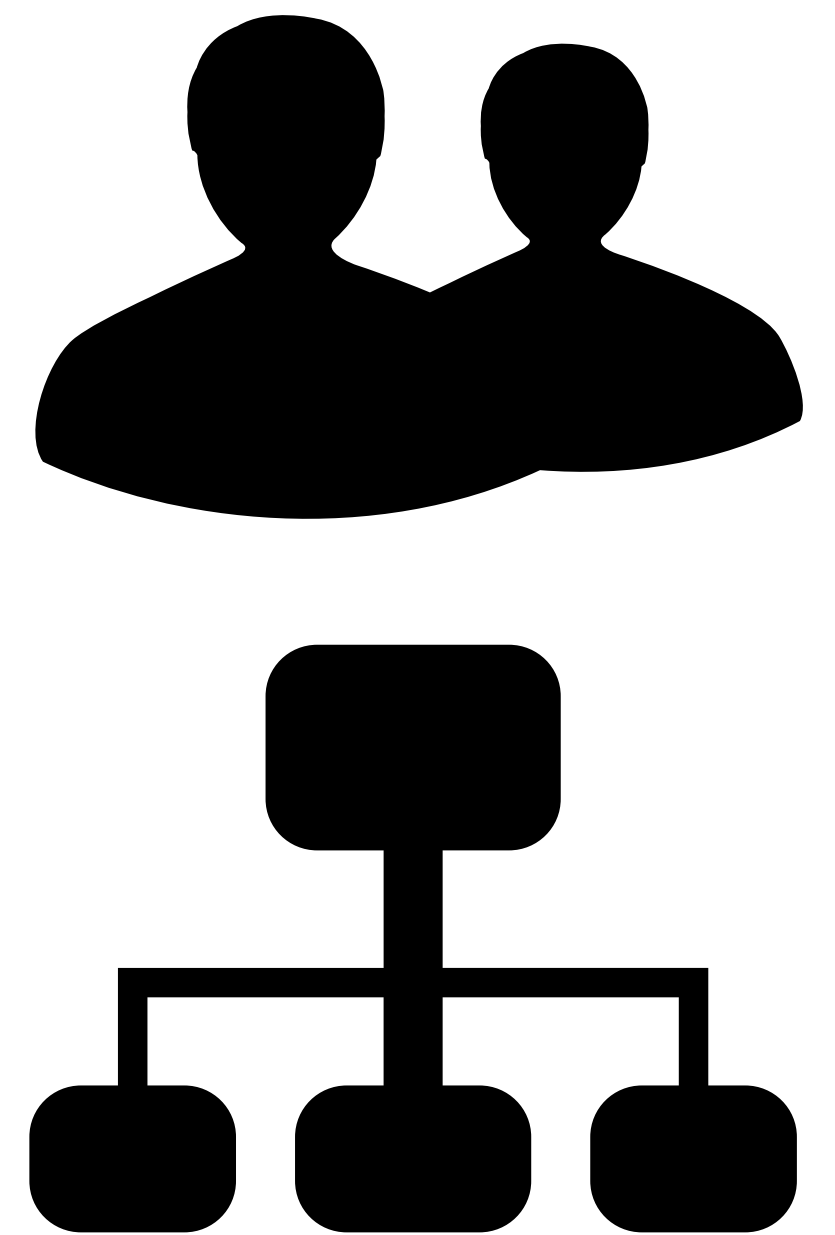
Distributor Days  
March 14-18, 2022



BUSINESS CONNECT  
PROGRAM

If so, we would like to welcome you to join the **Distributor Days** that is organized virtually as part of the **Business Connect Program** on **March 14-18, 2022** during the live event!

- Even if you are not present at the live event, you still can communicate with online visitors from Turkey and abroad who are registered as distributors and looking for brands to represent.
- In order to find the best-matching distributors, all you need to do is to complete your profile on the exhibitor directory accordingly.
- Then you can start using your account at the comfort of your own location.
- You can go through the distributor data and send connection requests to the ones that best meet your expectations.
- Distributors who are interested in your brand and products are able to send you connection requests, as well.
- You are able to pre-arrange your meetings before the virtual event starts.
- You can demonstrate your company introduction video and host your potential distributors virtually.

