

CMEF IVD

The IVD Area of
China International Medical Equipment Fair

Scherago International
Agent for the Americas and Europe
www.scherago.com/cmef-ivd

The Chinese IVD Market

- ▶ Estimated at \$3.2 Billion USD*
- ▶ 25-30% Growth 2007-11
- ▶ 15%-20% Growth 2012-15
- ▶ By Country, the 3rd Largest IVD Market (after US and Japan)

*Source: Whitney Research – Beijing, China and Boston, MA USA

The Growth Drivers

Prosperity

- ▶ Annual GDP 8%+ for the Last Decade
- ▶ One Million Chinese Enter the Middle Class Each Year

2009 Stimulus Package

As Part of the Chinese Stimulus Package, the Chinese government will ...

- ▶ Spent \$120 billion by 2010 to establish universal healthcare coverage of 1.3 billion people
- ▶ Build/upgrade 400 hospitals each year for the next 8 years



The Umbrella Show

▶ Statistics (Average/Edition)

- ▷ 100,000 sqm (1,000,000 sq ft)
- ▷ 2400 Exhibitors
- ▷ 73,000 Visitors

▶ Visitors (Average/Edition)

- ▷ Distributors 54%
- ▷ Hospital Staff 23%
- ▷ Manufacturers 12%
- ▷ Procurement Officers 1%
- ▷ Other 5%

第62届中国国际医疗器械博览会
The 62nd China International Medical Equipment Fair (CMEF)
第9届中国国际医疗器械设计与制造技术展览会
The 9th International Component Manufacturing & Design Show (ICMD)

2009年10月28-31日
28-31 Oct.2009
成都世纪城新国际会展中心
Chengdu New International
Convention & Exhibition Centre

医疗科技 开创成功未来
For health, for success
www.cmf.com.cn

亚太地区最大的医疗器械及相关产品、服务展览会
Asia Pacific's biggest event serving the entire value chain for the medical devices market

International Component
Manufacturing & Design Show

Roed-Singpharm
Exhibitors

ufi
Member



The IVD Area

- ▶ Hall is dedicated to IVD
- ▶ Configured for Large IVD (two story) Stands and a Pavilion for Smaller IVD Companies

