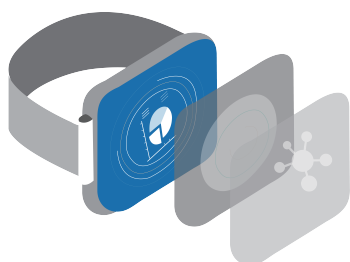




The satellite exhibition of **MEDICA**

WT ZONE
Leading the future of healthcare



10
Concurrent Forums

120
Speakers

1200
Forum Audiences



MFC 2024

Focus on innovation,
covering the entire
medical industry chain!



15,000 sqm
Exhibition Space

320
Exhibitors

From **5**
Countries & Regions
China | Germany
Singapore | Canada
Switzerland

www.medicalfair.cn



11,320

Visitors*

From **25**
Countries & Regions

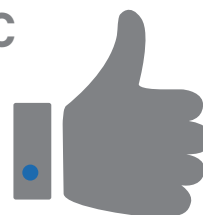
Increase
23%

BEST
FEEDBACK

Excellent Trade Fair Result
for Exhibitors

85%
were satisfied

82%
would recommend
MFC



Excellent Trade Fair Result
for Visitors

92%
were satisfied

95%
would recommend
MFC



Post Show Data Analysis

Space Total (sqm)	15,000 m ²
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Exhibitors Total	320
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Visitors Total	11,320
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Number of countries	5
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Exhibitors by Industry

Medical Consumables	37.08%
Raw Materials & Accessories	13.86%
Home & Wearable Medical Equipment	13.10%
Medical Electronic Equipment	10.86%
IVD & POCT	9.36%
Rehabilitation Instrument & Equipment	6.74%
Minimally Invasive & Implantable	6.37%
Smart Medical	2.63%

Top 5 Countrise of Overseas Visitor**

Japan	14.2%
Thailand	12.8%
Indonesia	11.0%
Singapore	6.9%
India	4.4%

Visitor by Company Industry

Hospitals and Medical Institutions	26.67%
Medical Device Dealers & Retail Traders	22.5%
Medical Device R&D Institutions and Manufacturers	16.67%
Purchasers and Suppliers of Medical Equipment Rawmaterials, Components, Accessories, Software Products	9.17%
Online Health Platform	8.33%
Industrial Parks	6.67%
Government Agencies and Associations	3.33%
Investment Companies	3.21%
Universities and Research Institutions	1.78%
Others	1.67%

Products of Interest to Visitors

Medical Electronic Equipment	53.33%
Home & Wearable Equipment	34.17%
Medical Consumables	33.33%
IVD & POCT	17.5%
Rehabilitation Instrument & Equipment	17.5%
Smart Medical	16.67%
Raw Materials & Accessories	11.67%
Minimally Invasive & Implantable	10.83%

Visitor Job Function

Purchasing	16.67%
Sales / Distributor / Trade / Import & Export	15.83%
Marketing / PR	12.5%
R&D	10%
Top Management (CEO, Chairman, President, GM etc.)	10%
Consultancy	9.17%
Manufacturing / Producing / Processing / Equipment	7.5%
Engineer / Technician	7.5%
HR / Admin / Finance	3.33%
Quality Control / Check	2.5%
Stock / Logistics / Transport	2.5%
Business Development	0.84%
Design / Creative	0.83%
Education / Training	0.83%

Visitor Company Scale

1-100 staff	65.83%
101-500 staff	25.83%
501-1000 staff	3.33%
1001-5000 staff	1.67%
5,001 staff or above	3.33%

Purposes of Visiting

To acquire latest market trends / product information	74.17%
Purchase products	23.33%
To learn, exchange and network	22.5%
Sales/Distribution	16.67%
To seek manufacture	15%
To seek upstream product suppliers	12.5%
Evaluate the prospects for future exhibiting	6.67%
To seek solutions to specific problems	5.83%
To attend conferences & seminars	5%
To know more about competing companies	4.5%
Others	2.5%

Visitor Decision-Making Powers

Decisive	13.33%
Crucial	35.83%
Advisory	28.33%
No Participation	22.5%

Overall Assessment

Exhibitor Satisfaction	85%
Exhibitor Recommendation	82%
Visitor Satisfaction	92%
Visitor Recommendation	95%
Concurrent Forums Satisfaction	97%
Willing to Visit MFC 2025	90%

* Include REHACARE CHINA 2024 Visitors

** Basis: Overseas countries

Next Edition: Medical Fair China
20-22 August, 2025 | Suzhou International Expo Center, China