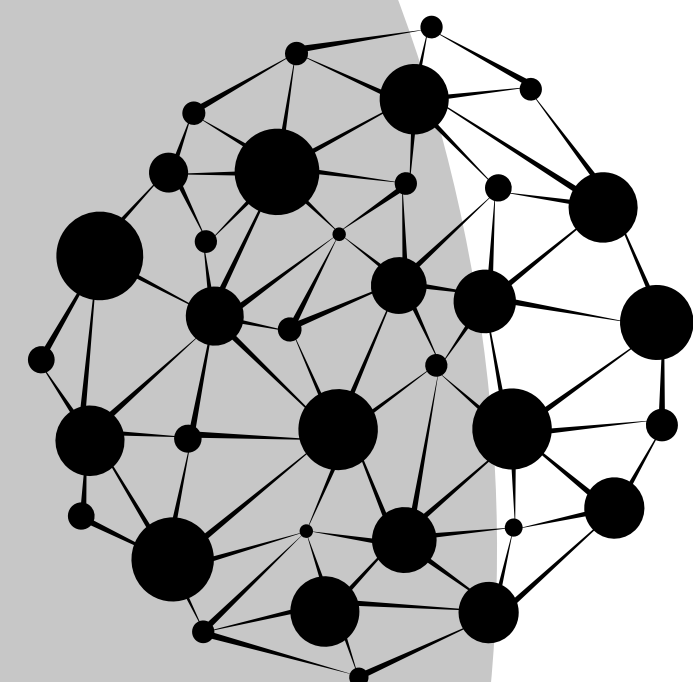


Keep your networking going even after the event

Online Networking  
March 21 - April 4, 2022



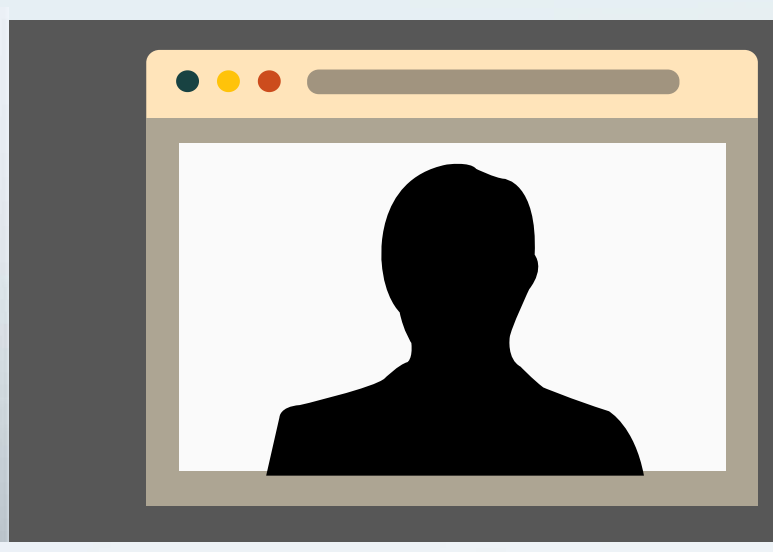
BUSINESS CONNECT  
PROGRAM



Your business does not end when the fair ends. You have an extended period of time after the fair to keep in contact, network and find new clients through the **Business Connect Program** from **March 21 to April 4, 2022**.



## Can't be at the live event? Experience the event realtime at the comfort of your own location



### **Remote Exhibitor Packages are offered for exhibitors who cannot physically arrive at the show from their home country**

- Make the best of our online networking platform at the comfort of your own office or home.
- Attend only the online meetings with people who are solely interested in your products and services in certain time frames to secure the best outcome possible.
- We handle your booth at the live event and your assigned representative in your booth will take care of all your onsite visitors, while you are keeping a close eye on what is going on.
- Find new and reliable clients and business partners in Turkey and its surrounding region without even traveling for the live event.
- We provide a sustainable communication that is not limited with the event dates. You have an extended period of time after the event to search, find, network, evaluate, and finalize your business process.

