

Invitation to participate in the **Swiss Pavilion**

expoMED 2014.

Istanbul, April 3 – 6, 2014



Partners:

 **SWITZERLAND
GLOBAL
ENTERPRISE**
enabling new business

medical cluster 

Swiss Pavilion at expoMED 2014.

The Market

Turkey's annual healthcare spending in **2009 was USD 38 billion**, representing 6.2 percent of total GDP. Over **80%** of the medical devices in the market are **imported**. Turkey has a gradually growing medical devices market and is ranked within the **top 30 markets in the world**. In 2010, the Turkish medical equipment and supplies market had an estimated value of USD 2.1 billion which was thought to be driven by heavy government investments in healthcare in light of the establishment of a Universal Healthcare System by 2013. The market is currently forecast to reach a value of USD 3.12 billion by 2015.

Exhibition

ExpoMED Eurasia is the **largest medically oriented trade fair in Turkey**, last year hosting over **1200 exhibitors** with representation from 41 countries. **33'253 visitors** attended the fair in 2012, 88 % domestic and 12 % international. Decision makers attended from North Africa, the Middle East, the Balkans and Caucasia regions the Medical Sector's most powerful exposition in Eurasia region

Product focus

ExpoMED encompasses a broad range of products:
Diagnostics and Imaging, Patient Transport, Disabled, Physiotherapy and Orthopedic Products, Hospital and Operating Room, Hygiene and Disinfectants, Paging and Hospital Communication Systems, Hospital and Medical, Facility Management, Hospitals and Health Centers, Thermal Health and Medical Tourism, Human Medicinal Products and Pharmacies

Swiss Pavilion



Switzerland.

On an organizational level the Swiss Pavilion at expoMED 2014 is managed by Medtech Switzerland. We offer exhibitors a turnkey solution at a fixed price. The Swiss Pavilion

- offers a **strong presence** and **prime location**. It will create an attractive atmosphere and attract visitors
- will be clearly identifiable by its **Swissness** and will assure a **high degree of attention**, which is the ideal platform to showcase your products and novelties
- **reduces your effort** and assures a professional service. The Medtech Switzerland project team will take care of the organization and all administrative belongings – before, during and after the exhibition
- provides an **efficient infrastructure** and **professional services**, facilitating your staff's job and the individual care of customers and prospective buyers

Expected surface of the Swiss Pavilion 2014: 72 m² - 90 m²

Service package

Hospitality area:

- Open to you and your visitors
- Enjoy free soft drinks, coffee and chocolate

Infrastructure:

- Attractive Swiss design of your booth
- Space rental, basic booth construction with carpet, 1 table, 2 chairs, 1 sideboard, 1 show case and illumination
- Booth cleaning and garbage removal

Organisation:

- Professional project management before, during and after the show
- Consulting by the project team, booth constructor and forwarding agent
- Swiss networking event
- Exhibitor badges, pictures of your participation

Communication/Advertising:

- Company profile in the exhibitor catalogue and on the trade fair webpage.
- Optional participation in the Swiss Pavilion exhibitor booklet

Registration and organizers.

Registration

To join the Swiss Pavilion, please fill in the registration form on the next page and send or fax it to the given number. For further information do not hesitate to contact us by e-mail or phone. The space in the Swiss Pavilion is limited.

Contact

Medtech Switzerland is the main organizer of the Swiss Pavilion at this trade show:

Project Manager: **Jonas Frey, Medtech Switzerland**
Tel. +41 31 335 62 41, Fax +41 31 335 62 63
E-mail: jonas.frey@medtech-switzerland.com

Organizing partners



Medtech Switzerland is an initiative of the Swiss government, Osec and the Medical Cluster to promote the export of Swiss medical technology to key world markets.
www.medtech-switzerland.com



The Medical Cluster brings together manufacturers, suppliers, service providers and research and development firms along the medtech value-added chain throughout Switzerland.

www.medical-cluster.ch

Supporting partner



Switzerland Global Enterprise helps companies from Switzerland and Liechtenstein to develop and expand their activities abroad.

www.switzerland-ge.com

jonas.frey@medtech-switzerland.com

Fax to +41 31 335 62 63

Registration.

Registration for the Swiss Pavilion at expoMED 2014, Istanbul, April 3–6, 2014

We commit ourselves to participate in expoMED 2014 as part of the Swiss Pavilion and accept the general conditions published on www.medtech-switzerland.com/general_terms_conditions and the directives of the exhibition organizers. We are aware that Medtech Switzerland is our legal contract partner and that the General Terms and Conditions of Medtech Switzerland form a permanent element of this contractual relationship.

Company: _____

Contact: _____

Title: _____

Address: _____

City: _____

Phone: _____

Fax: _____

E-mail: _____

Website: _____

Prize and desired space

Minimum space per company is roughly **9 m²: EUR 7'900**

Desired space: ~ 9m² (1 booth) ~18m² (2 booths) other: _____

Not included in the prices are special services such as costs for shipment and insurance of exhibits, individual booth decoration as well as costs for travel and accommodation.

Exception:

A minimum of 6 companies must register for the Swiss Pavilion 2014 at expoMED to take place.

Terms of payment:

60% of the full amount will be invoiced after reception of your registration. Payment within 10 days. The invoice serves as confirmation of your participation. The final 40% of the total amount are to be paid end of February 2014. Possible additional payments that are not included in the participation costs shall be invoiced after the exhibition. For everything else, the general participation conditions of expoMED shall apply.

Place/Date: _____

Stamp/Signature: _____

To be submitted by **September 4, 2013** to:
jonas.frey@medtech-switzerland.com or

Medtech Switzerland, Wankdorffeldstrasse 102, Postfach 261, 3014 Bern
by fax to +41 31 335 62 63