



2022医疗器械创新展 Medical Fair China 2022

苏州国际博览中心, 苏州, 中国
Suzhou International Expo Center, China

Member of  **MEDICAlliance**

2022.08.10-12

www.medicalfair.cn

主办单位 Hosts:



国际支持 Powered by:





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主办单位 Organizer:

杜塞尔多夫展览（上海）有限公司
Messe Düsseldorf (Shanghai) Co., Ltd.

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国家医疗器械产业技术创新服务联盟
China Service Alliance of Medical Devices Innovation

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Jiangsu CCPIT International Conference & Exhibition
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“十四五”强调要加快优质医疗资源扩容和区域均衡布局，加快医疗卫生机构特别是基层医疗卫生机构的升级与建设。我国医疗器械行业逐步进入到从“量”到“质”的快速变化期，表现为产品更为智慧、行业更为细分、资源更为共享。

The 14th Five-year Plan emphasizes the need to accelerate the expansion of high-quality medical resources and the balanced layout of the region, as well as the upgrading and construction of medical and health institutions, especially grassroots institutions. China's medical device industry has gradually entered a period of rapid change from "quantity" to "quality", which is manifested by smarter products, more segmented industries and more sharing of resources.

同时，随着人们保健意识增强，家庭健康管理越来越受到重视，医疗已不局限于专业的医疗机构，正在向家庭预防、康复等领域延展。这一新的医疗健康理念，带动家用医疗设备迅猛发展，并逐渐向智能化、多功能、可穿戴、远程医疗等方向升级。

At the same time, with the enhancement of people's awareness of health care, family health management has been paid more and more attention, medical treatment is not limited to professional medical institutions, is extended to family prevention, rehabilitation and other fields. This new medical and health concept drives the rapid development of home medical equipment, and gradually upgrades to intelligent, multi-functional, wearable, telemedicine and other directions.





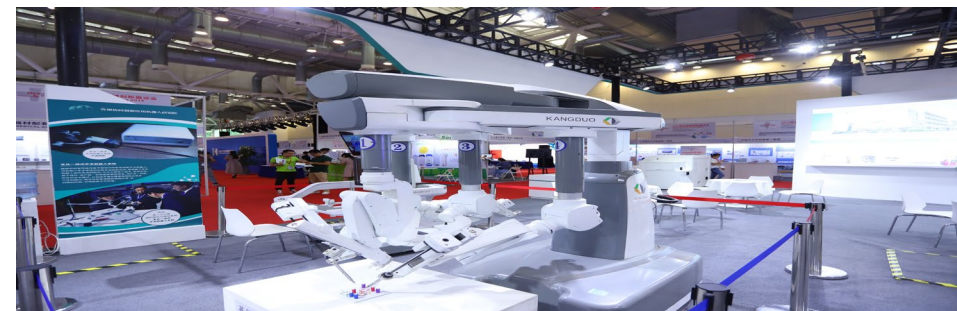
Medical Fair China

2022.08.10-12

医疗器械创新展 (MFC) 应时之需，本着洞察行业发展趋势，加速行业创新的宗旨，打造医疗器械行业独具特色的创新聚集地，汇聚全球领先的医疗器械行业上下游企业。并顺应当前的市场风向，进一步扩大**家用与可穿戴设备展区**并建立了**智慧医疗体验专区**，为观众展现最新的技术与产品，满足不断变化及提升的医疗市场需求，呈现出中国医疗器械行业的新面貌、新风尚、新思想、新浪潮。

Medical Fair China (MFC) with the purpose of gaining insight into the development trend of the industry and accelerating innovation in the industry, has created a unique innovation gathering place for the medical device industry, bringing together the world's leading upstream and downstream enterprises in the medical device industry.

In line with the current market trend, MFC further expands the **Home & Wearable Devices Zone** and establishes the **Smart Medical Zone** to show the latest technology and products for visitors, meet the changing and improving medical market demand, and present the new look, new style, new ideas and new wave of China's medical device industry.



