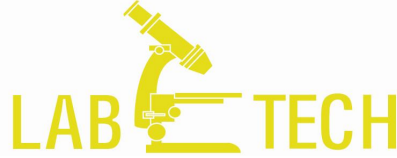




18th International İstanbul Medical Analysis, Diagnosis, Health Care,  
Hospital Supplies and Rehabilitation Aids Fair



14th International İstanbul Laboratory Technology and Equipment Fair



Thermal and Natural Health Centers, Health Products, Equipment and  
Accessories



Industrial Cleaning Services, Management, Systems, Equipment, Machinery  
and Cleaning Products Fair



Hospitals and Health Centers Fair

**March 31 – April 03 , 2011**

**SUMMARY RESULTS OF THE VISITOR RESEARCH**

TÜYAP Fair Convention and Congress Center  
Büyükcemece – İstanbul, Turkey

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## 1. INTRODUCTION

The report, consisting of research results and comprehensive statistical details, contains conclusions for the **EXPOMED 2011** 18th International İstanbul Medical Analysis, Diagnosis, Health Care, Hospital Supplies and Rehabilitation Aids Fair, **LABTECH 2011** 14th International İstanbul Laboratory Technology and Equipment Fair, **EXPO THERMAL** Thermal and Natural Health Centers, Health Products, Equipment and Accessories Fair, **HOSPITALS** and **HEALTH CENTERS** Fair and **ICSM EXPO 2011** Industrial Cleaning Services, Management, Systems, Equipment, Machinery and Cleaning Products Fair held on March 31-April 03, 2011 at Tüyap Fair Convention and Congress Center by our establishment **TÜYAP Fairs and Exhibitions Organization Inc.** in cooperation with **TUMDEF** - *Federation of Medical Devices Manufacturers And Suppliers Association with is member organization* (**MASSİAD** - *Marmara Region Healthcare Sector Businessmen Association*, **TÜDER** - *Medical Equipment and Device Manufacturers Association*, **CUMED** - *Çukurova Association of Medical Industrialists Central*, **IMDER** - *Central Anatolia Medical Industrialist Association*, **ANATOLIAN** *Medical Industrialist Association*, **BALIKESİR** *Medical Devices Association*, **DENİZLİ** *Medical Devices Association*, **DOMED** - *East Anatolia Medical Devices Association*, **E.T.M.D.** - *Aegean Medical Devices Association*, **EGESİAD** - *Aegean Healthcare Sector Businessmen Association*, **GAZİANTEP** *Medical Devices Manufacturers*, **BLACK SEA** *Healthcare Sector Businessmen Association*, **MALATYA** *Medical Devices Association*) with **SEİS** - *Health Industry Employers Association of Turkey* and **SADER** - *The Health Care Products Manufacturers, and Representatives Association*.

### 1.1. SCOPE AND PURPOSE OF THE RESEARCH

The research aims to present to the exhibitors the assessment findings of the survey held with the visitors of **EXPOMED 2011** 18<sup>th</sup> International İstanbul Medical Analysis, Diagnosis, Health Care, Hospital Supplies and Rehabilitation Aids Fair, **LABTEK 2011** 14<sup>th</sup> International İstanbul Laboratory Technologies and Equipment Fair, **EXPO THERMAL** Thermal, Natural Health Centers, Health Products, Equipment and Accessories Fair, **HOSPITALS** and **HEALTH CENTERS** Fair and **ICSM EXPO 2011** Industrial Cleaning Services, Management, Systems, Equipment, Machinery and Cleaning Products Fair of the info sheets filled out by the visitors pre-access to fair ground as well as the press and media news about the fair, to determine visitors' profile and general evaluations thereof on the fair, and to take the advantage of improving and developing the future fairs based on these data.

### 1.2. METHOD AND SAMPLING

The research was realized on different days and times with randomly selected 500 fair visitors in a face-to-face manner, and also based on the assessment of info sheets received from the visitors pre-access.

