



2023医疗器械创新展 Medical Fair China 2023

苏州国际博览中心, 苏州, 中国

Suzhou International Expo Center, China

Member of  MEDICAlliance

2023.08.23-25

www.medicalfair.cn

主办单位 Hosts:



国际支持 Powered by:



近几年，中国医疗器械市场规模保持高速增长，目前占据全球医疗器械市场近20%的份额，且占比还在持续提高。

我国医疗器械行业持续受三大因素的拉动：（1）人口老龄化；（2）人均可支配收入增长；（3）医院、诊所服务需求加强，2020、2021年更是在抗疫需求的强力拉动下加速发展（行业复合增速从前阶段的19.2%提升至23.3%），2021年我国医疗器械行业规模预计可达9,500亿元，较2020年增长14.8%。随着国家出台各类政策推进医疗基础设施的持续完善，预测在2025年中国医疗器械市场规模将突破万亿元，达到14,010亿元。

In recent years, the scale of China's medical device market has maintained a rapid growth, occupying nearly 20% of the global medical device market share, and the proportion is continuing to increase.

China's medical device industry is continuously driven by three major factors: (1) Population aging; (2) Per capita disposable income growth; (3) The demand for hospital and clinic services is strengthened, and the development is accelerated in 2020 and 2021 under the strong pull of the anti-epidemic demand (the compound growth rate of the industry increased from 19.2% in the previous stage to 23.3%). The scale of China's medical device industry is expected to reach 950 billion RMB in 2021, up 14.8% from 2020. With the introduction of various national policies to promote the continuous improvement of medical infrastructure, it is predicted that in 2025, the scale of China's medical device market will reach 140.1 billion RMB.



当前，伴随着大众健康意识的不断提升，以及“健康中国2030”战略的持续推进，大健康产业发展迅猛，带动了一大批先进技术在临床上的最终落地和转化，国内创新药、生物技术、新型医疗器械、诊断以及数字科技蓬勃发展。

Medical Fair China 2023 以“智造健康”为主题，直接并全面服务于医疗器械行业从源头到终端整条医疗产业链，汇聚国内外先进医疗科技产品，推动产业升级和行业创新发展，助力“健康中国”建设。展会将继续坚持自身国际化、专业化的特色，为国内外医疗从业者提供学习、交流、采购的专业化平台！

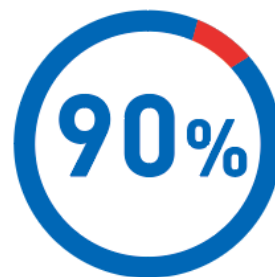
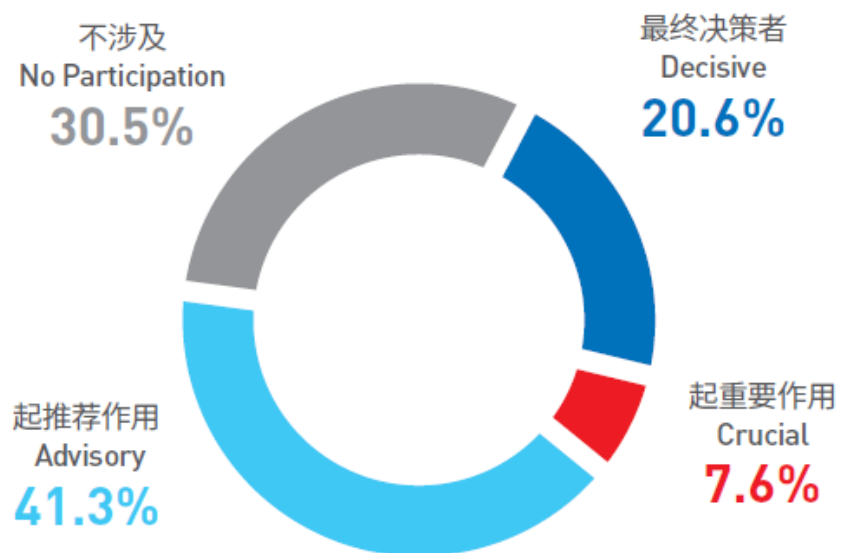
At present, with the continuous improvement of public health awareness and the continuous promotion of the "Healthy China 2030" strategy, the rapid development of the big health industry has led to the final landing and transformation of a large number of advanced technologies and the vigorous development of domestic innovative drugs, biotechnology, new medical devices, diagnostics and digital technologies.