Medical Fair China 2022
2022.08.10-12
苏州国际博览中心



上届展会回顾 MFC Review

302 个参展企业及品牌
Exhibitors

9 个参展国家及地区
exhibiting countries and regions

82%

的展商对本次展会感到满意
of exhibitors were satisfied with MFC 2019

85%

的展商愿意推荐MFC
of exhibitors are willing to recommend MFC

展商分析 Exhibitor Analysis



主要展商来源 (国家 / 地区)

Top Exhibiting Countries / Regions



中国
China



澳洲
Australia



日本
Japan



意大利
Italy

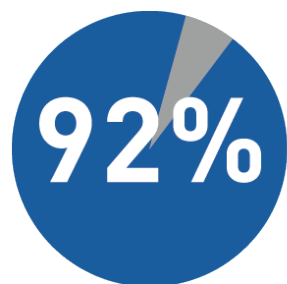


韩国
Korea

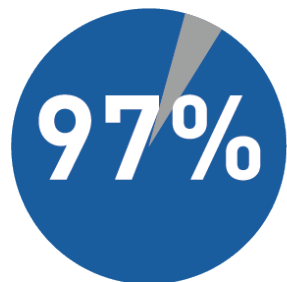
观众分析

Visitor Analysis

33 国家及地区
Countries and Regions



的观众对本次展会感到满意
of visitors were satisfied with MFC 2019



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观众决策权

Decision Makers

最终决策者
Decisive

11.5%

起重要作用
Crucial

24.9%



不涉及
No Participation

23.4%

起推荐作用
Advisory

40.2%

观众分析

Visitor Analysis

国内观众地域分布

Geographical Breakdown of Domestic Visitors

华东 East China **67.3%**

华北 North China **15.9%**

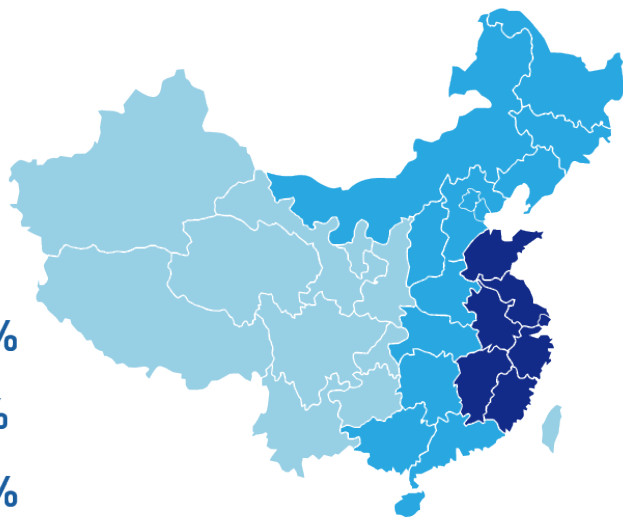
华南 South China **7.3%**

华中 Central China **4.5%**

西南 South West China **2.4%**

东北 North East China **1.4%**

西北 North West China **1.2%**



主要海外观众来源 (国家 / 地区)

Top Overseas Visitor Countries / Regions

印度尼西亚 Indonesia

日本 Japan

美国 USA

马来西亚 Malaysia

加拿大 Canada

澳大利亚 Australia

埃及 Egypt

波兰 Poland

巴西 Brazil



观众行业分布

Visitor by Company Industry

医疗器械研发机构及生产制造企业 Medical device R&D institutions and manufacturers	33.9%
医院及医疗机构 Hospitals and medical institutions	19.6%
医疗器械经销商，代理商及零售贸易商 Medical device dealers, agents and retail traders	13.2%
医疗器械原材料，元器件，零配件及软件采购及供应商 Purchasers and suppliers of medical equipment raw materials, components, accessories and software products	12.6%
投资机构 Investment organization	11.1%
政府机构及协会组织 Government agencies and associations	5.3%
大专院校及科研单位 Universities and research institutions	3.1%
其他行业 Others	1.2%