## **2. GENERAL FAIR DETAILS**

### **2.1. FAIR OPENING and EVENTS**

**The EXPOMED - LABTECH 2011 FAIRS and the EXPO THERMAL, HOSPITALS and HEALTH CENTERS FAIR and ICSM EXPO 2011 FAIRS** organized concurrently were launched with the speeches of Mr. Yavuz ERKMEN, Governor of the province of Denizli in the Turkish Republic, Prof. Dr. Ali İhsan DOKUCU, Istanbul Provincial Director of Health, Mr. Kemal YAZ, Chairman of the Board of Directors of TMDEF – Federation of Foundations of Manufacturers and Suppliers of All Medical devices, Mr. Timur ERK, Chairman of the Federation of International Kidney Foundations, Mr. Serdar YALÇIN, Chairman of the Executive Board of TYAP.

The fairs, approved by the “Global Union of Fair Industry” (UFI) were visited by the following domestic visitors;

- Rectors of Medical Universities and Deans of Medical Faculties Deputy Rectors and Deans, Chairmen of Heads of Medical Faculties, Heads of Microbiology and Biochemistry Departments, Deans of Veterinary Faculties, Heads of Departments, Heads of Purchasing Commissions, Chairmen of Purchasing Commissions of Department of Biology in the Faculties of Arts and Sciences, Chairmen of Department of Biology in the Faculties of Arts and Sciences, Chairmen of Departments of Physiotherapy and Rehabilitation in medical Faculties and Faculty Members,
- Chief Physicians, Deputy Chief Physicians, Hospital Managers, Deputy Managers, Purchasing Managers, Laboratory Clinical Chiefs, Blood Bank Managers of State, Private, Military, Vocational and Medical Faculty Hospitals,
- Managers of Medical Tourism Agencies, Health Insurance Companies, Thermal Facilities, Hot Springs and Rehabilitation Centers,
- Managers of Shopping Malls, Recreational Centers, Residence Complexes, Business Centers, Hotels and Construction Companies,
- Authorities of the Red Crescent Society of the Turkish Republic, all medical doctors, authorities in health institutions and organizations and representatives of the Ministry of Health of the Turkish Republic.

## 2.2. EXHIBITORS - REPRESENTATIVES

1402 companies and company representatives from 41 countries were exhibited in the EXPOMED and LABTECH FAIRS, EXPO THERMAL, HOSPITALS and HEALTH CENTERS FAIR and ICSM EXPO 2011 FAIRS organized concurrently.

These exhibitor counties are;

Argentina	Germany	Netherlands	Spain
Australia	Greece	New Zealand	Sweden
Austria	Hungary	Norway	Switzerland
Belgium	India	P.R. China	Taiwan
Brazil	Indonesia	Pakistan	Turkey
Canada	Ireland	Poland	Turkish Republic of Northern Cyprus
Costa Rica	Israel	Romania	UK
Czech Republic	Italy	Russia	USA
Denmark	Japan	Singapore	
Finland	Malaysia	Slovenia	
France	Mexico	South Korea	

## 2.3. INFORMATION ABOUT FAIR VISITORS

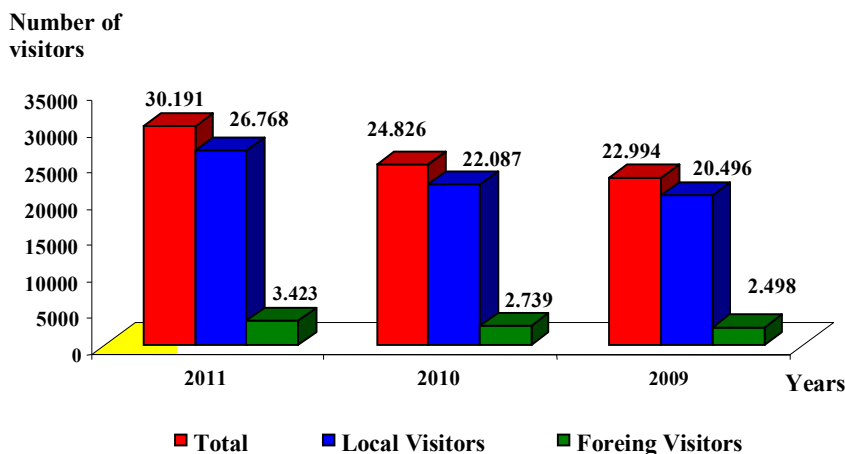
### 2.3.1. GENERAL VISITOR DISTRIBUTION

1. An increase of 22% took place in the number of visitors for EXPOMED, LABTECH, EXPO THERMAL, HOSPITALS and HEALTH CENTERS FAIR and ICSM EXPO 2011 FAIRS. A total of 30,191 visitors from 63 countries including Turkey visited the fairs.

