

# Middle East & Asia Issue

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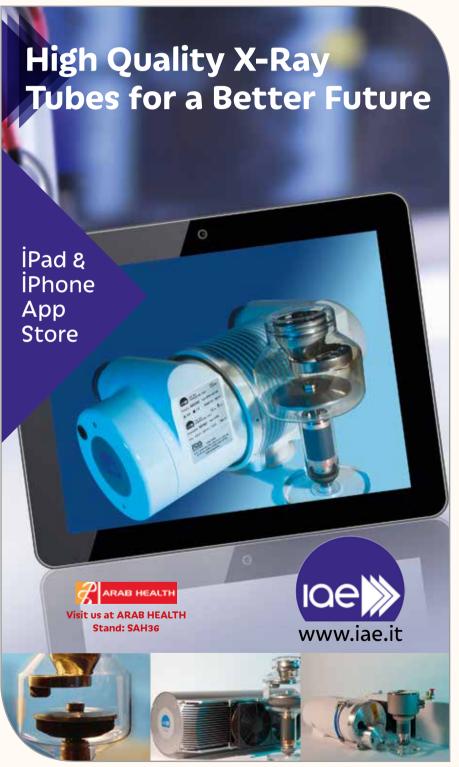
• Focus on India



• Hot Topic: Insight into the Taiwan Medical Industry excellence



• Market Overview: The Basic Principles for Startups







We are your ideal **ISO Certified** partner for all third party multi-vendor endoscope repair service facilities. Providing the most comprehensive inventory of parts, equipment, tools, as well as all your consulting service needs.

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Brand: Olympus®

Part #: CF-H180AL

Channel Size

Category: Colonoscope (video)

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Olympus® CF-H180AL Pre-Owned OEM Bending Section Part #: 90-1049-09

Excellent Condition Used OEM Bending Sections



Olympus® CF-H180AL Pre-Owned, Tested CCD-Chip Part#: 90-1021-04



Olympus® 180 Pre-Owned OEM Stress Boot U-Cord/EL Conn.
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Olympus® 180 Series Colono Pre-Owned OEM Video Connnector Part#: 90-1223-08

Fits most Olympus® 180 Series scopes.



Olympus® 180 Series Left/Right Pre-Owned OEM Knob Assembly Part # 90-1159-01

Can be used on most Olympus® 180 Series colonoscopes.



Olympus® 180 Series Pre-Owned OEM Auxiliary Water Inelet Col Part #: 90-1196-00

Fits most Olympus® 180 Series scopes.



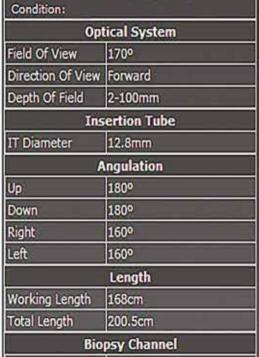
Olympus® 180 Series Pre-Owned OEM Control Body Complete
Part # 90-1182-00

Fits most Olympus® 180 Series colonoscopes.



Olympus® 180 series Pre-Owned OEM Side cover

Currently Only Pre-Owned Available Fits most Olympus® 180 Series colonoscopes.



3.7mm









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#### **Automatic Pressure Infusor**

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When connected to an electrical outlet, Biegler Pressure Infusor automatically maintains pressure on blood and IV fluid bags. Pressure range is zero to 300 mmHg.

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email: office@biegler.com

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Arab Health - Stand Z2G38

www.biegler.com



#### **FOCUS ON INDIA**

"Lying in relative isolation from the rest of Asia, protected by the world's highest Himalayan mountain system, India has been the centre of many important civilizations since at least 2000 BC...."



#### INSIGHT INTO THE TAIWAN MEDICAL INDUSTRY EXCELLENCE

"From 14th to 17th October, we visited six Taiwanese companies active in the fields of Orthopaedics, Respiratory care, Home care applications, Medical e-records, Operatory room equipment and digital dental radiography..."



