



The IVD Area of

China International Medical Equipment Fair

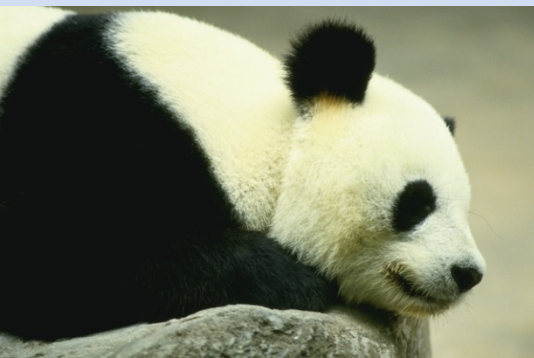


Scherago International  
Agent for the Americas and Europe  
[www.scherago.com/cmef-ivd](http://www.scherago.com/cmef-ivd)



**“We are at the early stages of one of the greatest industrial revolutions in world history. Capitalism in China is only 14 years old.”**

*CLSA Economist, James Walker*

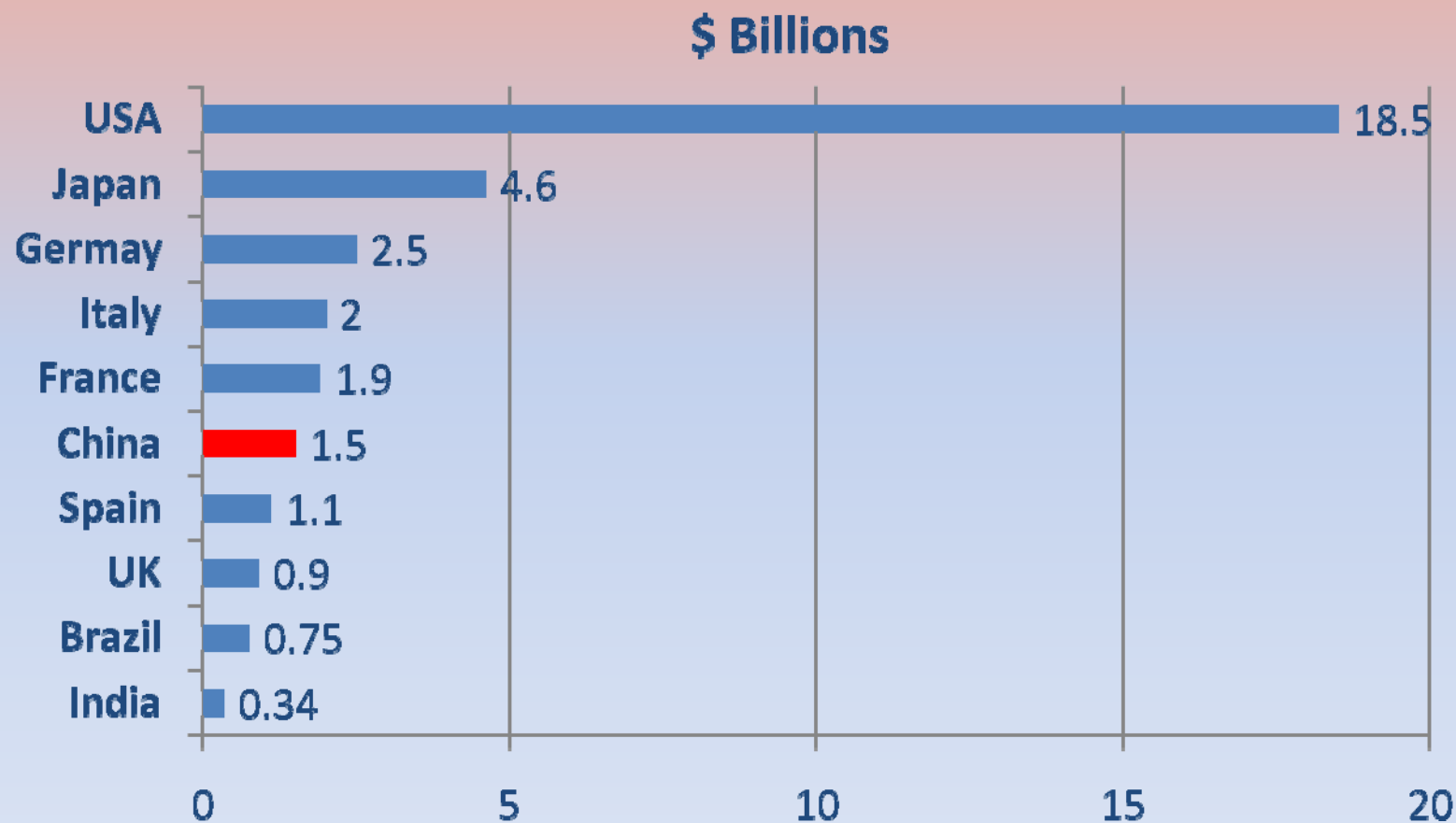


# The Chinese IVD Market

- Estimated at \$1.5 Billion USD
- Grew 25-30% in 2007 & 2008\*
- Projected Growth 2009 = 25-30%

\*Source: Whitney Research – Beijing, China and Littleton, MA USA  
eMail: [nat@whitneyresearch.com](mailto:nat@whitneyresearch.com)