**Table 1. Local and International Visitor Distribution**

	Visitor Figures	%
<b>Local</b>	26.768	88,67
<b>International</b>	3.423	11,33
<b>TOTAL</b>	<b>30.191</b>	<b>100,0</b>

2. The graphic displaying the increase in the number of domestic and foreign visitors during the last 3 years is shown below.



## 2.3.2. INTERNATIONAL VISITORS

1. Upon evaluation of the information about international visitors of 2011 Fairs, it was determined that visitors have come from **62 foreign countries**.

**Table 2. International Visitors**

No	Countries	%	No	Countries	%	No	Countries	%
1	Syria	33,98	22	Turkish Republic of Northern Cyprus	0,87	43	Malaysia	0,22
2	Bulgaria	8,51	23	USA	0,79	44	Portugal	0,22
3	Georgia	8,37	24	Lebanon	0,79	45	Taiwan	0,22
4	Egypt	5,05	25	Albania	0,72	46	Ukraine	0,22
5	Azerbaijan	4,47	26	UK	0,72	47	Czech Republic	0,14
6	P.R. China	2,74	27	Belgium	0,58	48	Finland	0,14
7	Iran	2,09	28	Saudi Arabia	0,58	49	Japan	0,14
8	Tunisia	2,09	29	UAE	0,43	50	Serbia	0,14
9	Germany	2,02	30	Morocco	0,43	51	Slovakia	0,14
10	Macedonia	2,02	31	Pakistan	0,43	52	Afghanistan	0,07
11	Iraq	1,95	32	Australia	0,36	53	Argentina	0,07
12	Romania	1,95	33	Bosnia Herzegovina	0,36	54	Belarus	0,07
13	Russia	1,88	34	Poland	0,36	55	Kazakhstan	0,07
14	Armenia	1,8	35	Holland	0,29	56	Libya	0,07
15	Italy	1,52	36	Switzerland	0,29	57	Lithuania	0,07
16	Greece	1,52	37	Korea	0,29	58	Hungary	0,07
17	Spain	1,37	38	Sudan	0,29	59	Moldavia	0,07
18	Jordan	1,15	39	India	0,22	60	Nigeria	0,07
19	Algeria	1,08	40	Ireland	0,22	61	Uzbekistan	0,07
20	France	1,08	41	Israel	0,22	62	Yemen	0,07
21	Kosovo	0,94	42	Sweden	0,22	Total		100

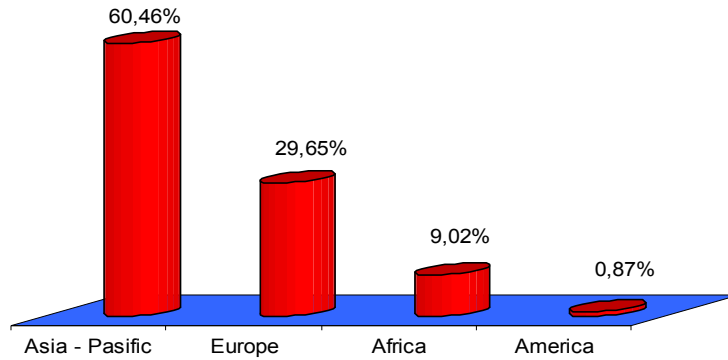
2. Review of statistical tables revealed that professionals from **75 countries** visited the last 3 years fairs. **15 new countries** from which visitors came in 2011 when compared with the year before are listed below.

Afghanistan	Macedonia
Argentina	Malaysia
Armenia	Moldavia
Belarus	Nigeria
Finland	Slovakia
Ireland	Sudan
Japan	UAE
Lithuania	

