

Press Release | August 2024

Medical Fair China 2024
Suzhou International Expo Centre, China
21-23 August 2024



MFC 2024 Concluded Successfully in Suzhou, Leading the Industry's Future through Innovation Breakthroughs.

Medical Fair China (MFC), organized by Messe Düsseldorf (Shanghai) Co., Ltd. was successfully concluded at Suzhou International Expo Center on August 23, 2024. With the theme "Supply Chain Collaboration for Medical Innovation", MFC 2024 brought together 320 renowned companies from the fields of medical device manufacturing, production, and R&D, showcasing numerous groundbreaking innovations and highlighting the industry's cutting-edge trends and future development directions. This year, MFC was co-located with REHACARE 2024, drawing active participation from 11,320 professional visitors, experts, scholars, and industry professionals, which marks the increase of 23% compared to the last edition. It's worth mentioning that this year's MFC featured a strong international presence, attracting a significant number of overseas attendees from countries such as Canada, Japan, India, Thailand, and Singapore. This diverse participation fostered cross-border technology exchange and business collaboration.

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As the organizer, Ms. Evian Gu, General Manager of Messe Düsseldorf (Shanghai) Co., Ltd., expressed her high regard for MFC 2024. She stated: "MFC exceeded expectations in showcasing the latest advancements and innovations in medical technology, with the number of professional attendees reaching a new record high. This further solidifies MFC's important role in driving the future development of China's medical industry."

As the exclusive satellite trade fair of MEDICA in China, the Medical Fair China (MFC) places innovation at its core, consistently showcasing latest technologies and solutions. MFC has turned into a crucial platform propelling the development of the medical device industry. By bringing together the world's leading technologies and innovative products, the exhibition has expedited the modernization and digitalization of the healthcare sector, offered opportunities for local medical device companies to showcase and collaborate. Meanwhile, MFC also introduced advanced technologies and concepts, facilitating the exchange of Chinese and foreign technologies.

Exhibition Layout with highlights, and innovative wearable devices leading the future.

MFC 2024 featured several highly representative exhibition zones, including wearable devices, in vitro diagnostics (IVD), and medical electronic devices. These exhibition zones showcased the most advanced medical products and technologies from home and abroad, bringing new breakthroughs to the industry.

The **Wearable Technologies Zone** was a brand new highlight of MFC 2024, drawing significant attention with its innovative designs and cutting-edge technologies. This zone



showcased the latest in smart wearable technologies and products, ranging from card-type health monitors to smartwatches, offering a wide variety of options. These devices demonstrate significant potential in areas such as precision health monitoring, chronic disease management, and telemedicine. Particularly under the current "Healthy China" initiative, wearable devices are becoming increasingly favored in medical and health services due to their portability and intelligent features.



The section featured numerous renowned companies, including **Huawei, ChoiceMMed, Hanwang, Henkel, WG, Pango and Benefm**, each showcasing their latest innovations and breakthroughs in wearable technology. Huawei displayed its leading new smartwatch series, offering precise health monitoring and intelligent features; ChoiceMMed presented its highly anticipated new product, a card-type multi-parameter monitor, which integrates the functions of traditional blood pressure monitors with enhanced size, accuracy, and intelligence; Pango introduced various electronic arm-type blood pressure monitors and oxygen concentrators equipped with advanced data analysis functions for personalized health recommendations; Hanwang showcased its latest health management solutions, enhancing the convenience of personal health management through smart devices. Each exhibit in the section combined technological sophistication with comfort, reflecting new trends in future health management. The section not only allowed visitors to experience the transformation brought by wearable technology but also provided a platform for industry experts and audiences to engage effectively, demonstrating how technology is shaping healthier lifestyles.

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In vitro diagnostics (IVD) technology has always played a crucial role in the medical industry, aiding in the early diagnosis of diseases, personalized treatment, and health management by analyzing in vitro samples. IVD technology not only improves diagnostic accuracy and optimizes treatment plans but also drives the development of personalized medicine. MFC 2024 featured an **IVD zone** that brought together numerous top-tier companies, including Mitrassist Lifesciences, Anbio Biotechnology, BioRegen Biomedical, i-SENS, Lysun Biotechnology, Lansion Biotechnology, Maiyue Bio-technology, OriginGene-tech Biotechnology and Smart Health Biotech, showcasing a wide range of technologies from high-precision diagnostic equipment to portable testing platforms. These exhibitors presented the latest molecular diagnostics technologies, intelligent analysis systems, and convenient non-invasive testing solutions, highlighting the immense innovative potential in the field of IVD. The comprehensive and diverse exhibits and technologies in this section not only underscore the rapid development of the IVD industry but also offer numerous business collaboration opportunities for medical professionals.

The **Medical Electronic Devices zone** prominently showcased a variety of state-of-the-art medical electronic devices, covering multiple fields such as diagnostics, treatment, and monitoring. As one of the core components of the exhibition, this area drew the attention of numerous well-known medical device manufacturers and technology research institutions. Shenzhen Ruibang Medical Technology Co., Ltd., with its extensive R&D experience in this field, presented its Type 3 pure tone audiometer, an essential hearing assessment device widely used in ENT clinics, hearing centers, and hospital audiology departments.