#### THE HEALTH INDUSTRY SUMMIT

"The Health Industry Summit (tHIS) Expo and Congress is the new umbrella global Pharmaceutical and Medical Industry event in Asia, the world's fastest growing health market..."



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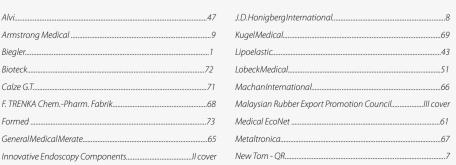
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#### MARKET OVERVIEW

"During Startups there are many situations to generate a lot of worry. About launching, finding and securing funding, hiring great staffers..."



#### **INDUSTRY NEWS**

"Market conditions in the medtech industry are oppressive. The downward pressure on prices has continued to rise to unprecedented levels: 87% of companies report that they are facing increasing price pressure – more than in other industries. ..."

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#### **Editorial**

#### **Reinventing Marketing**



Communication channels are currently facing a period of marked uncertainties, making it difficult to focus on current situations and to correctly foresee future perspectives.

We are confronted daily with a stressful environment which offers us no time to reflect and to think about tomorrow in a positive atmosphere. On the other hand,

times of crisis often open up new opportunities and motivate us further to look for newer and more concrete approach.

The structure and size of the market is continuously being reshaped. In the future, there are likely to be less actors on the scene, but better qualified and organized participants to face the new-business on an international scale.

The main task of a marketing professional is to be sincere and to go beyond the patterns that communication itself has created: dreams, unfulfilled promises etc. As such, a sincere dialogue with the reference target becomes essential. This crisis brings with it new opportunities for growth and sales to those companies who recognize the potential of communications.

Infomedix International operates as a counselling and business partner for Italian and international companies. Our "global" perspective allows Infodent to be a marketing leader in the international medical and dental marketplace. By attending all the main events in these markets, it gives us a deep understanding of what is going on in the different environments, and helps us discern direct and diverse feedbacks from the trade and our customers who we represent.

At Infomedix we strive to create new opportunities for companies in terms of services and channels of communication. We create custom program with strategic insight and creativity using technology, social networking and unique search engine marketing.

Infomedix International has created new ways to communicate with less resources in a consumer environment that is changing rapidly and radically. We focus on the creation of models and strategies, with greater ability than in the past, to captivate and have an impact on the consumer. This implies a new structure of communication, more complete, sophisticated, enveloping and engaging towards the reference target. Of course, these strategies are made possible by our high level of interaction and market penetration, which are not limited to the medical and dental trade sectors. We have learned to offer our partners all that we have achieved through many years of participation at countless international exhibitions and events.

Thus, we are capable of measuring results before and after we implement your custom-made communication strategies. These results allow us to continuously improve the unique strategy developed for your company. Our team members are aggressive and flexible so they can react positively and quickly for you as markets change.

In the difficult economic environment we are currently addressing, we prefer to think of "saturated or tired markets" as "opportunity" markets. With Infomedix' interpretive counselling we can stimulate companies to create great value. That is our core mission: to use our advantages, knowledge, energy and passion to help our customers obtaining their marketing and sales goals.

Baldo Pipitone
CEO Infodent S.r.l.
baldo.pipitone@infodent.com







# MUSCULAR EVALUATION AND REHABILITATION

ARAB HEALTH
Za'Abeel Hall - Z2E39

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#### Biegler



Biegler Medizinelektronik, based in Austria/Europe, has to its credit more than 40 years of research, development and production in the service of medicine. Customers are served by offering them not only high quality products and services but comprehensive and personal support as well. The quality management system was introduced in 1994 with EN ISO 9001 / EN 46001 and developed further in 2003 in accordance with EN ISO 13485:2003. It covers all processes from development through to after-sales service and provides the

guarantee for consistently high quality. A large sense of responsibility and attention to quality, along with qualified and motivated professional staff enables Biegler to achieve a high level of quality in their daily work. The proximity to the market secures the quality of the products through market-driven innovation. Together with the customer from the start: Research and development is one of the core competencies at Biegler Medizinelektronik. The company offers not just the technical but all the regulatory prerequisites for successful partnership with OEMs. Biegler's expertise is in the development and manufacture of ready-for-sale medical products. The company operates distribution to end customers in over 70 different countries with distribution partners.