### 3. Geographical Distribution of International Visitors

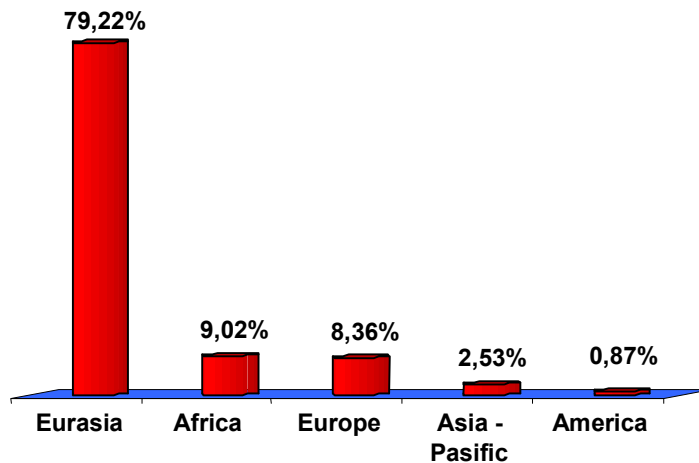
3.1. Graphics displaying the different geographical distribution of visitors coming from 62 countries in 4 continents as a result of the promotion activities conducted in the global markets are given below.

**Graphic 2. Distribution of Foreign Visitors according to Continents ( % )**



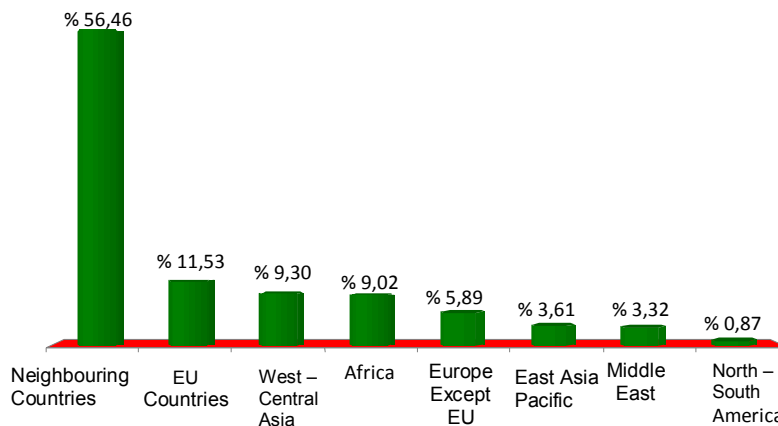
- ✓ Professionals from the Asia and Europe continents constitute **90.2%** of foreign visitors.

**Graphic 3. Continent and Regional Distribution of Foreign Visitors ( % )**



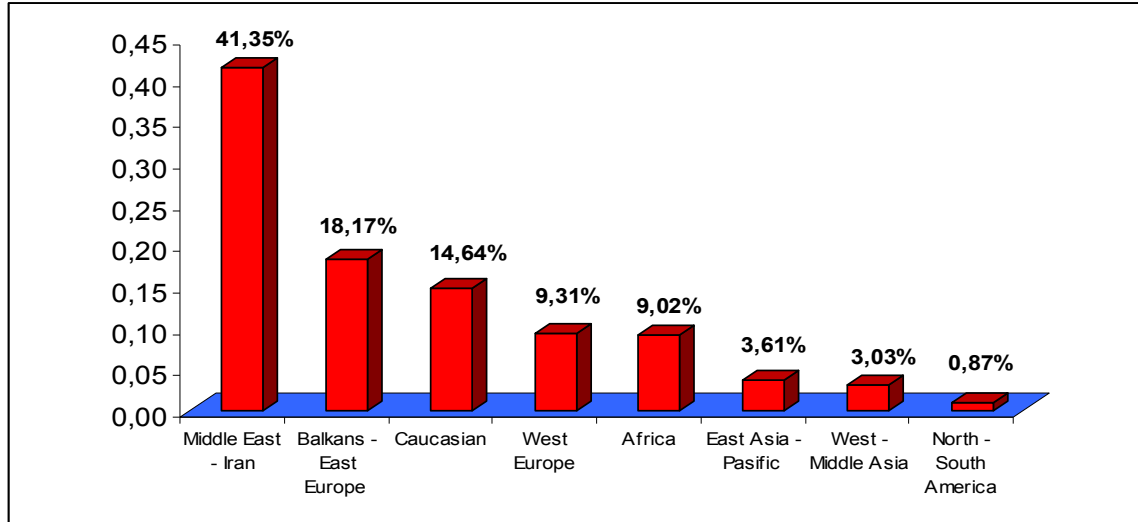
### 3.2. Distribution of Foreign Visitors According to Selected Regions (%)

**Graphic 4a.**



- ✓ Professionals from 6 countries that have borders with Turkey constitute **56.46%** of international visitors.
- ✓ Professionals from **19 EU member countries** visited the fairs.