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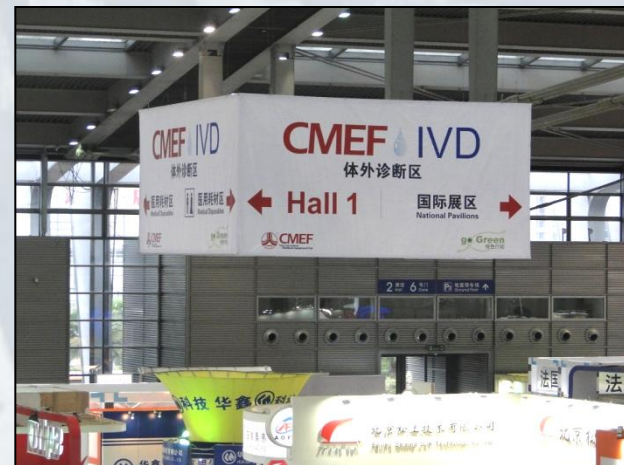
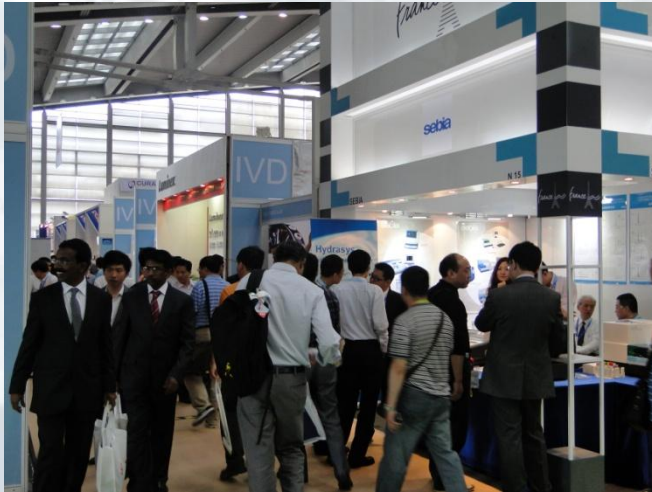
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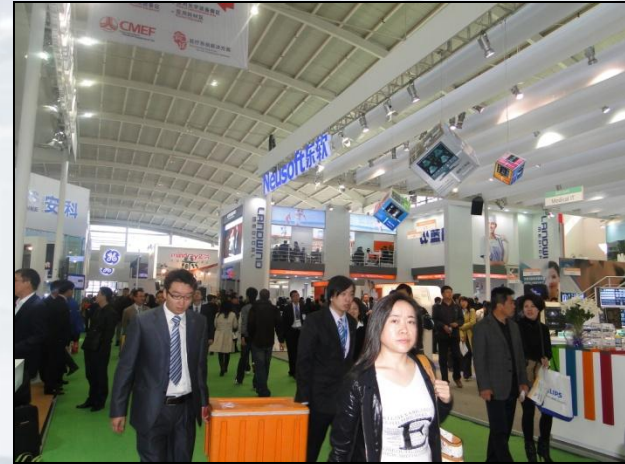
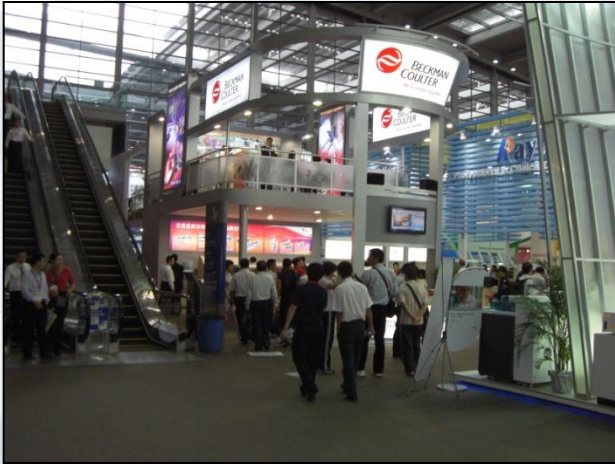
CMEF IVD 满足了全球体外诊断领域快速发展的需求，涵盖了体外诊断领域的所有产品，是中国以及亚太地区体外诊断产品供应商树立品牌、形象、会见专业买家和学术交流的首要平台。

CMEF IVD is launched to live up to the fast paced development of the IVD industry worldwide. CMEF IVD covers the entire repertoire of IVD products, and is becoming the premium event for the IVD product suppliers in China and Asia-Pacific to conduct marketing campaigns, to get known by crucial buyers, and to gain first-hand academic updates.

IVD Pavilion for Small Companies



CMEF-IVD Exhibits: Large Stands



COMMENTS

From Companies

"It (CMEF) far exceeded our expectations."

"At the end of the first day of the show, "Ok, I can go home now."

"CMEF-IVD is now my best show. China is closed to my products but I do a lot of business here for outside of China"

"It's been an overwhelmingly positive experience indeed"

From the U.S. Consulate, Guangzhou

"If there's anything important to Chinese people, it's family and health." Brian Goldbeck, US Consul General

"Anything conventional, easy to make, low technology... will not sell well in China."

"Point of care is growing fast." (rapid tests) Sherman Li, us DOC

"In China, you see that people have an awareness of brands. They 'get it'." -- Conrad Wong, IPR officer, US consulate, Guangzhou

"People don't skimp on healthcare (in China)." -- Conrad Wong, IPR officer, US consulate, Guangzhou

IVD Pavilion Exhibit Options

Shell Scheme (9 sqm and larger)



9m² or 100 sq ft minimum): \$USD 430/m²= \$3870/9m²
Includes back and side walls, company name on fascia board in English & Chinese, carpet, 1 reception counter, 2 chairs, 2 spot lights, 1 electric socket (220V) and 1 waste basket.

Raw Space (18 sqm minimum)



18m² or 200 sq ft minimum: \$USD 385/m² = \$ 6930/18m²

CMEF-IVD (Shenzhen) Hall 2





Two Editions Each Year

Spring 2012
Shenzhen
17-20 April 2012

Fall 2012*
Location: TBA
October 2012

Scherago IVD Expo Clients



Global



China



Middle East



South Africa



North Africa