

# Fair Profile

Based on the results of 2,022 interviews conducted by means of the Computer Interview System  
Subject to change  
UI-MF / December 2010

# MEDICA

World Forum for Medicine  
International Trade Fair with Congress  
17.11 - 20.11 2010



<b>Number of exhibitors</b>	4,448
<b>Origin of exhibitors</b>	
Germany	1,210
Other countries	3,238
Number of countries	63

Space (net, qm)	115,612
Germany	48,479
Other Countries	67,133

<b>Accredited journalists***</b>	964
<b>Number of countries***</b>	36

<b>Number of visitors***</b>	137,217
<b>Origin of visitors</b>	
Germany	46 %
Other countries	54 %
Number of countries	110

<b>Germany</b>	
North Germany	9 %
West Germany	52 %
East Germany	8 %
Southwest Germany	12 %
South Germany	19 %

<b>Other countries</b>	
Europe	55 %
- EU	46 %
- Other European countries	9 %
Asia	26 %
- South-/East-/Central Asia	15 %
- Middle East	11 %
Africa	7 %
North America	5 %
South and Central America	5 %
Australia/Oceania	2 %

<b>Countries of origin (Top 7)**</b>	
Netherlands	6 %
India	6 %
U.K.	6 %
France	5 %
Italy	4 %
USA	4 %
Belgium	4 %

<b>Visitor structure features</b>	
Trade-visitor	96 %
First-time visitor	37 %
Average length of stay (in days)	2.1

<b>Industrial sector *</b>	
Hospital/University clinic	18 %
Practice	10 %
Medical laboratory/institute	6 %
Rehabilitation centre/residential home/care management/old people's home	2 %
Medical supply centre	2 %
Industry	16 %
Medical/sanitation retail	9 %
Pharmacy	1 %
Other trade	8 %
Services	7 %
University/college/polytechnic	2 %
Public authorities	1 %
Other	10 %

<b>Profession</b>	
Physician	7 %
Visitors with medical-pharmaceutical vocational training	41 %
Other profession	42 %
pupils/students	8 %

<b>Medical profession structure</b>	
<b>Doctors (not at hospital)</b>	<b>73 %</b>
- Doctor of general medicine	32 %
- Medical specialist	39 %
- Dentist	2 %
<b>Doctors at hospital</b>	<b>25 %</b>
- Medical superintendent	6 %
- Senior physician	11 %
- Ward physician	1 %
- Resident physician	5 %
- other	2 %

<b>Doctors at rehabilitation centre</b>	<b>2 %</b>
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<b>Influence on purchasing/procurement decisions *</b>	
Decisively	30 %
Contributory	29 %
Advisory	21 %
No influence	12 %

<b>Interest in product ranges</b>	
(Several answers possible)	
Electromedical equipment/medical technology	51 %
Requirements and consumables	35 %
Diagnostics	27 %
Laboratory equipment	20 %
Physiotherapy/orthopaedic technology	20 %
Communication and information technology	17 %
Technical medical services and publications	13 %
Other	14 %

<b>Recommendation</b>	
yes	94 %

<b>General assessment</b>	
Satisfied	96 %
Not satisfied	4 %

<b>Visit in 2011</b>	
Intention to visit again	93 %

\* difference to 100% = pupils, students, not working (8%)

\*\* Basis: other countries

\*\*\* total MEDICA/ COMPAMED



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