**Don't miss the opportunity of contacting new business partners from Turkey and its neighboring regions who have a high demand for medical products!**



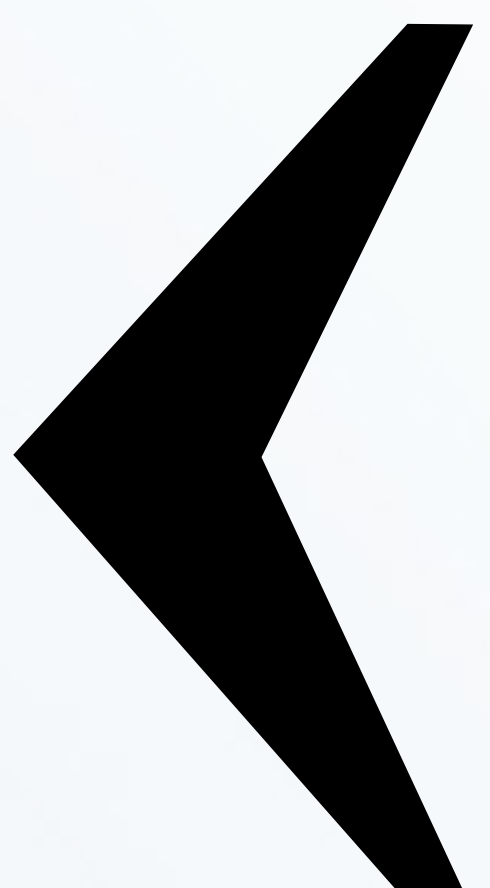
*"With the efforts of our interpreter, who works professionally, pays full attention to our booth at the live event. He helped us to interact with many local distributors and introduced our company to Turkey and its region."*

**ANHUI GANOR  
MEDICAL DEVICE CO. LTD.**

**Remote Exhibitor  
China**



**A travel-free  
option to make  
the best of  
Expomed Eurasia**



**Please contact your sales agent for more information about the Remote Exhibitor Packages.**

## TÜYAP FAIR CONVENTION AND CONGRESS CENTER



### The Biggest International Fair and Congress Center in the Eurasia Region.

- 120,000 sqm indoor and 25,000 sqm outdoor space
- Total exhibition area of 145,000 sqm offers a wide range of services and facilities at international standards
- 1 breakfast room
- 1 a la carte restaurant
- 1 patisserie
- 1 pub
- 33 multi-purpose meeting rooms with capacities ranging from 50 to 3,000 people,
- Tüyap Palas houses 142 standard, 456 deluxe, 6 disabled rooms, 21 deluxe suits, 3 executive suits and 2 king suits - 630 rooms in total.

## STAND OPTIONS

There are a variety of ways to exhibit. Choose from three pre-built stand options of Basic, Superior, and Premium or book space only to build your own design.

## COUNTRY PAVILIONS

Many country pavilions are organized by government and industry bodies at Expomed. Contact your local Expomed sales agent to find out if your country will be represented.

## REMOTE EXHIBITOR PACKAGE

Even if you aren't present at the live event you can still exhibit by using our Remote Exhibitor Package and you can keep on doing business and networking at the comfort of your own location.

## SPONSORSHIP

Give your brand enhanced exposure at Expomed online and/or onsite. Choose from our specialized promotional packages or design your own to suit your objectives.

### REED TÜYAP FAIRS INC.

[www.reedtuyap.com.tr](http://www.reedtuyap.com.tr)

### CONTACT THE PROJECT TEAM:

☎ +90 212 867 11 00 [expomed@reedtuyap.com.tr](mailto:expomed@reedtuyap.com.tr)



#### FAIR AREA / HEAD OFFICE

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• SKOPJE - NORTH MACEDONIA ☎ +389 2 322 04 69 [tuyapkopje@tuyap.com.tr](mailto:tuyapkopje@tuyap.com.tr)

Experience the comfort of working and resting at the same place!

Located in the Tüyap Fair Convention and Congress Center, 5 star Tüyap Palas is at your service with 630 rooms, 33 meeting rooms, Ball room with 1250 guests capacity, new refreshment points, delicate food and beverage spots.

Reservation - Detailed Information  
**0 212 867 14 14 - 0 532 111 08 97**  
[reservation@tuyappalas.com](mailto:reservation@tuyappalas.com)  
[tuyappalas@tuyappalas.com](mailto:tuyappalas@tuyappalas.com)  
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Tüyap Contact Center

