

**Press  
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## **MEDICAL FAIR INDIA 2016 in Mumbai: number of visitors exceeds expectations**

*Medical trade fair reports a 34% increase in visitors.*

The MEDICAL FAIR INDIA 2016, India's No. 1 Trade Fair for Hospitals, Health Centres and Clinics, has continued its successful development in the growth market India in impressive fashion. Over 10,700 professional visitors made their way to the Bombay Convention & Exhibition Centre in Mumbai during three intensive days of the trade fair. This corresponds to record growth of 34% compared to the previous event in Mumbai.

The exhibitor figures also benefited once again from the strong economic situation in the industry: 512 exhibitors from 16 countries presented their product innovations from the fields of medical technology and health management over an exhibition area of approx. 6,000 square metres, and unanimously praised a successful trade fair. All relevant Indian companies were represented in Mumbai, including numerous market leaders from Asia. 298 exhibitors from other countries bear witness to the growing internationality of the event. In addition to India, the largest exhibitor nations included China, Malaysia and Taiwan; Germany, France, Great Britain, Italy, Japan, Korea, Turkey, the UAE as well as the USA also took part in the trade fair. On the initiative of the Spectaris and ZVEI associations, Messe Düsseldorf organised an official joint company stand as part of the International Trade Fair Programme of the Federal Republic of Germany (AMP); this significantly facilitated participation in the trade fair for exhibitors, and offered both an optical as well as a price benefit through an attractive uniform image and favourable conditions.

Horst Giesen, Global Portfolio Director for the 'World of MEDICA' of the Messe Düsseldorf Group, gave a positive summary of the 22nd MEDICAL



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Öffentliche Verkehrsmittel:  
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Bus 722: Messe-Center Verwaltung

FAIR INDIA: "We did not expect such a volume of visitors up to the last day of the trade fair. The new products, many of them from the high-tech sector, found a very positive echo from professional visitors. Given extraordinary growth in the medical sector in one of the most populous countries in the world, we also expect a strong trade-fair business in future that can also benefit our European exhibitors. MEDICAL FAIR INDIA and the globally leading trade fair MEDICA complement each other".

The MEDICAL FAIR INDIA was accompanied by an extensive supporting programme. A high-calibre professional conference with the focal themes "Healthcare Branding, Marketing & Business Development" as well as "Innovating India with Healthcare Technology" offered decision makers from the clinic sector, medical professionals, dealers and players from industry and health management an ideal forum at which to obtain information on trends and to establish contacts.

Afzal Kamal, National Head of the leading professional journal for medical personnel in India, Medgate Today, again honoured particularly outstanding companies, hospitals and medical professionals during the 22nd MEDICAL FAIR INDIA. The renowned MT India Healthcare Award was presented to 32 participating Indian companies and personalities from various categories. For example, awards went to the best doctors in Cardiac Surgery, Surgery, Gynaecology and Oncology, as well as to personnel from the Healthcare sector (the Healthcare Personality of the Year), and to renowned companies such as Hindustan Medical Devices, Ribbel International Ltd. or Spencer India Technologies Ltd.



Visitors to the trade fair included numerous top decision makers from healthcare as well as renowned personalities such as Prof Dr Wali, Personal Doctor to the Indian President, Secretary General Anjan Bose and Dr Jitendar Sharma, Director NHRC & Advisor to Chief Minister Andhra Pradesh.

The next MEDICAL FAIR INDIA will be held from 6 to 8 April 2017 in New Delhi in line with the scheduled rotation.

Information is available online at: <http://www.medicalfair-india.com>.

The MEDICAL FAIR INDIA is part of the 'World of MEDICA' and is one of the long-established international medical trade fairs of the Messe Düsseldorf Group – organised in close cooperation with the world's largest medical trade fair MEDICA at the Düsseldorf location.

Information on the other international medical trade fairs of the Messe Düsseldorf Group can be found at: <http://www.world-of-medica.com>.

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**We would appreciate a specimen copy in the event of publication**

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## Exhibitor Response to MEDICAL FAIR INDIA 2016

**Björn Kallmeyer, Managing director of Kallmeyer Medizintechnik GmbH & Co. KG (Germany):** “For the first time our local partner Easycare, presented ERKA products. And with great success. With this we were able to greatly improve our name recognition in Mumbai und Delhi. For future expansion we are looking for additional local partners in other regions of the large Indian market.”

**Anand Singh, CEO of Thea Tex Healthcare (India) Pvt. Ltd.:** “An excellent show. We have launched a new product and booked several orders. Very professional expo. We were busy for all three days. We will certainly book for 2017!”

**Anjali Gaur, Manager Sales & Marketing of Medico Electrodes International Ltd.:** “Medical Fair India has always been a good experience. Response was good. Surely, we would like to book a stand next year also.”

**Devanshu Patel, Executive Director of Zeal Medical Pvt. Ltd.:** “Proud to be associated with Medical Fair India since the very start. It’s always been an upward graph and definitely will reach better heights.”

**Satya S. Gupta, Director of Galaxy India:** “We are thankful to Messe Düsseldorf India for giving us an excellent platform and audience. The show was organised in a professional way with great services. We got the maximum target audience.”

**Aditya Sarabhai, Managing Director of AV Consumables:** “Medical Fair India is a great place to make new contacts, meet up with existing clients and also one of the best places to know the pulse of the medical industry.

**Nikunj Kedia, Director of Bellcross Industries:** It’s a pleasure to be associated with a reputable brand in exhibition industry. As a brand Messe Düsseldorf is such that people fly from all over India to attend and participate in the Medical Fair India. For other exhibitions, Medical Fair India is the benchmark of how to do it. Every year we get new clients as well as new products.”