**Graphic 4b.**



- ✓ Professionals from **11 Middle East Countries** constitute 41.35% of international visitors.
- ✓ 18,17 % of visitors came from **16 East European and Balkan countries**.

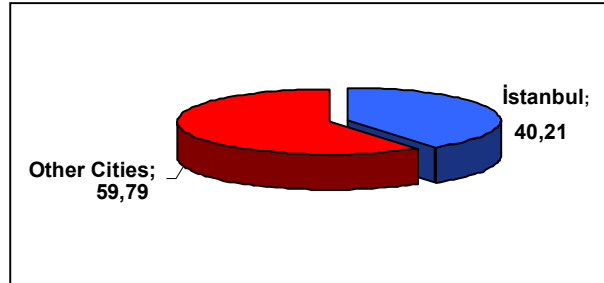
### **3. International Purchasing Delegation Organization**

In addition to individual visitors, professionals from **16 countries** invited as international purchasing delegations by Tüyap visited the fairs. The countries of the visitor committees hosted by Tüyap during the fairs are indicated below.

Albania	Georgia	Russia
Azerbaijan	Israel	Serbia
Bulgaria	Macedonia	Syria
Armenia	Malaysia	Tunisia
Bosnia Herzegovina	Morocco	Ukraine
Egypt		

### 2.3.3. LOCAL VISITORS

1. Professionals from **78 cities** visited EXPOMED, LABTECH, EXPO THERMAL, HOSPITALS and HEALTH CENTERS FAIR and ICSM EXPO 2011 FAIRS. 40.20% of local visitors were from Istanbul and 59.80% were from outside Istanbul. The names of these cities and distribution of visitors are indicated in the table below.