http://www.biegler.com

#### Eucarbon – the best preparation for an ideal bowel movement based on 2000 years of medical experience



Eucarbon is a preparation made up of four agents, which are used in the traditional European art of healing. It was developed by the pharmacists F. Trenka and Prof. Wolfgang Pauli in 1909. It is applied as mild bowel regulator, helps to relieve constipation, slight diarrhea, and flatulence — and binds toxic metabolic products. The four most important ingredients of Eucarbon are known to be significant means of the traditional medicine in Europe and the Middle

East. In 1909, they were combined for the very first time in Eucarbon. Since then, Eucarbon, which is produced in Austria is regarded as an indispensable preparation to treat bowel irritation in a smooth way.

Eucarbon – the best preparation for an ideal bowel movement based on 2000 years of medical experience. Whenever the topic



"Traditional Medicine" comes up, it makes people think of the traditional Chinese medicine. Yet, people tend to forget, that also the European medicine is steeped in tradition. For hundreds and thousands of years, it has been strongly influenced by various healing arts, which are primarily based in Asia Minor and the Arab regions. Groundbreaking findings in research and science are the reason that European-based traditional medical methods fell into oblivion. Lately, it is, amongst other things, the findings gathered from the herbalism in the medieval cloister gardens, which is putting the topic back into focus.

One tablet contains:

Senna leaves (Folium Sennae) 105 mg Natural coal (Carbo ligni) 180 mg Rhubarb extract (Extractum Rhei) 25 mg Purified sulfur (Sulfur depuratum) 50 mg.

www.eucarbon.at // office@eucarbon.at





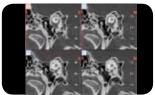
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# 5G, high technology which rewrites the rules of radiology.



- Nothing is safer for patient health than the new EcoScan protocol and SafeBeam™ technology.
- Unbeatable image accuracy thanks to the market's smallest available focal spot and single
- Proprietary NNT software facilitates image sharing and analysis.
- The revolutionary bed enables practitioners to perform exams in various fields of application.

Precursor in the field of CBCT imaging, NewTom is the unrivalled benchmark in radiology thanks to highly effective research standards, flawless reliability and sheer quality. These ingredients make 5G the best way to explore new fields of application.



#### JDH: Your source for US Radiology, Emergency & Hospital Furnishing equipment



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- RESPIRATORY & EMERGENCY EQUIPMENT: We offer transport Ventilators, por-

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#### A-Smart® Emergency & Anesthesia Carts



Armstrong's A-SMART® carts are light to push and do not rust as they are made of durable aluminum. This dependable line of PremierTM Carts comes in many sizes and colors, offers a choice of locking systems with either key lock, breakaway seals or push button lock. You can customize your cart and change its configuration at any time when needs change with a



selection of hundreds of accessories. A-SMART® carts are stable thanks to a stabilizing frame, easy to maneuver with soft grip handles, swivel casters, 2 brakes and one tracking guiding caster. The drawers open and close softly on ball bearing glides and are protected by double side panels and bumpers all around. A-SMART® carts undergo the highest quality controls standards to meet ISO 9001:2000 certification requirements. The most reputable Hospitals depend on A-SMART® carts to provide high Quality Healthcare to demanding patients.

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# Armstrong Medical

R R











Visit us at Arab Health expo 2015 Booth Number: 1C38



#### Manufacturer of hospital beds, trolleys and products for children's wards



FORMED is a manufacturer of high-quality, innovative products in the field of specialized medical equipment and furniture: hospital beds and cabinets, examination and treatment tables, trolleys for patient transport and complementary equipment and furniture.

We are relatively young company (established in 2009) but our employees have extensive experience gained over the years of working in the medical industry. Since 2009, we have sold 30 000 products to medical facilities. We are one of the few companies in Europe that manufacture stainless steel hospital beds and products for children's wards which are available in a wide range of colours and patterns.