# Top 10 IVD Markets\*



\*Source: McEvoy & Farmer - China IVD Summit, 27 Oct 08  
email: CarlMcE@aol.com

**China will be the  
3<sup>rd</sup> Largest  
IVD Market  
in  
2015**

# About



## Two Shows Each Year

### Spring 2009

Anchored in Shenzhen (Hong Kong)  
18-21 April 2009

### Fall 2009

Travels to Chinese Centers of Technical Excellence  
Date & Location TBA

# About



## Statistic Averages per Show

**90,000 sqm**

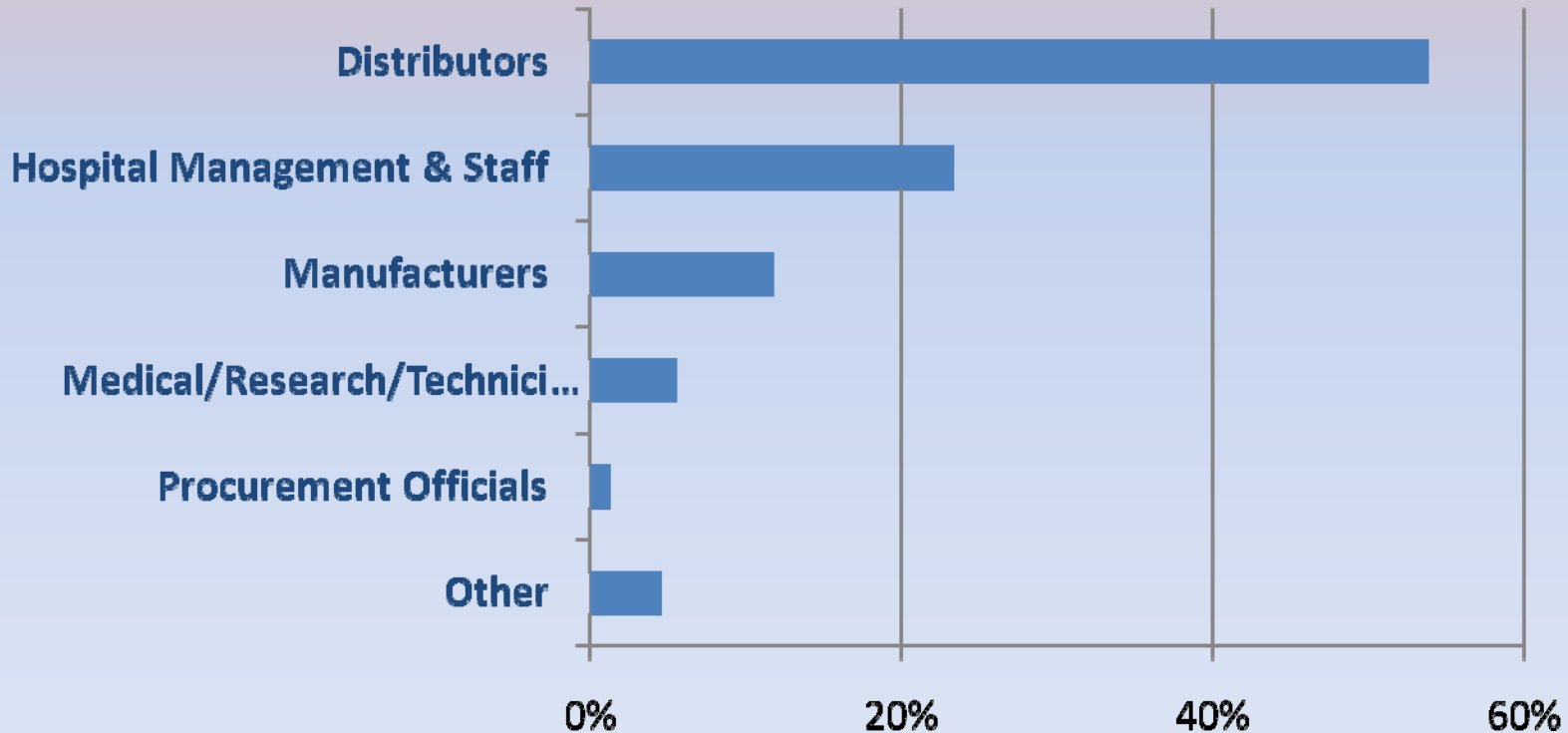