观众工作职能

Area of Responsibility

研发 R&D	19.1%
销售 / 分销 / 贸易 / 进出口 Trading	15.5%
最高管理层 Top management	11.0%
市场 / 公关 Marketing / PR	9.5%
采购 Purchasing	8.9%
工程 / 技术 Engineer / Technician	8.6%
商务洽谈（战略类） Business development	6.9%
政府人员 Government	4.8%
制造 / 生产 / 加工 / 设备 Manufacturing	4.5%
人力 / 行政 / 金融 HR / Admin / Finance	4.2%
咨询 Consultancy	4.2%
设计 / 创意 Design / Creative	2.4%
质量控制 / 核算 Quality control / Check	1.2%
教育 / 培训 Education / Training	0.9%

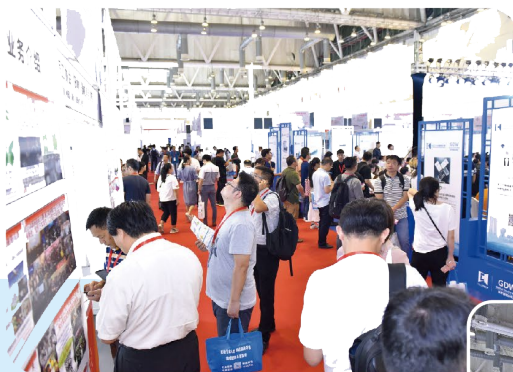


观众分析
Visitor Analysis

2022 展会主题 MFC 2022 Concept

后疫情时代，探索“双循环”发展格局下的中国
医疗器械未来。

*In the post-epidemic era, MFC will explore the future
of China's medical devices under the "dual
circulation" development model.*



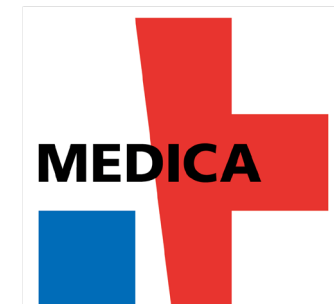
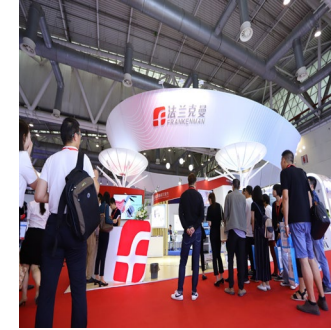
2022 展会亮点 MFC Highlights

- ★ 全球最大、最具影响力的医疗设备展览会**MEDICA**在中国的唯一子展

The satellite exhibition of MEDICA in China

- ★ 聚焦行业创新，集中展示全球医疗设备和先进技术，覆盖全产业链的综合服务平台

Focus on innovation, display the world's latest medical equipment and technology, providing an integrated service platform covering the whole industry chain



2022 展会亮点 MFC Highlights

全情打造家用&可穿戴设备展区体现医疗新理念，
引导、吸引终端用户

Create a home & wearable device exhibition area to reflect the
new medical concept, guide and attract end users

聚焦智慧医疗&数字健康等前沿技术和概念，打造智慧
医疗体验专区，以展示+体验区+论坛相结合的形式，吸
引高质量观众

Focusing on cutting-edge technologies and concepts such as
smart healthcare & digital health, the Smart Healthcare Hub
will be built to attract high-quality visitors with a combination
of display + experience+ forum

直接对话采购决策者，快速达成商业合作

Access to market trends, face to face with decision makers and
forge new business