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www.formed.eu.pl // export@formed.eu.pl

#### Medical carts and equipment



The parent company of BAILIDA is Machan International Co., Ltd. founded in 1976 and certified by ISO9001:2000.

BAILIDA specialized in manufacturing professional storage units with wild ranges of medical and hospital equipment, such as medical carts, medication carts, emergency/crash carts, utility trolleys, accessories etc. Those series off stable,

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The advanced design of BEST-LISAS DUAL® guarantees the following advantages:

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#### Bioteck



Bioteck is the Italian Company, manufacturing equine-derived substitutes for tissues regeneration in General, Orthopedics, Spine, Oral and Maxillofacial Surgery. Founded in 1995, it has developed a proprietary enzymatic de-antigenation process, which offers high quality medical devices, while preserving their unique bio-mechanical properties. Since 2013, Bioteck has expanded Production and R&D

Facilities, being present in over 50 Countries throughout the World. Grafts are available in a wide range of formats: granules, granules in hydrogel, paste, putty, crunch, blocks, membranes and preformed patches for all tissues regeneration procedures.

Bioteck is now proud to launch AWAYR, the first revolutionary one-step perfusion medical device able to evenly saturate porous scaffold with biological fluids by removing entrapped air bubbles under vacuum-condition. AWAYR represents an advancement in hybrid engineered biomaterials science: it permits to prepare an ideal graft that mimics

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in general and endovascular surgery, neurosurgery, gastroenterology, cardiology, urology, orthopedics. Available in different models (with fixed or rotating anode, from 9" to 13" I.I.), Symbol is provided with an exclusive series of software digital modules so that it can be configured as a cutting-edge mobile angiography unit for complex vascular applications. The intelligent user interface ensures the most intuitive management of the operational parameters, while the advanced technology featuring the CCD camera and digital system provide top image quality and reduced patient dose.



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#### Your strategic and reliable partner



IAE is a major role player in the international x-ray market as the only independent manufacturer in Europe of rotating anode tubes. With its wide product line of more than 100 insert/housing combinations, IAE is a strategic and reliable partner to the most important equipment manufacturers globally. A recently developed product is a Rotating anode X-Ray equipment film and digital detectors. Com-

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www.iae.it / iaexray@jae.it

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www.lobeck.com // info@lobeck.com



#### From Conventional Mammography To Digital Breast Tomosinthesys



Metaltronica has been designing and manufacturing mammography devices for almost 40 years, our long experience and the excellent skills of our staff grant the highest productivity levels and quality standards. We provide a full range of complete solutions for mammography that can satisfy all customer's need. After having achieved great results with our analogue mammography unit Lilyum and our

FFDM system Helianthus we will soon launch on the market our Digital Breast Tomosinthesys: Helianthus DBT. For its DBT System Metaltronica has chosen a technology that allows to gather sufficient information on larger volumes of tissue with low noise and high image quality. After a scanning time of less than 20 seconds an advanced algorythm starts to reconstruct the breast tissue in 1 mm thick slices. Helianthus DBT uses an anti- scatter grid specifically designed for tomosinthesys and this makes it a complete solution to obtain excellent diagnostic images in 2D screening, 3D tomosinthesys and stereotactic biopsy.



www.metaltronica.com

#### Smart Solutions for Hospitals



Palex Medical is a leader in the healthcare sector focused on advanced hospital solutions. Palex R&D team has developed innovative solutions and products that meet the market's emerging needs in hospital management and logistics. As a result, Palex systems based on RFID technology allows hospitals to automate processes and improve their level of control and efficiency. For the management of high-cost items, such

as implantable devices, Palex offers the Dyane SmartCabinet, a restricted-access, computer-controlled cabinet that provides user-friendly, fully-automated and real-time traceability of all stock movements. Cath Labs, trauma theaters and Operating Rooms are perfect candidates to benefit from the cabinet gaining efficiency and control over their routinely used high-cost stock. For the open-storage stock management of disposable material Palex features Dyane SmartKanban, a user-friendly device for the automated capture of stock replenishment orders in hospital wards, guaranteeing stock level optimization and permanent availability of necessary supplies.



