



[www.medicalfair.cn](http://www.medicalfair.cn)

# 医疗器械创新展 暨医疗仪器设备(苏州)展览会 Medical Fair China 2023

Member of  MEDICAlliance 全球医疗系列展成员

## 展后报告 POST SHOW REPORT



官方微信 Official WeChat



国际支持 Powered by :



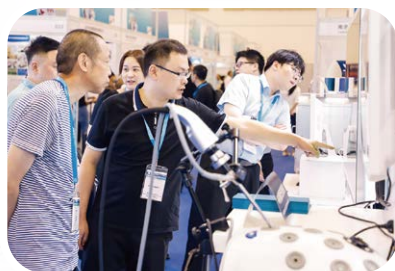
# 展会数据

## Exhibition Facts & Figures



展会时间  
Date 2023年8月23-25日  
August 23-25, 2023

展会地点  
Venue 苏州国际博览中心 B馆 & C馆  
Suzhou International Expo Centre Hall B & Hall C





# 展商分析

## Exhibitor Analysis

350 个参展企业及品牌  
Exhibitors

92%

的展商对本次展会感到满意  
of exhibitors were satisfied with MFC 2023

88%

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



### 展商声音 Voices of Exhibitor



“

医疗器械创新展提供了一个非常好的交流平台，展示了最新技术，希望和主办方一起将展会打造成全民大健康的综合平台，助力“健康中国”建设

Medical Fair China provides a brilliant communication platform, showing the latest technology, and we hope to work with the organizers to build the exhibition into a comprehensive platform for national health and help the construction of “Healthy China”

”

杨小云 女士

Ms. Yang Xiaoyun

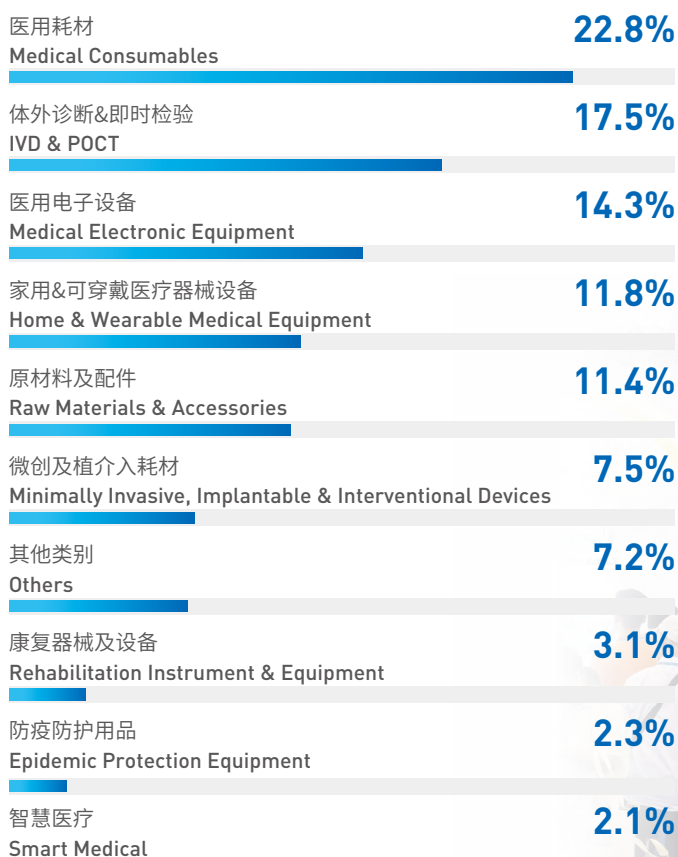
深圳攀高医疗电子有限公司副总经理

Deputy General Manager of

Shenzhen Pangao Medical Electronics

### 展商行业分类

#### Exhibitors by Industry



# 观众分析

## Visitors Analysis

9,215 观众  
Visitors

观众观展频率分析  
Frequency of Visits



首次观展  
First-time Visit 57.9%

多次观展  
Multiple-time Visit 42.1%

### 国际观众分布(重点国家)

Geographical Breakdown of Overseas Visitors  
(Top Countries)



### 国内观众地域分布(重点省市)

Geographical Breakdown of Domestic Visitors  
(Top Provinces and Cities)



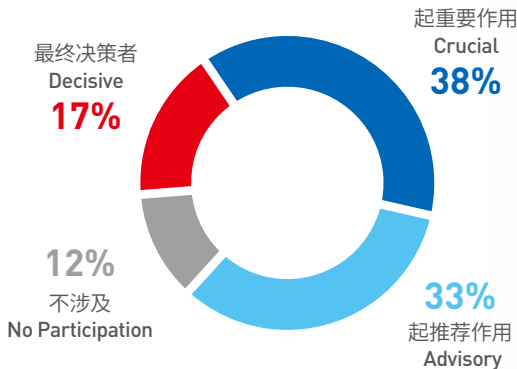
的观众对本次展会感到满意  
of visitors were satisfied with  
MFC 2023