**1900+ Exhibitors**

**50,000 Visitors**

# Visitor Profile



## Job Function

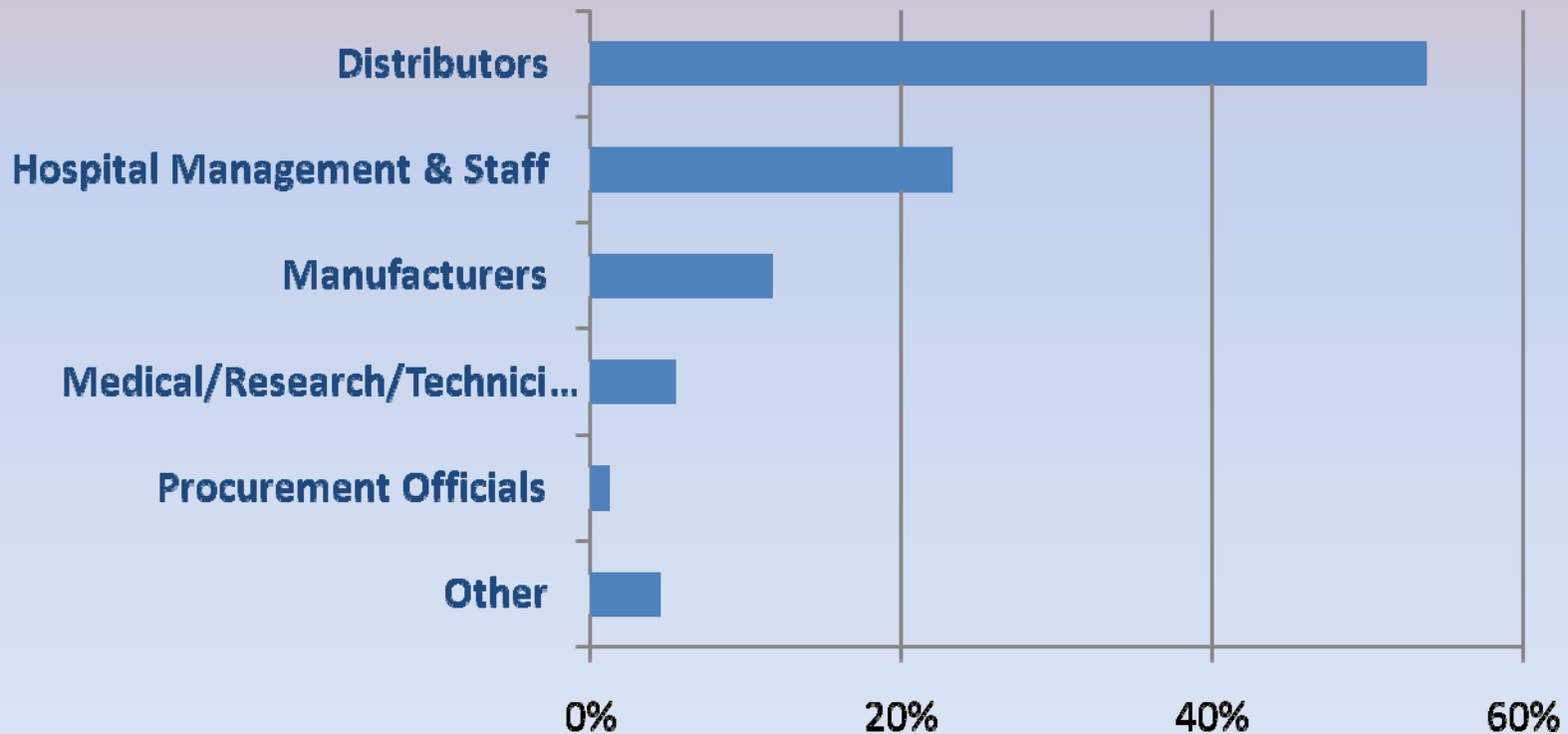




# Visitor Profile

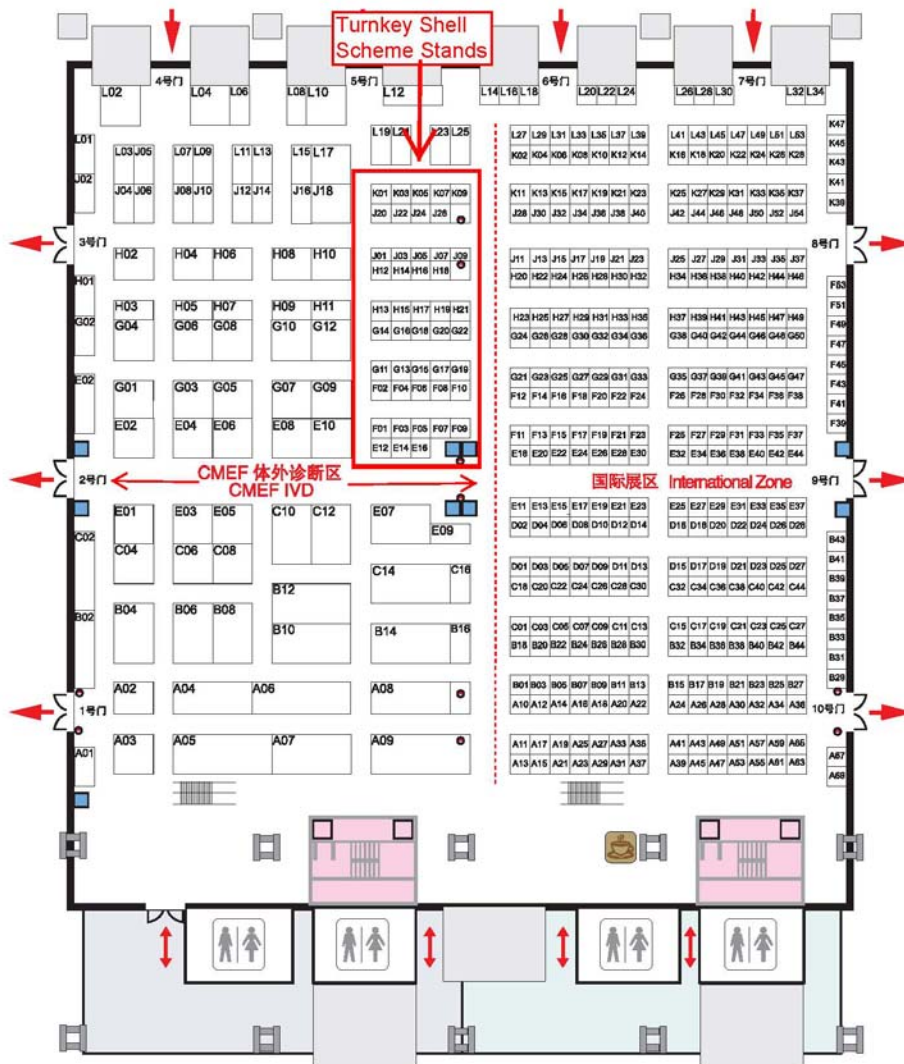


## Level of Decision Making

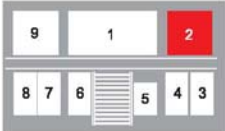


# Floor Plan – Spring Show (Shenzhen)





Hall 2



# Cost of Stand Space

## Spring 2009

### CMEF - IVD

Currency	Unit Cost	Shell Scheme*	Bare Space
	1 sqm	9 sqm	18 sqm (minimum)
¥ (RMB)	2,464	24,696	44,352
£ (BP)	196	1,960	3,520
€ (EURO)	246	2,470	4,435
\$ (USD)	362	3,632	6,522

Exchange rates as of 25 September 2008

Stand space is invoiced in RMB (¥)

\*The shell scheme Includes back and side walls, company name on fascia board in English & Chinese, carpet, 1 reception counter, 2 chairs, 2 spot lights, 1 electric socket (220V) and 1 waste basket



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**Shenzhen, China – 18-21 April 2009**

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# Scherago IVD Expo Clients



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