



Reed Sinopharm Exhibitions Co., Ltd.
A Member Company of Sinopharm Group & Reed Exhibitions

**China International Medical Equipment Fair (CMEF) and
International Component Manufacturing & Design Show (ICMD)**
Co-located Shows Linking You to the Asia Pacific Medical Device Market

What is CMEF?

- CMEF – China Medical Equipment Fair is the largest medical device trade show in China and all of Asia. 2006 marks its 26th year.
- In 2002, CMEF opened its doors to international medical device manufacturers who wanted to reach the China market and other regions of Asia.
- In 2005, CMEF created the International Component and Manufacturing Design (ICMD) show, a show within the CMEF show. ICMD was established as a B2B show for contract and component manufacturers to reach medical device OEMs in China. In 2006, this show opened to international exhibitors.
- Today, more than 2,000 exhibitors participate at CMEF, representing more than 29 countries.
- The show attracts close to 50,000 attendees.
- The spring show was held in the city of Shenzhen, southern China from April 25-29, 2006.
- The autumn show will be held in the city of Zhengzhou, central China from October 31-November 4, 2006 at the Zhengzhou International Convention & Exhibition Centre.
- The bi-annual shows draw attendees from throughout China – these are not regional shows.

What is ICMD?

- ICMD – International Component Manufacturing & Design Show is a new addition, co-located with CMEF to bring medical device contract manufacturers and component manufacturers together with OEMs and other finished device manufacturers. Chinese medical device companies and the Chinese government encouraged the establishment of this show within the CMEF show. 2006 is the debut of this show at CMEF for international exhibitors.

Who Will Attend ICMD?

- Attendees will include members of CAMDI – the China Association for Medical Device Industry Manufacturers, exhibitors of finished devices who are CMEF participants, design engineers, SFDA representatives, and other government officials who work in the growing medical device agencies for China.

Who should exhibit at ICMD?

- This exhibition is no different from other B2B medical device contract manufacturing or component shows, but **it is your link to China and other regions of Asia**. These are some of the categories of interest to the attendees and CMEF exhibitors:
 - Adhesive and adhesive products
 - Converting manufacturing
 - Printing and surface treatment of products
 - Filters and IV components

- Pumps and valves
- Motors and motion control products
- Electronic components
- Test equipment and services
- Regulatory and consulting services
- Packaging equipment
- Sterilization
- Research and development support
- Materials
- New technologies

Who is Reed Sinopharm?

- Reed Sinopharm Exhibitions Co. Ltd. is a joint venture between Sinopharm, the largest state-owned pharmaceutical group in China and Reed Exhibitions, the world's leading organizer of trade and consumer exhibitions. This joint venture produces the most important medical trade shows in China: CMEF, ICMD, API (China International Pharmaceutical Ingredients Fair), PharmChina (China National Pharmaceuticals Fair), New Drugs China (China National New & Special Drug Fair), ExpoLab (China Laboratory Technology and Equipment Exhibition), and Interherb (China International Natural Medicine, TCM Material, TCM Decoction Piece Exhibition).

Who Should Exhibit at CMEF and ICMD?

- Any international medical device company with China as a targeted market should participate in either CMEF or ICMD.
- You DO NOT have to have distribution in China before exhibiting at CMEF or ICMD. In fact, these shows present excellent opportunities to:
 - Learn about how to do business in China
 - Gain a comprehensive understanding of the medical device industry in China for both OEMs and contract manufacturers (no other show in China showcases both OEMs and manufacturers)
 - Test market interest for your products and services
 - Explore relationships with potential agents or distributors
 - Explore joint venture opportunities
 - Introduce yourself to the US Commercial Services division of the US Department of Commerce who can be invaluable in assisting your efforts in China

Will there be representatives from the State Food & Drug Administration (SFDA) at the shows?

- If there is interest from international exhibitors, Reed Sinopharm can help to arrange for meetings with SFDA representatives.

Which is More Important – the Spring or Autumn Show?

- Both shows draw attendees and exhibitors from throughout China. These are not regional shows. Being the largest and most important medical device trade show in China for 26 years, attendees are the ones who want and expect the show to be held twice a year. This demonstrates the rapid growth of the medical device industry in China. The establishment of new hospitals and medical clinics throughout China is one of the fastest growing segments in the country. Plus, the Chinese government has deemed medical devices as one of the key import growth areas (influenced by China's role in the WTO).
- Exhibiting at both shows will expose your company to a wider audience and demonstrate your company's strength and commitment to this market.

Where is Zhengzhou, China?

- Zhengzhou is in central China, in the He'nan Province. It is in between Beijing and Shanghai. Coming from an international location, you can fly to either Beijing or Shanghai and then catch a domestic flight to Zhengzhou – about 2-2 ½ hours from either major city.

What Trade Show Support Can I Expect?

- There are special CMEF and ICMD Reed Sinopharm trade show teams assigned to international exhibitors. They will work with you to make your exhibition experience easy and productive.
- International pavilions are shell scheme booths with a reception counter and two chairs. Exhibitors can order additional furniture as needed.
- Professional translators are also available for hire to help you during the show.
- Reed Sinopharm international sales group (ISG) agents work with all exhibitors prior to the show to help ready them for China.

How Do I Find Out More Information?

- Go to www.cmf.com.cn or to www.icmd.com.cn
- Call us at +86-10-62028899 ext. 3503, 3505, 3507
Or email us at:
xingjuan.feng@reedsinopharm.com
jing.ma@reedsinopharm.com
yiqi.fan@reedsinopharm.com

Who Endorses CMEF & ICMD?

- US Department of Commerce – US Commercial Services
- Medical Product Outsourcing Magazine
- Ministry of Commerce – The People's Republic of China
- CAMDI – Chinese Association of Medical Device Industry Manufacturers