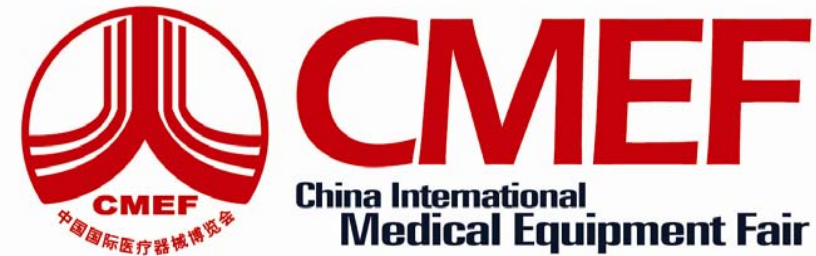


Menu



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- **Joint Venture formed by Reed Exhibitions and Sinopharm Group**
- **The leading medical and pharmaceutical event organizer in China**
- **12 renowned events covering the whole medical and pharmaceutical industry supply chain**
- **4 brands are awarded “A-class Exhibitions” by MOC, Ministry of Commerce, China.**



(Spring)

- **90,000 sq meters (gross)**
- **50,000 visitors**
- **over 2,500 overseas visitors**
- **2,000 exhibitors**
- **over 10 country pavilions, 250 overseas exhibitors**
- **approximate 50 conferences and forum**



- **USDOC – USA, China**
- **Massmedic – USA**
- **MOITI - USA**
- **TMTA - Canada**
- **JIRA – Japan**
- **JFMDA - Japan**
- **KMDICA - Korea**
- **UKTI – UK**
- **ABHI – UK**
- **Medilink - UK**
- **UBI FRANCE - France**
- **FENIN - Spain**
- **ICEX - Spain**
- **Bavarian Government – Germany**
- **Spectaris - Germany**
- **Enterprise Ireland – Ireland**
- **SPETA - Germany**



- Medical imaging
- Optical device
- Laser products
- IVD Equipment
- Electro medical
- Dental device
- Surgery and hospital furniture
- Hospital consumables
- Surgical treatment equipment
- Ultrasonic devices for diagnostics
- Laboratory equipment
- Ambulances
- Radiology devices
- Information technology for hospital
- Rehabilitation and physiotherapy products



- **Doctors & Surgeons**
- **Hospital Administrators**
- **Procurement specialist from hospitals and clinical labs**
- **Domestic and international distributors**
- **Agents of medical equipment manufacturers**
- **Technicians**
- **Research institutes**
- **Government agencies**
- **Venture Capitalists**



- **Opening Ceremony**
- **Gala Dinner**
- **IVD China Summit**
- **CMEF-IVD Pavilion**
- **CMEF Congress**
- **International Zone**
- **CMEF Golf Tournament**
- **International Hosted Media Program**



Shenzhen

China

18 – 21 April 2009



China : A Market Unlike Any Other

Thank You

By

**Geoff Sauer
RX ISG USA**