Besides, many other prominent medical enterprises such as Saikang, Pukang Medical,

Caina Medical, Biobase, maxon, Yeecon Medical, Kangni Smart, WuXi AppTec, Deneng Medical, Mid-Link Group, Glory Tang, Lingli Medical, Haiwin Medtech, Transmed, Changchun New Industry, and Tonghe Litai, as well as Suzhou Association for Medical Device Industry and Hainan Haiping International Medical Device Industrial Park also participated in MFC 2024.



At MFC 2024, the special zone for transforming the achievements of medical device innovation, meticulously planned by the China Association of Medical Equipment, the Zhejiang Medical Device Industry Intellectual Property Alliance and the Zhejiang Medical Device Industry Association, has received widespread attention. This special zone focuses on translating cutting-edge technologies and research results into practical applications by bringing together innovative enterprises, scientific research institutions and technology transformation experts. It not only showcases successful cases of technology applications, but also provides an important channel for interaction and collaboration for the industry.

As an exhibitor, Ms. Tang Yu, Product Manager from Hanwang Healthcare, gave high praise to the MFC 2024. She said, "The exhibition is highly professional and provides exhibitors with direct opportunities to engage with potential global customers and partners, helping to explore new markets and foster business collaborations."

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The concurrent forums offered rich content and profound insights into industry development

MFC 2024 featured more than ten concurrent thematic forums, and over 120 speakers were invited to engage in live discussions and sharing sessions. The forums lured 1200 visitors and covered a diverse range of hot topics, providing valuable insights for the future development of the industry.

In terms of technological innovation, MFC 2024 hosted the Wearable Technologies Conference, inviting over a dozen industry experts from internationally renowned companies such as Huawei, August International, Solventum, AusMed, Bosch, Henkel, Nitto Denko, Actywell, and Benevolence Medical. The conference focused on the latest advancements in sensor technology, real-time monitoring, IoT health, and telemedicine, while also exploring the application prospects of wearable devices in health management and medical interventions. Additionally, the Medical Innovation Translation Forum, jointly organized by the China Association of Medical Equipment, Zhejiang Medical Device Industry Intellectual Property Alliance and Zhejiang Medical Device Industry Association, brought together innovators, researchers, investors, and policymakers from the medical industry. Discussions in this forum encompassed the challenges and opportunities of technology translation, pathways from R&D to market, and strategies for addressing technical and regulatory issues in practical applications.

As the global medical device market continues to expand and the internationalize, Chinese companies are actively seeking to enter emerging and established markets to broaden their business scope and enhance global competitiveness. To better support domestic medical companies in expanding overseas, MFC 2024 hosted several forums on-site, including "Focus on Southeast Asia: International Market Strategy for Medical Devices Enterprises," "Suzhou's Second Medical Device Industry Global Expansion Conference," and "Global



Strategy Compass: The Great Sailing Era of Chinese Medical Devices." These forums brought together experts from both domestic and international regions to share successful market entry strategies and experiences, explore global medical trends, policy dynamics, and strategic collaboration opportunities. Through these discussions, the forum provided participants with valuable global perspectives, fostering cross-border cooperation and exchange, and accelerating the internationalization of the medical industry.



Mr. Shi, Purchasing Manager from MEDICAOM Canada, remarked, "Unlike traditional exhibitions, MFC places a stronger emphasis on cutting-edge innovation in medical technology. The concurrent forums offered a wide range of topics, providing attendees with valuable opportunities for in-depth knowledge sharing and exchange."

The next Medical Fair China (MFC) is scheduled to be held at Suzhou International Expo Center from August 20-22, 2025. For more information, please visit <https://www.medicalfair.cn/en>

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Background information on organizer

Messe Düsseldorf (Shanghai) Co., Ltd.

As one of the Asian subsidiaries of "Messe Düsseldorf for Asia" (MDfA), established in 2009, Messe Düsseldorf Shanghai (MDS) is committed to introducing industry leading trade fairs to China and providing Chinese and international customers with superior exhibition services. MDS is successfully holding 14 leading trade fairs and conferences in China, covering a broad range of industries including printing, packaging, wire and tube, plastics, medical devices, rehabilitation, retail, safety and health, wine & spirits and caravanning. With a workforce of 60+ fulltime employees, the company's head office is located in Shanghai with a branch office in Beijing. For more information about MDS, please visit www.mds.cn.

Messe Düsseldorf for Asia

As one of the world's top exhibition organizers, the Messe Düsseldorf Group is excellently positioned in the growth region of Asia: This includes five subsidiaries in four of the world's largest economies: China, India, Japan and ASEAN/Southeast Asia. The regional hub "Messe Düsseldorf for Asia" (MDfA) unites the subsidiaries in one centrally coordinated network. This efficient structure is designed to promote even more growth in Asia and leverage feedback effects for the world-leading trade shows in Düsseldorf. Customers will benefit from offerings in Asia that are tailored to regional needs, central points of contact and even stronger business platforms - both in Asia and Düsseldorf, Germany. For more information about MDfA, please visit <https://www.md-for-asia.com/>





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