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

### 观众决策权

Decision Makers



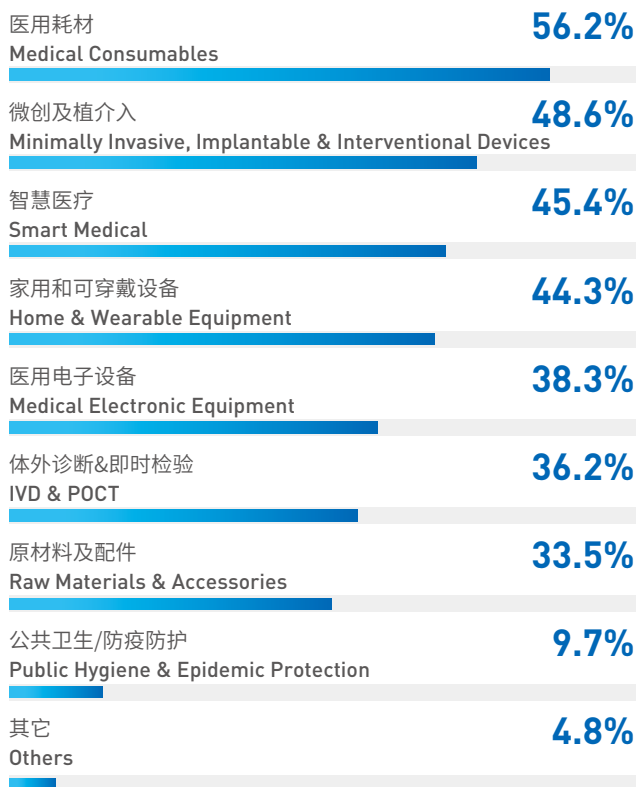
# 观众分析

## Visitors Analysis



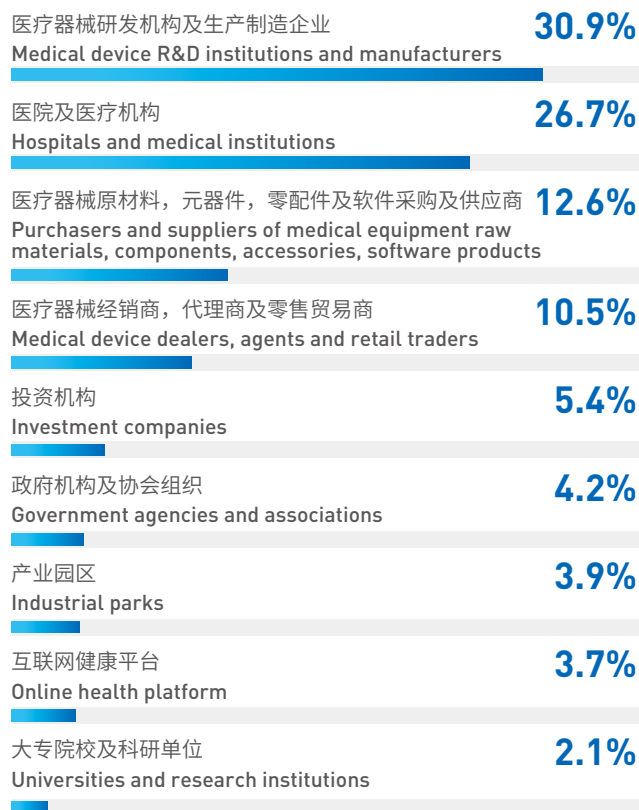
### 感兴趣的产品类别

#### 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

73.7%

了解最新的市场 / 产品信息

To acquire latest market trends / product information

37.5%

采购产品

To purchase products

30.2%

寻求上游产品供应商

To seek upstream product suppliers

22.1%

寻求制造商

To seek manufacture

19.4%

学习交流, 拓展人脉

To learn, exchange and network

12.4%

寻求具体问题的解决方案

To seek solutions to specific problems

11.8%

销售/分销

Sales/Distribution

9.1%

了解更多同行业竞争信息

To know more about competing companies

7.5%

参加同期会议&活动

To attend conferences & seminars



# 精彩同期论坛 Concurrent Forums

聚焦行业热点

同期论坛座无虚席

Focusing on Industry Trends

Concurrent Forums Were Packed to Capacity

2023.08.23

摆渡人供应链医疗创新论坛  
Ferryman Club Supply Chain Medical  
Innovation Forum



数字疗法与智能康复研讨会  
Digital Therapy and Intelligent  
Rehabilitation Seminar

中欧创新医疗器械国际合作与交流论坛  
EU-China International Cooperation  
and Exchange Forum on Innovative  
Medical Devices



# 精彩同期论坛 Concurrent Forums

2023.08.24

## FTR4H 数字医疗论坛 FTR4H-Digital Health Forum

论坛主题：大数据，人工智能与个性化的医疗创新  
Forum Theme: DATA, AI and PERSONALIZATION at SCALE



## 国内国际医疗器械采购论坛 Domestic and International Medical Device Procurement Forum

## 数字化转型与合规论坛 Digital Transformation and Compliance Forum



2023.08.25

## 医疗器械行业合规管理论坛 Medical Device Industry Compliance Management Forum







# 医疗器械创新展

## Medical Fair China 2024

[www.medicalfair.cn](http://www.medicalfair.cn)

Member of  MEDICAlliance 全球医疗系列展成员

**2024.08.21-23**

苏州国际博览中心, 苏州, 中国

Suzhou International Expo Centre, China



官方微信 Official WeChat



国际支持 Powered by :