http://www.palexmedical.com

#### NewTom VGi evo



The engineering evolution of the NewTom range has delivered an ultra-modern, ultra-technological, ultra-competitive device. The most complete CRCT

- Choice of Eco Scan modes for each FOV, for carrying out scans with reduced dosages to the patient;
- Maximum FOV 24x19 cm, obtainable with a single scan;
- Various functions available: 3D imaging, panoramic imaging, teleradiography and 2D sequential imaging;
- Modern ergonomics to gather all the top technology into a reduced space;
- Simple and comfortable patient positioning, thanks to the latest generation head support unit. The effectiveness of unrivalled research methods and reliability stemming from the highest quality standards make NewTom the forerunner of CBCT imaging the leading and defining model in the sector and VGi evo the point of reference for Head & Neck imaging.



www.newtom.it // info@newtom.it Visit us at: Arab Health 2015, Booth Z4Y50, Za'abeel Hall



monogement of high-cost material or material with high patient-traceability requirements. Cath Labs and Operating Rooms are perfect candidates to benefit from this device that provides user friendly, fully-automated and real time traceability of all movements of products contained in the cabinet.





For the open-storage stock management of disposable material Palex features Dyone SmartKanban, a user-friendly device for the automated capture of stock replenishment orders in hospital words, guaranteeing stock level optimization and permanent availability of necessary supplies.



# NEW SOLUTIONS



# SMART SOLUTIONS

Palex Haspital Automation team has developed a breakthrough Radio Frequency Identification (RFD)-based solution that provides money-saving advantages to hospitals in the stock management and logistics of both routinely-used disposable material and high-cost items, such as implantable

This cutting-edge technology also allows for a comprehensive traceability all the way to the patient. or the surgical procedure, granting improved inventory levels, paperless and dencal-error free administration, optimal stack management and the





Please, visit us at Arab Health Fair in Dubai (26 - 29 January 2015)









#### UVLrx Therapeutics Inc.



United States based UVLrx Therapeutics Inc. is a medical device company who manufactures light therapy systems.

The UVLrx Station™ is an innovative, direct-to-blood, light therapy device. It is the only device of its kind integrating and delivering multiple wavelengths of light intravenously, alleviating the need to remove blood from the body or include additives or thinners to treat patients. The wavelengths involved

in the UVLrx Station protocol stimulate the body's natural immune system, weaken, and deactivate blood-borne pathogens. UVLrx Station wavelengths are related to reductions in inflammation, increases in natural energy levels, and improvements in blood circulation. The UVLrx Station utilizes Dry Light Adapter™ disposable technology, a single-patient, single-use disposable. Dry Light Adapters (DLA) connect to existing 20 catheters, and provide an integrated saline tubing port for connection to external saline. Therapeutic wavelengths are provided in combination with saline, rehydrating the patient during treatment.

http://www.uvlrx.com/ // info@uvlrx.com



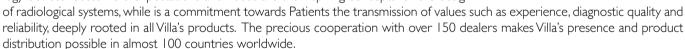
#### Villa Sistemi Medicali



Since 1958, Villa Sistemi Medicali designs, manufactures and markets radiological systems organized in the following product families:

- Analog and digital R/F systems
- · Analog and digital general radiographic rooms
- Mobile Units
- Surgical X-ray units
- Mammography
- Dental panoramic, intraoral and 3D

The grouping of these product families in dental and medical lines is a key feature that has allowed Villa Sistemi Medicali to assert itself in the international market of diagnostic radiology devices. Customers' expectations and needs are the inspiring concepts for the design



www.villasm.com



#### Biofeedback, Electrotherapy, Somatosensory & Pulsed Magnetic Rehabilitations



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Main rehabilitation technics used: biofeedback, electrotherapy, vibratory stimulation and pulsed electromagnetic field.

