



VISITOR  
PROFILE DATA

**MEDICA 2017**

www.medica.de

Member of MEDICAlliance



WORLD FORUM  
FOR MEDICINE

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## Results of the visitor and exhibitor survey MEDICA 2017

**No. of visitors** **123,500**

### Origin of visitors

Germany	37%
Abroad	63%

### Visitors from Germany

West	47%
South	20%
South West	14%
North	14%
East	5%

### Visitors from abroad

<b>Europe</b>	<b>67%</b>
- EU	78%
- Non-EU	22%
<b>Non Europe</b>	<b>33%</b>
- Asia	56%
- Africa	16%
- North America	15%
- South- and Central America	11%
- Australia	2%

### Visitors attendance statistics

Trade visitors	97%
First time visitors	32%
Average days spent at MEDICA	1.9 days

### Sector/occupation

Industry	23%
Trade	19%
Hospital/clinic	17%
Purchasing group	7%
Medical laboratory/institute	6%
Medical Care Centre	5%
Medical practise	5%
Physiotherapist practice	5%
Services	5%
Science and research	4%
Care	3%
Others	1%

### Competence about decisions

Decisive authority	47%
Co-decisive authority	41%
Consultative capacity	10%
Not involved in decision-making	2%

### Exhibit Area according to interest expressed/visitors interests (more than one response possible)

Electromedicine/medical technology	53%
Information and communication technology	31%
Diagnostica	30%
Disposables, commodities and consumer goods for practices and hospitals	29%
Physiotherapy/orthopaedic technology	26%
Operating tables, medical support units, medical furniture	19%
Laboratory technology	19%
First aid/emergency devices and equipment	11%
Publications	1%

### General assessment

Satisfactory	97%
Less satisfactory	3%

Compiled by: Messe Düsseldorf, as at 11/2017  
Subject to change without notice



**MEDICAlliance**

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