2022 展品类别 MFC Product Categories

展品类别

家用和可穿戴设备
Home and wearable equipment

智慧医疗
Smart medical

体外诊断&即时检验
IVD & POCT

医用电子设备
Medical electronic equipment

医用耗材
Medical consumables

微创及植介入
Minimally invasive, implantable & interventional devices

公共卫生/防疫防护
Public Hygiene/Epidemic protection

原材料及配件
Raw materials and accessories



2022 目标观众 MFC Visitor Profile

- **医院及医疗机构 Hospitals and medical institutions:**

院长、副院长、主任、临床医生、设备科、采购科、医工科、科研处、信息科等

Presidents, vice presidents, directors, clinicians, equipment department, purchasing department, medical engineering department, scientific research office, information department

- **医疗器械经销商，代理商及零售贸易商**

Medical device dealers, agents and retail traders

- **大专院校及科研单位 Universities and research institutions**

生物学工程、自动化、生物工程、化学工程、高分子材料、物理、机械、电子、生物传感器、机器人等专业人士

Professionals in biomedical engineering, automation, bioengineering, chemical engineering, polymer materials, physics, machinery, electronics, biosensors, robots



2022 目标观众 MFC Visitor Profile

- **医疗器械研发机构及生产制造企业 Medical device R&D institutions and manufacturers**

设计人员、法规注册人员、临床前研究人员、临床试验人员、生产质量管理人员、市场营销人员

Designers, regulatory and registration officers, preclinical researchers, clinical trial personnel, production quality controllers, marketing personnel

- **医疗器械原材料，元器件，零配件及软件采购及供应商**

Purchasers and suppliers of medical equipment raw materials, components, accessories, software products

- **家用医疗设备终端用户 End users for home medical equipment**

- **投资机构 Investment companies**

- **政府机构及协会组织 Government agencies and associations**

法律法规制定及监管人员、招标采购管理人员、生物医药及医疗器械园区管理者、医疗器械创新服务机构、各医疗行业协会组织

Legislators and supervisors, tendering and procurement management personnel, biomedical and medical device park managers, medical device innovation services agencies, medical industry associations



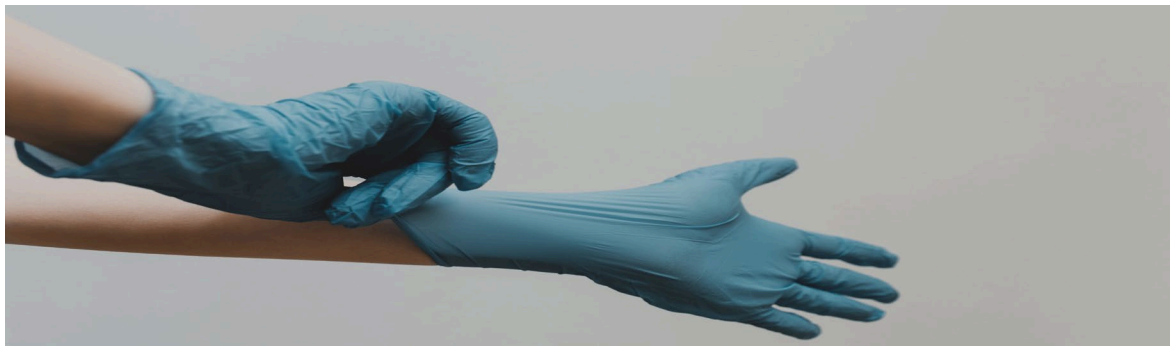
公共卫生健康防护专区 Public Health Protection Zone

新冠疫情已对世界经济发展和国内企业的生产经营造成严重影响，维系全球公共卫生体系的稳定与安全至关重要。面对新冠肺炎病毒变异与传播力增强等情况，全球医疗防护用品与公共卫生健康防护用品依旧面临长期短缺。中国已开放商业渠道供多国进口急需的个人防护用品和医疗设备，而江苏作为我国医疗器械产业大省，医疗产业集群持续释放强劲动能。

The COVID-19 epidemic has had a serious impact on the world economy and the production and operation of domestic enterprises. It is of vital importance to maintain the stability and security of the global public health system. So far, the world continues to face chronic shortages of medical and public health protection supplies. China has opened commercial channels for many countries to import much-needed personal protective equipment and medical equipment. Jiangsu as a major province in China's medical device industry continues to show strong momentum.