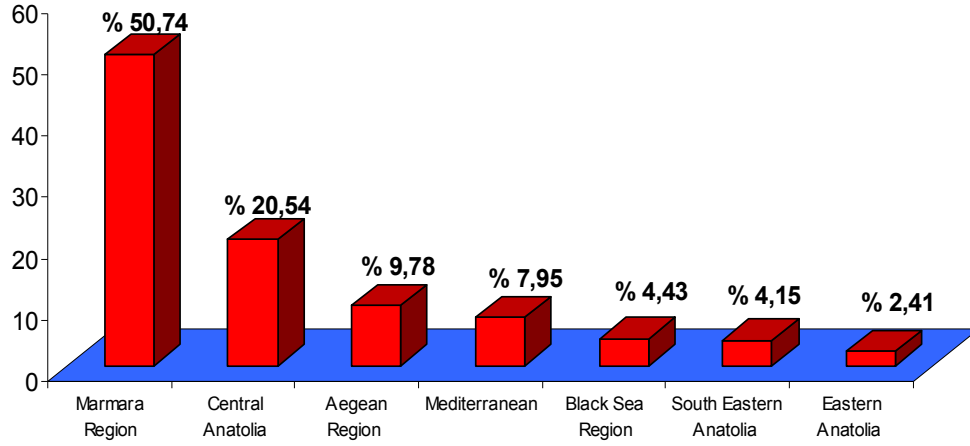


**Table 5. Local Visitors Table ( % )**

No	Cities	%	No	Cities	%	No	Cities	%
1	İstanbul	40,2	28	Sivas	0,43	55	Karabük	0,09
2	Ankara	10,24	29	Van	0,42	56	Kars	0,07
3	İzmir	4,82	30	Hatay	0,41	57	Ağrı	0,06
4	Konya	4,13	31	Şanlıurfa	0,39	58	Bingöl	0,06
5	Adana	3,41	32	Kahramanmaraş	0,34	59	Düzce	0,06
6	Bursa	3	33	Erzurum	0,33	60	Kırıkkale	0,06
7	Tekirdağ	2,77	34	Batman	0,32	61	Nevşehir	0,06
8	Mersin	2,5	35	Çorum	0,3	62	Uşak	0,06
9	Kayseri	2,4	36	Kırklareli	0,27	63	Hakkari	0,06
10	Kocaeli	2,38	37	Ordu	0,24	64	Muş	0,06
11	Eskişehir	2,34	38	Muğla	0,21	65	Siirt	0,06
12	Samsun	2,21	39	Yalova	0,19	66	Şırnak	0,06
13	Afyon	2,16	40	Çanakkale	0,18	67	Burdur	0,04
14	Gaziantep	1,94	41	Tokat	0,17	68	Iğdır	0,04
15	Antalya	0,93	42	Bolu	0,15	69	Bilecik	0,03
16	Diyarbakır	0,92	43	Erzincan	0,14	70	Artvin	0,02
17	Edirne	0,78	44	Giresun	0,14	71	Çankırı	0,02
18	Manisa	0,76	45	Rize	0,14	72	Niğde	0,02
19	Zonguldak	0,74	46	Kütahya	0,14	73	Sinop	0,02
20	Sakarya	0,72	47	Bitlis	0,13	74	Tunceli	0,02
21	Trabzon	0,72	48	Mardin	0,13	75	Bartın	0,01
22	Aydın	0,6	49	Yozgat	0,13	76	Karaman	0,01
23	Denizli	0,57	50	Aksaray	0,11	77	Kırşehir	0,01
24	Isparta	0,56	51	Kastamonu	0,11	78	Kilis	0,01
25	Malatya	0,47	52	Adıyaman	0,1	<b>Total</b>		<b>100</b>
26	Balıkesir	0,47	53	Amasya	0,1			
27	Elazığ	0,43	54	Osmaniye	0,1			

2. It was determined that local visitors increased to “78” cities as a consequence of effective promotion activities.

**Table 6. Local Visitors Based on Regions ( % )**



89% of the visitors came from the Marmara, Central Anatolian, Aegean and Mediterranean Regions.

#### **4. Local Purchasing Delegation Organization**

- Afyon Kocatepe University Biomedical Department,
- Başkent University,
- Erciyes University,
- Gazi University Biomedical Assemblage,
- İstanbul University Faculty of Health Unit,
- Namık Kemal University Çorlu Faculty of Engineering, Biomedical Engineering Department,
- Namık Kemal University Technical Sciences Vocational High School Biomedical Equipment Technical Program,
- Ankara Chamber of Electrical Engineering,
- İzmir Chamber of Electrical Engineering,
- Local Health Authority,
- Adana ÇUMED,
- Eskişehir Chamber of Commerce,
- İzmir Chamber of Commerce,
- Konya Chamber of Commerce,
- Purchasing delegation organizations of vocational and educational institutions from Zonguldak, Ankara, Eskişehir, Manisa, Isparta, Aydın, İstanbul, Edirne, Bursa, Adana, Çorlu and Kayseri visited EXPOMED, LABTECH, EXPO THERMAL, HOSPITALS and HEALTH CENTERS FAIR and ICSM EXPO 2011 FAIRS.

### 2.3.4. GENERAL VISITOR PROFILE

1. 96% of EXPOMED 2011, LABTECH 2011, EXPO THERMAL, HOSPITALS and HEALTH CENTERS and ICSM EXPO 2011 visitors attended the fairs as a matter of their job.

The activity field of Fairs visitors are shown in the table below;

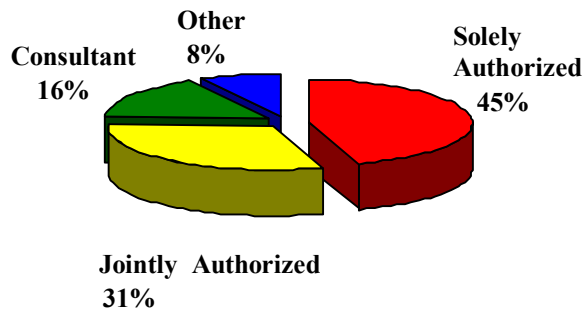
<b>Field of Activity</b>	<b>%</b>
Medical Device Company	40,90
Private Hospital	15,17
State Hospital	8,18
University Hospital	7,65
Military Hospital	4,88
Doctor's Office	3,03
Medical Analysis Laboratory	2,90
Polyclinic-Private Clinic	2,90
Pharmacy	2,37
Foundation Hospital	2,24
Medicine Company	2,11
Health Center-Dispensary	1,98
Office Doctor	1,45
Veterinary Polyclinic	1,19
Dental Care Center	1,19
Medical Display Center	0,92
Other	0,92

