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中国医药集团总公司和励展博览集团的成员公司
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Show Preview

September 26th, 2006

CMEF and ICMD innovate to offer more values for the Asia Pacific's medical device industry

The 56th CMEF (China International Medical Fair) and 3rd ICMD (International Component Manufacturing & Design) event will be held at the **Zhengzhou International Convention and Exhibition Center from Oct 31 to Nov 3 2006**. Organized by Reed Sinopharm Exhibitions, CMEF & ICMD are Asia Pacific's largest, most established and renowned trade show for the medical devices industry. The event is co-organized by Zhengzhou Municipal People's Government and supported by the Ministry of Commerce, the United States Department of Commerce, Reed Exhibitions, Sinopharm Group, and China Association for Medical Devices Industry (CAMDI), China National Medical Equipment Industry Corporation, as well as major local and international media entities.

CMEF and ICMD continue to innovate and improve its product offering and value proposition to deliver a quality platform for its visitors and exhibitors through a series of conference programme, a new segment i.e. MediSoft, strong international participation including a US Trade mission. At the 2 events, there will be more than 10,000 products over 60 key products categories and a strong contingent of 45 provincial pavilions from various parts of China. With 28 years of steady growth, CMEF & ICMD has established a unique market position: **Asia Pacific's biggest exhibition serving the entire value chain for the medical devices market.**

For a start, CMEF & ICMD conference program will feature the industry's leading speakers presenting most topical industry matters such as **"China Medical Imaging Technology Forum"** and **"Medical Device Design and Innovation Technology Summit Meeting"**. Among the speakers in the imaging technology forum is Professor Dai Jian-ping who will speak on the progress and perspectives of medical imaging in China. Visitors can learn and



network with industry leaders and understand the latest technology emerging in imaging and product design for the medical devices.

One of the key highlights at CMEF Autumn 2006 is the new feature segment, Medisoft. This new feature will showcase latest software and IT technology used by hospitals, latest administration software, services for hospitals, material handling within the healthcare sectors and other services for medical professionals. Its key target audience is hospital administrators, doctors, agents and distributors. This new feature will help hospitals to be more efficient and effective by offering the latest technology and methodology to handle all the behind the scene administration for hospitals. Among the exhibitors are well known names in the industry like Nanjing Great Wall Information System Co., Ltd.

The CMEF & ICMD organisers continue to intensify its international promotional programme. The show expects over 100 exhibitors from some 15 countries like US, Germany, Korea, Japan, Hungary, UK, Sweden, Israel and occupying more than 1,600 m² at the International pavilion. These overseas exhibitors have brought not only more opportunities for local companies to co-operate and collaborate with international companies, it also showcases the latest and the most advanced technology for the emerging and technology-hungry Chinese market. This event has also been certified by the US Department of Commerce (US DOC).

The US DOC is working very closely with the organisers to stage a trade mission at the event. Mission participants will gain direct exposure to meet exhibitors and visitors. They can expect to meet potential Chinese agents, distributors, licensees, or joint venture partners on the exhibition floor and in the one-on-one matchmaking meetings being scheduled on October 31 and November 1. There is also a networking event on the first night of the show to facilitate mission members to enlarge the opportunities to meet Chinese companies and healthcare professionals. The US DOC is providing extensive support to U.S. suppliers through the mission and in the certified Pavilion at the shows in Zhengzhou as CMEF and ICMD creates an excellent business platform for leading US global equipment and component manufacturers to explore new business opportunities in China.

CMEF Autumn is expected to achieve new records with 82,000 m² of exhibiting area featuring more than 2,000 exhibitors from over 60 key product categories



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displaying over 10,000 products for the entire medical devices and equipment market including medical and hospital equipment and healthcare devices. In fact, the current capacity of the Zhengzhou venue cannot accommodate all interested exhibiting companies. Consequently, an additional 5,000 m² of

outdoor space has to be constructed to meet our exhibitors' need. The event continues to enjoy the loyal support of overseas well-known companies including GE, Siemens, Johnson & Johnson Medical, Toshiba, Hitachi, Kodak, Fuji, Shimadzu and local leading manufacturers like Wandong, Neusoft, Mindray, Xinhua and Aloka among others.

CMEF and ICMD are all gearing up and ready to welcome at the medical device and equipment community to the Asia Pacific largest event serving the entire value chain for this market.

For more information, visit our website www.CMEF.com.cn and www.ICMD.com.cn or contact:

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