We offer a new range of Biofeedback/Stimulation products with innovative features: undisturbated EMG biofeedback signal, true real time biofeedback (without latency), high EMG sampling allowing accurate unparalleled acquisition, effective and very comfortable stimulation. All of the 500 treatment protocols, assessments and the 8 Biofeedback screens are designed in partnership with leading international trainers. Software is complete, ludic, powerful and very easy to use.

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Devices come in two ranges: stand-alone and computerized systems.

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Colour Outside the Lines

#### Sanyleg - The quality policy



"Ongoing commitment to providing our customers with the products developed for them, according to their specifications with efficiency and dynamism, at the appointed time and in the best way, having identified their needs with skill and care.

Thanks to our advanced technology, to a constant research of new yarns, and our know-how, working in areas where our expertise

and our human resources allow us to excel, our first objective is to provide the best products at competitive prices.

We promote the development of skills and expertise of our staff, through innovation, training and involving individuals, in a spirit of mutual growth and interest. In this growth we also involve our suppliers.

We comply to the highest standards in terms of individual safety, as well as for our protection, as example of warranty and reliability for our customers. The continuous development of our skills, the steady improvement of our organization, the satisfaction of our customers are the main features that distinguish our daily work." Alberto Ghelfi <a href="https://www.sanyleg.com/">www.sanyleg.com// info@sanyleg.com</a>



#### BCA – PLUS Digital Mobile C-Arm series

We are pleased to introduce our brand new BCA – PLUS Digital Mobile C-Arm series



#### Main features:

- 9" or 12" I.I. tubes for a wider investigational area
- IKxIK digital imaging system, providing higher definition with lower X-ray dose
- X-ray monoblocks with stationary or rotating anode tubes
- ± 210° panning movement
- 146° (+90° ÷ 56°) orbital rotation
- Outstanding free space and depth for improved patient's accessibility and easier operations
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Silfradent

# CGF: concentrate growth factor from tissue regeneration

The ability to regenerate tissues and organs is a topic of great scientific, social and ethical interest.

Tissue engineering and regenerative medicine have made and continue to make great progress identifying new strategies in the field of tissue regeneration, such as the use of "platelet concentrate" which constitutes a relevant and innovative clinical approach.

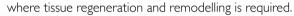
From years Silfradent deals with the study of platelet concentrates and, in particular, with CGF (Concentrated Growth Factors) that represents a new generation of platelet concentrates able to hold inside a higher concentration of autologous growth factors. CGF, like other platelet concentrates, is isolated from blood samples through a simple and standardized separation protocol, which is performed by a specific centrifuge device (Medifuge MF200, Silfradent srl, Forlì, Italy) without the addition of exogenous substances.

A study made in the "Laboratory of Organ and Tissue Regeneration", headed by Professor Luigi F. Rodella of the Section of Human Anatomy, Department of Biomedical Sciences and Biotechnologies of the University of Brescia and published in the international journal "Microscopy Research and Technique" has highlighted some of its main features: the CGF consists of an organic matrix rich in fibrin that is able to "trap" a greater amount of growth factors (TGF-BI and VEGF); moreover, it contains CD34 positive stem cells, which are known to be recruited from blood to injured tissue and play a role in vascular main-



tenance, neovascularisation and angiogenesis. I In addition, an other study underlined the need to establish a standardized protocol for preparing CGF (also said PRF-Platelet Rich Fibrin) membranes for clinical use.2 Form a clinical point of view, some recent studies about the use of CGF in maxillofacial surgery showed the efficacy of CGF in guided bone regeneration before dental implant placement.3-5 In particular, there are satisfying results about the use of CGF as alternative to bone substitutes for sinus augmentation.4,5

However, its features make it suitable for its use, alone or with other biomaterials, in other fields



To date, the research continue and is addressed to evaluate "in vitro" the ability of CGF of stimulate cellular proliferation and to test the efficacy of CGF in different clinical applications ranging from oral surgery, dermatology and cosmetic surgery.



