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## 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



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## 展会数据

## **Exhibition Facts & Figures**

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

展会地点 苏州国际博览中心 B馆 & C馆

Venue 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



#### 展商行业分类 Exhibitors by Industry

医用耗材 Medical Consumables	22.8%
体外诊断&即时检验 IVD & POCT	17.5%
医用电子设备 Medical Electronic Equipment	14.3%
家用&可穿戴医疗器械设备 Home & Wearable Medical Equipment	11.8%
原材料及配件 Raw Materials & Accessories	11.4%
微创及植介入耗材 Minimally Invasive, Implantable & Interventional Devices	7.5%
其他类别 Others	7.2%
康复器械及设备 Rehabilitation Instrument & Equipment	3.1%
防疫防护用品 Epidemic Protection Equipment	2.3%
智慧医疗 Smart Medical	2.1%

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



## 观众分析

**Visitors Analysis** 

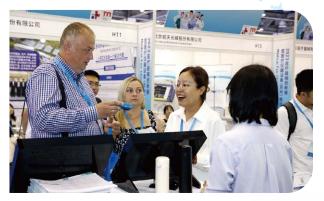
**9,215** 观众 Visitors

道次观展 **57.9**% First-time Visit **57.9**% Frequency of Visits タ次观展 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)



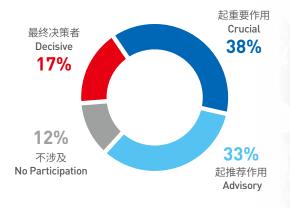
93%

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

92%

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

医用耗材 Medical Consumables	56.2%
微创及植介入 Minimally Invasive, Implantable & Interventional Dev	<b>48.6%</b> ices
智慧医疗 Smart Medical	45.4%
家用和可穿戴设备 Home & Wearable Equipment	44.3%
医用电子设备 Medical Electronic Equipment	38.3%
体外诊断&即时检验 IVD & POCT	36.2%
原材料及配件 Raw Materials & Accessories	33.5%
公共卫生/防疫防护 Public Hygiene & Epidemic Protection	9.7%
其它 Others	4.8%

#### 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	30.9%
医院及医疗机构 Hospitals and medical institutions	26.7%
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 product	
医疗器械经销商,代理商及零售贸易商 Medical device dealers, agents and retail traders	10.5%
投资机构 Investment companies	5.4%
政府机构及协会组织 Government agencies and associations	4.2%
产业园区 Industrial parks	3.9%
互联网健康平台 Online health platform	3.7%
大专院校及科研单位 Universities and research institutions	2.1%















#### 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

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



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



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



#### **Concurrent Forums**

2023.08.24

#### FTR4H 数字医疗论坛 FTR4H-Digita 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

PANEL DISCUSSION 圆桌

GUEST 嘉宾



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





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## 2024.08.21-23

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



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