Medical Fair China 2023, with the theme of "Drive the development of healthcare", will serve the entire medical industry chain from source to end of the medical device industry, bringing together advanced medical technology products, promoting industrial upgrading and innovation.

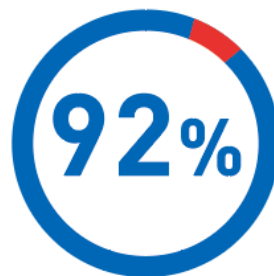


展会观众分析 MFC Visitor Analysis

观众决策权 Decision Makers



的观众对本次展会感到满意
of visitors were satisfied with MFC 2022



的观众愿意推荐MFC
of visitors are willing to recommend MFC



展会观众分析

MFC Visitor Analysis

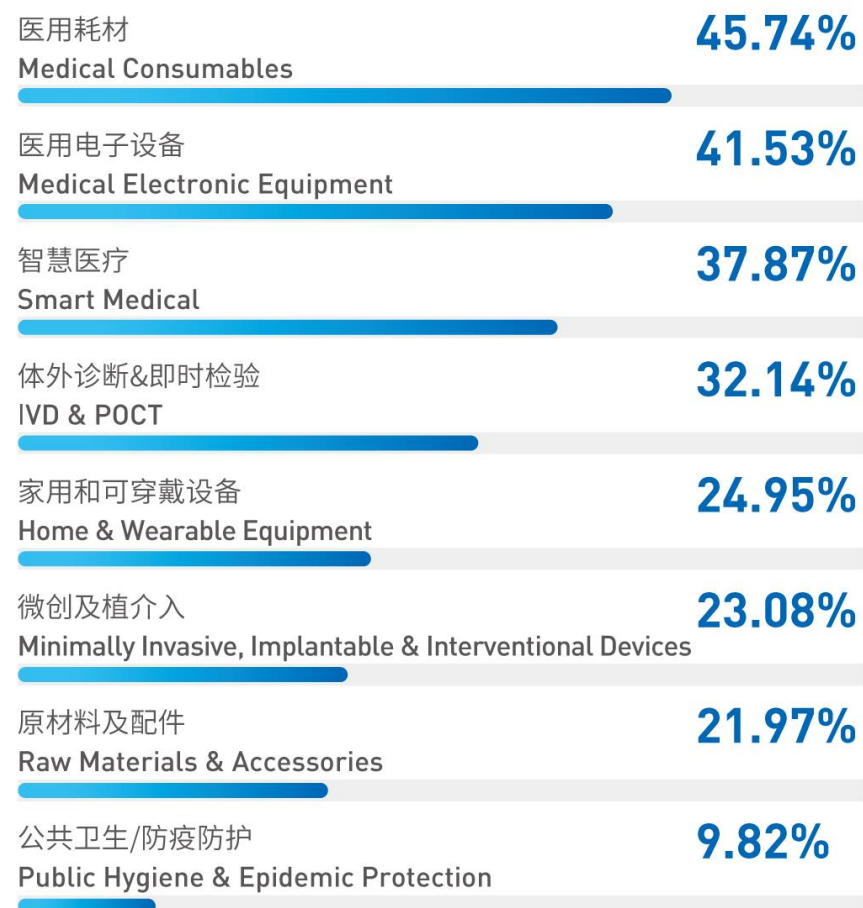
国内观众地域分布 (重点城市)

Geographical Breakdown of Domestic Visitors (Top Cities)



