Post Show Report

80th China International Medical Equipment Fair
(CMEF Autumn 2018)
27th International Component Manufacturing & Design Show
(ICMD Autumn 2018)

October 29th – November 1st, Shenzhen Convention & Exhibition Center
Fusing the Power of Technology and Intelligence Leading the Digital Healthcare of the Era

CMEF 2018 Autumn has adopted the Power of Technology and Intelligence as the main line of the series, and

- invited nearly 3,000 exhibitors from all segments of the industry;
- exhibited more than 500 core technology products;
- exhibited more than 100,000 industry-leading products.
The Olympus exhibition zone consisted of the internal medicine GI area, the surgical SP area, the surgical SI area, the ENTOPARTNER area, and the microscope area. The new generation ENDOALPHA intelligent overall operating room shined at the exhibition site.

On the first day of the fair, Mindray held a new product launch conference for IVD and medical imaging. On the scene, Mindray released a new series of automatic Chemiluminescence Immunoassay Analyzer CL-6000i M2, which started a new journey after Mindray went public.

Shinva has exhibited six major product lines including radiology diagnosis, infection control, operating room engineering and equipment at the scene for the first time. Among them, 85cm large-aperture spiral CT has attracted much attention. According to the report, it is the first large-aperture spiral CT in China dedicated to precise radiotherapy services.
As always, SonoScape arranged the new product launch at CMEF. The high-end smart color Doppler ultrasound S60 and the HD electronic endoscope HD-550 which were released in the field of ultrasound and endoscope are particularly eye-catching.

Under the background of slow disease management and grading diagnosis & treatment, the medical device field has also attracted an increasing number of international brands. Huawei's main event at the show was the release of Internet medical treatment, such as doctor's station, nurse station and other Internet medical solutions.

Integrated with Sinopharm in this May, CMDC held a brand strategy launch event themed Let More People Enjoy Better Health Services on the first day of the exhibition, which vividly demonstrates the spirit of China's medical device enterprises in the new era that forging ahead and taking responsibilities bravely.
Gaining the Power of Knowledge
Activating the Source of Progress

Knowledge is power! On October 29th, the launch ceremony of Reed Sinopharm Exhibitions Book Series on Frontier Knowledge of the Big Health Industry was held successfully. Developed by Reed Sinopharm Exhibition and Machinery Industry Press, it is the first set of authoritative books which introduce the development hotspots and frontier trends of the big health industry in China.
In the future, the two sides will continue to publish the follow-up volumes of the series according to the development hotspots and changes of the industry each year. The aim is to promote the technology development and innovation of the medical industry through the power of knowledge from the frontier to the new. For each set sold, Reed Sinopharm will donate 2% of its income for CMEF charity activities.
In order to further understand and master the new trends in the development of various disciplines in the field of medical imaging at home and abroad, China Clinical Medical Imaging High-end Forum was held during the 80th CMEF. Authoritative imaging experts from all over the country led by Academician Dai Jianping gave a wonderful theme lecture and interactive sharing on the hot topics of the Most Advanced Image, Expert Debate and Opportunities and Challenges of Chinese Video Journals.

The “Belt and Road” Ultrasonic Product and Application Road Show was successfully held on the 80th CMEF opening day. At the forum, the organizers invited 6 famous companies such as Mindray and SonoScape, and other ultrasonic experts to introduce new ultrasonic technologies to foreign merchants and demonstrated on-site ultrasonic equipment. At the same time, the venue also held a handheld ultrasound awards event for all the guests.

CMEF and the authoritative organization has jointly held the first China International Medical Transformation Innovation and Entrepreneurship Competition, which was in the heated atmosphere. The organizers will recommend the winning projects to apply for the National SME Development Fund and the National Science and Technology Achievements Transformation and Guidance Fund, and strive to promote the innovation projects in the Competition.
Visitor Analysis

Visitor Satisfaction
97.2%
Visitors are very satisfied with the exhibition

Visitor Recommendation
93.5%
Visitors are willing to recommend the exhibition to his/her peers

Rate of Return
97.8%
See you in Shanghai next year!
Visitor Composition

- Manufacturer: 31%
- Medical Devices/Distributor/Agent: 35%
- Hospital and Medical Institutions: 15%
- Import and Export Agency: 11%
- Accessories, Components, and Design of Medical Devices/OEM: 4%
- Purchasing company: 2%
- Investment and Others: 2%
Exhibitor Analysis

**92.7%**
Exhibitors Satisfaction

More than 92.7% of exhibitors expressed their satisfaction with the 80th CMEF. Signing/transactions and increasing brand awareness and industry status have become the most satisfying items for exhibitors.

