

For Immediate Release

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MEDITECH 2018 ATTRACTS OVER 10,000 VISITORS

At the sixth edition of Meditech, the International Health Fair, in Bogota, Colombia, more than 10,000 trade visitors attended to learn about the medical innovations presented by 300 exhibitors from Colombia, Germany, Argentina, Brazil, Canada, China, Republic of Korea, Spain, the U.S., France, Italy, Malaysia, Mexico, Russia, Taiwan, Turkey and Uruguay. With these results, Meditech confirmed its status as one of the most important health trade fairs. Overall, business worth about \$ 2.8 million is expected to be generated by the trade show.

Juan Carlos Giraldo, Director of the Colombian Association of Hospitals and Clinics (ACHC), commented: "This year the trade fair is not like the first edition in 2008. We now have more experience. We also offer new ancillary events. There were new international exhibitors and we also celebrated the return of great companies and the companies that stayed with us since the beginning."

Held concurrently with Meditech 2018 was the XIII International Congress of Hospitals and Clinics, the First Symposium of Successful Solutions, the V International Dental Congress and the Health Forum. "The core of this trade fair is in knowledge. Therefore, we brought international key speakers together with the Colombian Odontological Federation and the ACHC," added Juan Carlos Giraldo.

For the first time, Meditech featured a special pavilion with 10 of the city’s most recognized hospitals. Also new was the Specialized Center in High Hospital Technology (CEATH) with high-quality technological equipment for diagnostic, surgery and recovery rooms.

Hector Mario Mejia, doctor and manager of HDQ - Hospital Design Quality, responsible for the invention and construction of this space, said: "Participating in Meditech was a wonderful experience because we were able to see and share with visitors the technologies available in the market and that are about to arrive to provide a futuristic vision of hospital."

During the trade fair Messe Düsseldorf and Corferias - the International Business and Exhibition Center of Bogota - signed an agreement to jointly organize Meditech. The signing of the alliance will help to increase the participation of international companies at Meditech with an interest in this emerging market.

Tom Mitchell, President of Messe Düsseldorf North America, stated: "We are very pleased to be part of this alliance. Messe Düsseldorf is one of the largest trade fair organizers in the world and we have achieved this because we work with good partners. In this case we have found an excellent partner in Corferias." He added that Colombia is very important for their clients. "South America is a place we actively focus on and this alliance helps us. The cooperation has been excellent. We look forward to the next edition of Meditech in 2020, where we will have a greater involvement."

"The alliance signed with Messe Düsseldorf, the participation of 300 exhibitors from different parts of the world, the academic meetings and the participation of more than 10,000 visitors confirm that Meditech has become one of the most important health trade fairs in Latin America, which will be further reinforced in 2020," remarked Roberto Vergara, Director of International Business at Corferias.

Exhibitors were also pleased with their participation. José Mauricio Sarmiento, Manager of the Robotic Surgery Unit of the Amarey Nova Medica Group, said: “The experience at Meditech 2018 was positive because the managers of the country’s clinics and hospitals attended with whom we established business contacts.” Carmen Martinez, Striker's sales representative, remarked: “This is our first time at Meditech and the experience has been incredible. In Colombia we work directly with the manufacturer and this is an attraction for the consumer.”

Vanessa Klein, spokesperson of the German pavilion and Senior Project Manager Health and Medical Technologies at Messe Düsseldorf, added: “We are very delighted with the participation of the German delegation in Meditech where we met with a good number of visitors and did business. An advantage of a trade fair like this is that it brings together speakers and partners and we learn more about Colombian market and how to enter it. We will definitely be present in 2020.”