2. Product groups that the visitors were interested in within the scope of the fair are shown in the table below;

<b>Product Groups Appealed to Visitors</b>	<b>%</b>
Medical Devices, Products and Equipment	28,48
Medical Products, Medical Textile and Consumables	19,37
Hospital Devices, Product Equipment	17,30
Laboratory Devices	13,20
Laboratory Consumables	12,40
Laboratory Equipment and Construction Materials	8,70
Expo Thermal – Establishment and Equipment	2,00
Industrial Cleaning System, Devices, Equipment	1,73
Health Centers - Hospitals	0,77
Dermocosmetic Products	0,10
Diet Products	0,10
Facilities - Thermal, rehabilitation, Natural Health	0,38
Other	1,25

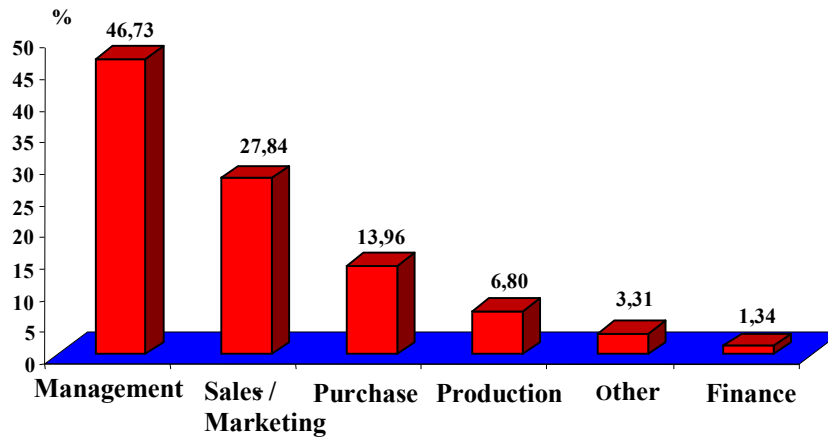
3. Visitors' Purchasing Authorities Distribution is as follows;

**Graphic 7. Distribution of Purchasing Authority ( % )**



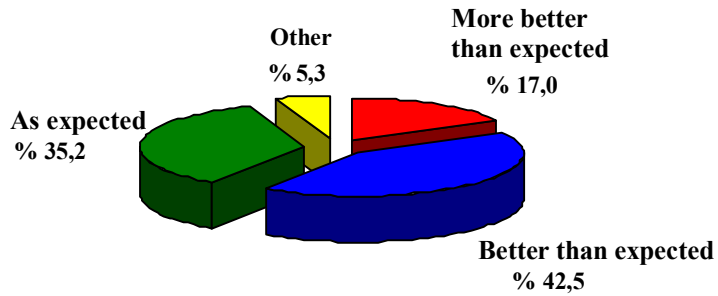
5. Distribution of visitors' functions in the organization that they work for is shown in the table below.

**Graphic 8. Distribution of Visitors' Functions in the Organization that they work for ( % )**



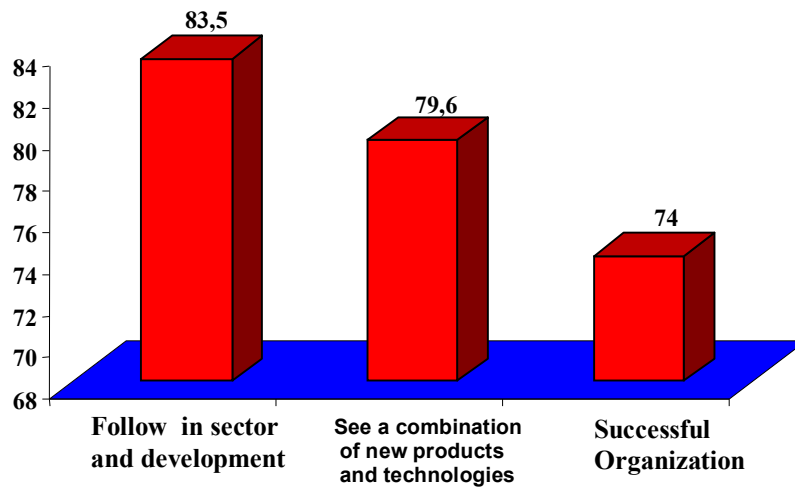
6. 97.3% of the visitors evaluated the Fairs to be constructive, and the ratios of meeting the expectations of visitors about the Fairs are shown below.