**99.6%**
Exhibitors Retention Rates

More than 99.6% of exhibitors expressed satisfaction with the results of this exhibition, and will book the booth of CMEF in spring of 2019.

**92.2%**
Exhibitors Recommendation

Nearly 92.2% of exhibitors said that they would definitely recommend CMEF to friends/colleagues. “Improve visibility”, “most authoritative”, “good results” and “professional professionalism” are the main reasons for recommendation.
The exhibition can achieve good brand promotion.
The exhibition is an excellent opportunity to understand industry information.
The exhibition is a good platform for peer communication.
The exhibition to help the company increase sales.
The 40th anniversary of Reform and Opening Up is also the establishment of SonoScape for 16 years. In this critical period of industrial restructuring, we will continue to invest in research and development, and deepen the field of AI to accelerate product upgrade. The two new smart products released at the new product release meeting were widely praised by experts and customers within and outside the industry. Many experts and academics stopped at the SonoScape booth to experience and take photos.

In the history of nearly a hundred years of development, Olympus has always provided excellent innovative products to physicians to protect the health of each life. Regarding the future, we firmly believe that Olympus will continue to adhere to the mission of “Achieving the health, peace of mind and happy life of the people in the world”, promote the development of China’s medical industry with more advanced optical products, and continue to make more contributions to Chinese people’s healthy life.

Edan is rooted in Shenzhen, focusing on the world, improving and expanding the company’s deep layout in the medical device industry, taking maternal and child health and ECG products as the cornerstone, taking ultrasound imaging products as the progress, taking patient monitoring and IVD products as the motivation, taking wisdom health as a new growth exploration point. We always adhere to valuable innovation, so that medical innovation could benefit everyone.

CMEF is a very good platform to witness the development of MEDCAPTAIN. Many foreign customers have met us at the exhibition for the first time, are interested in our products, and then come to contact again and again to reach a business and become a long-term partner finally. Almost every CMEF, even if our booth are dismantling, there are still foreign customers coming to our booth to talk about cooperation.
I was very fortunate to participate in the organizer's supply and demand matchmaking activities. During the exhibition, I had a deep communication and negotiation with more than a dozen indwelling needles and heparin hat manufacturers. I feel very good. I am currently doing a return visit. This time, CMEF is worthwhile!

-- Nord Medical Technology Co., Ltd.

This time our government tour came to CMEF to find cooperation companies and suppliers for import and export trade. I am very happy that with the help of the organizers, we have found all the products in our purchase list, and have established in-depth cooperation with Weigao and Mindray. In short, we are very satisfied with this exhibition experience, and will continue to participate in this gathering every year.

-- The Dominican Republic buyer group

The procurement demand is “spiritual rehabilitation products”, “neural digital electrophysiology” and “medical potentiometer”. The organizer was very intimate and recommended for us before the exhibition. During the exhibition, it was very successful to communicate with Shandong Yuda, Superstar Medical Equipment, Lepu Medical, and the results were optimistic, followed by in-depth cooperation intentions.

-- Wuhan Tianze Tuowei Trading Co., Ltd.

This time, I wanted to purchase the equipment of "Puretone Audiometry" and "CT Equipment". Under the recommendation of the organizer, four exhibitors including Bellxk and SIUI were on site, and I was very satisfied with the results of the exhibition. Further cooperation has been reached and the final transaction volume is expected to be around 5 million yuan.

-- Hebei Rongkang Trading Co., Ltd.
Wonderful Moments Review
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CONTACT US

International Sales
Ms. Cindy Zhu
+86 (10) 8455 6578
Xinyi.zhu@reedsinopharm.com

International Cooperation & Audience Consultation
Ms. Yolanda Li
+86 (10) 8455 6527
Ye.li@reedsinopharm.com
SEE YOU