公共卫生健康防护专区由[江苏贸促国际会展有限公司](#)承办，产品分类涵盖疫情防控物资全产业链，方便需求方一站式商贸采购,为企业提供更多贸易机遇。

The public health protection zone is undertaken by [Jiangsu Trade International Exhibition Co., Ltd.](#) The product classification covers the whole industrial chain of epidemic prevention and control materials, which provides one-stop trade and more trade opportunities for enterprises.



公共卫生健康防护专区 Public Health Protection Zone

专区亮点 Highlights

- 聚焦防护物资产业链，筑牢公共卫生安全防护网
Focus on the industrial chain of protective materials
- 汇集专业买家资源，打破信息不对称等障碍
Gathering resources of professional buyers
- 同期举办“公共卫生安全与防疫大讲堂”专题讲座，推动贸易便利化
Concurrent lectures on "Public Health Safety and Epidemic Prevention"
- 开启B2B与线上云对接双线洽谈新模式，搭建精准对接桥梁
Online B2B matchmaking provides accurate business connection



2022 同期活动

MFC Concurrent Event



FTR4H 演讲嘉宾阵容

FTR4H Speaker Lineup



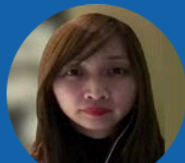
Mark Wächter

Chief Evangelist
FTR4H



Adam Tang

Vice President
Qhealth Trusted Doctors



Amelie

Director
Moonbay Capital



David Li

Executive Director
Shenzhen Open Innovation Lab



Douglas Corley

CEO
DHB Global



George Wang

VP
Johnson & Johnson
Medical Shanghai



Mathew Jafarzadeh

Co-Founder and CEO
CosmoAesthetics



Paul Wang

President
Ferryman Club



Irina Efimenko

Global CEO
Semantic Hub



Dr Marten Erik Brelen

Associate Professor
The Chinese University
of Hong Kong



Mohamed Zahir Alimohamed

Co-founder
Tanzania Human Genetics
Organization



Nayoung Mathiesen

Founder & CEO
STIA China



Hong Wa Poon

Senior Digital Scout
BI X China



Hailiang Shi

Founder & CEO
LIVE2LIFE



Dr. Hassan Mshinda

Fondation Botnar
Tanzania



Nicole Bu

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Holmusk



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XNode



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Marketing Director
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Jiliang Ma

CEO
Modoo



Zhangyi Qin

General Manager of South China
Xiamen C&D HITEK



Chuan de la Hoss

CEO
AWB Health



Bechara Saab

CEO & Chief Scientist
Mobio Interactive



Gowthama Adithya Raghupathi

Managing Director
Sendan Limited



Farhan Yusuf

Pharmacist



Essa Mohamedali

Co-founder
Community Manager

2022 展位价格 MFC Booth Price

光地展位 Space Only

1800元/平方米，36平方米起订

1800 RMB per sqm, bookable from 36 sqm

光地是展商自行设计展位的理想之选

Empty floor space is ideal for exhibitors want to design their own stand.

标准展位 Stand Package

2100元/平方米，9平方米起订

2100 RMB per sqm, bookable from 9 sqm

*标准展位配置：展墙、3把椅子、1个问询台、1个桌子、3只聚光灯、接地插座、废纸篓、1个资料架

*Shell Scheme Package Stand: Wall construction, 3 chairs, 1 information desk, 1 table, 3 spotlights, socket, wastepaper basket, 1 brochure holder.





Medical Fair China

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参展/参会详情，敬请联络

For more information, please contact

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Messe Düsseldorf (Shanghai) Co.,Ltd | Beijing Branch Office

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