**Graphic 9. Ratio of Expectations Meeting (%)**

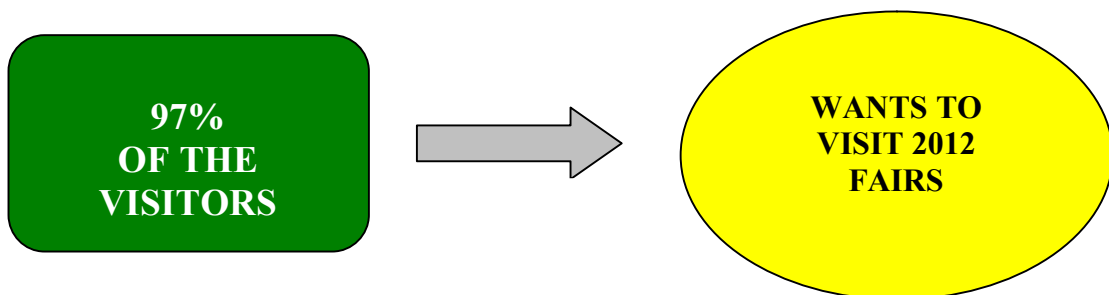


7. Significant matters found to be constructive by visitors of the FAIR are shown in the graphics below.

**Graphic 10. Issues Found to be Most Constructive ( % )**

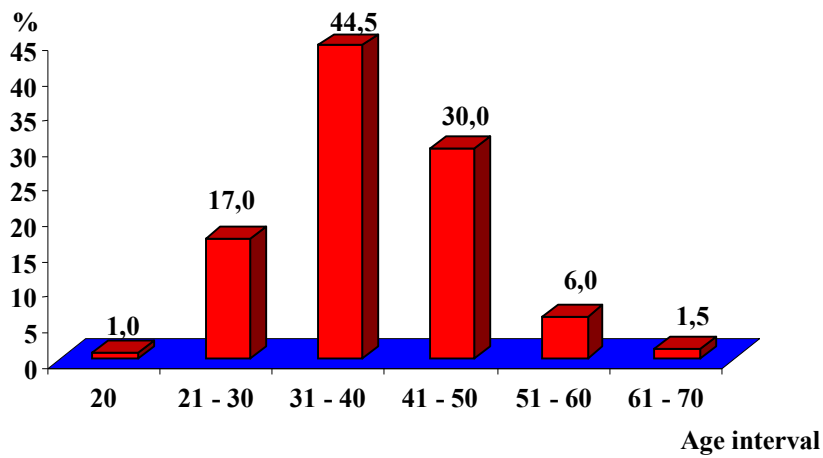


**8. Intention For The Future Fair**



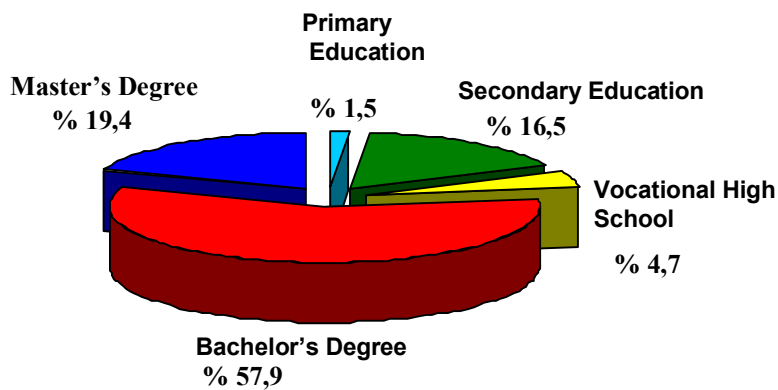
## 9. Demographical Statistics

### (a) Age Distribution of the Visitors (%)



- ✓ The group constituting the commercial potential among visitors of the fairs are in the age group of 25–50 and constitute 91.5% of all visitors.
- ✓ 62.5% of visitors are young people within the age group of 20 – 40.

### (b) Educational Status of Visitors



- ✓ The fact that 77.3% of visitors are university graduates or hold a postgraduate degree indicates the high level of education of professional visitors.

### (c) Gender Distribution (%)