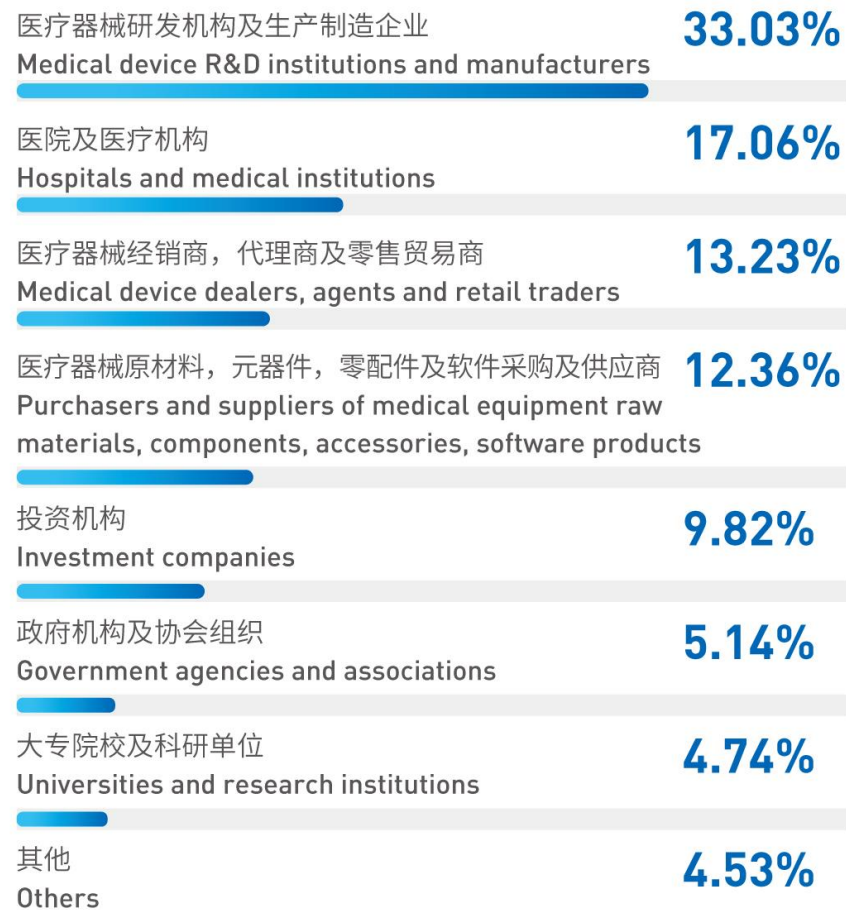
感兴趣的产品类别

Main Products of Interest



观众行业分布

Visitor by Company Industry



参观展会的主要目的

Main Purposes of Visiting





Medical Fair China

2023.08.23-25

2023 年展会预期 MFC 2023 Key Facts



2022世界医疗论坛国际展览会与会议
MEDICA 2022



2023医疗器械创新展
Medical Fair China 2023

期待再会!

See you Next Fair!



展览面积
Exhibition area
10,000m²



展商数量
No. of exhibitors
200



观众数量
No. of Visitors
10,000



论坛演讲
Forum Speeches
20+

2023 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
- ★ 聚焦行业创新智造，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
- ★ 扩大体外诊断展区，囊括免疫、生化、精准、肿瘤、血液、微生物、分子等我国诊断试剂行业全部构成产品
Expanded IVD exhibition area, including immune, biochemical, precision, oncology, blood, microbiology, molecular and other diagnostic reagents industry
- ★ 打造家用&可穿戴设备展区，体现医疗创新理念，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
- ★ 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



2023 MFC 展品类别 2023 Product Categories



体外诊断&即时检验
IVD & POCT



家用和可穿戴设备
Home and wearable equipment



医用电子设备
Medical electronic equipment



医用耗材
Medical consumables



原材料及配件
Raw materials and accessories



智慧医疗
Smart medical



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



微创及植介入
Minimally Invasive, Implantable
& Interventional Devices

2023 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



2023 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





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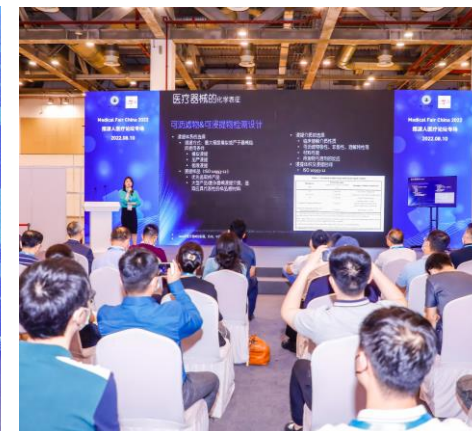
2023 MFC 同期活动 2023 MFC Concurrent Event



摆渡人SCM俱乐部
FC-SCMP CLUB

摆渡人医疗论坛

Ferryman Club Medical Forum



2023 MFC 同期活动
2023 MFC Concurrent Event



2023 MFC 展位价格

2023 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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