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Malaysian

# Malaysia

**Your Source of Quality Rubber Products** 





alaysia enjoys several distinctions in the rubber industry. It is the world's no. I supplier of natural rubber and nitrile rubber gloves, rubber foley cathethers and rubber sheath contraceptives.

Renowned globally for its high quality and competitively priced rubber products, Malaysia continues to supply the international market with the top of the pick rubber products. Ranging from medical devices to automotive parts to construction materials, Malaysia is offering a whole wide range of rubber-based products that meets international standards and requirements.

Malaysia remain the world's leading supplier for medical gloves (examination and surgical gloves), satisfying more than 50% of global demand. Malaysia is also the world's leading supplier of foley catheters and the second largest exporter of condoms and latex threads (in value terms). Latex thread is mainly used in the apparel industry as elastic bands and supports. Other latex products produced in Malaysia include finger stalls and teats and soothers. Malaysia also produces an extensive range of industrial rubber products such as hoses, beltings, seals, wires and cables for the global market.

Malaysian rubber products are currently exported to more than 190 countries globally. The United States (USA), Germany and Japan remained the largest markets for Malaysian rubber products, accounting for more than 40% of Malaysia's total exports of rubber products. Other important markets for Malaysian rubber products manufacturers include China, Brazil and the United Kingdom (UK).

Demand for rubber gloves will mainly be driven by improvement in healthcare awareness as well as more stringent regulations following the recent outbreak of diseases. Malaysian manufacturers have intensified the production capacity in order to meet the demand of the international markets.

In 2013, total world production of rubber was estimated to be 27.53 million tonnes, growing at an annual average rate of 3.0% from 22.44 million tonnes in 2006. Malaysia is currently the world's fourth largest

producer of NR after Thailand, Indonesia and Vietnam. Malaysia remains the world ninth largest consumer of rubber and the seventh largest consumer of natural rubber (NR).

With the availability of quality raw materials, political stability and good infrastructure and research and development (R & D) support from the Malaysian Rubber Board (MRB) and the Tun Abdul Razak Research Centre (TARRC), Malaysia remains a global player in rubber, supplying the world market with a wide range of rubber products.

# Malaysian Rubber Export Promotion Council

The Malaysian Rubber Export Promotion Council (MREPC) undertakes the market promotion of rubber and rubber manufactured products in Malaysia to the world markets. MREPC is an agency under the Ministry of Plantation Industries and Commodities, Malaysia and has representative offices in Washington DC, USA, Shanghai, China, Mumbai, India and soon in Guangzhou, China.

Marketplace - The Ultimate Website for Buyers & Sellers of Malaysian Rubber Products!

We are glad to introduce you the MREPC Marketplace, an initiative by MREPC to link buyers and suppliers of rubber products. The Marketplace houses the largest directory of rubber product suppliers in Malaysia, where buyers can list their rubber product requirements online, while Malaysian rubber product manufacturers and exporters can offer their range of quality rubber products to buyers worldwide.

We invite you to visit our MREPC Pavilion at Hall 6, Booth 6B01 to source for high quality rubber medical devices (ie: Medical Gloves, Condoms & Foley Catheters) from Malaysia at Arab Health 2015!

|www.mrepc.com/marketplace

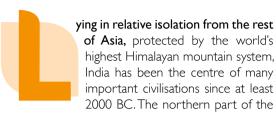
# focus on District Control of the Con

Lying in relative isolation from the rest of Asia, protected by the world's highest Himalayan mountain system,

India has been the centre of many important civilisations since at least 2000 BC.

Author: Michela Adinolfi





country was home to the major ruling powers of India and today it is still the most populous region.

The southern area consists of a triangular peninsula, mainly occupied by the Deccan plateau, crossed by several rivers on both sides. The indigenous population of India that used to live in the central and southern regions was conquered by the Arii population as early as 1500 BC, introducing the social divisions that formed the basis of the rigid caste system still dominating the Indian culture.

The penetration of Muslim populations around the thirteenth century and the rule of Muslim kingdoms lasted until the British conquest that established a powerful presence in India. After the country gained independence in 1947, many Muslims moved from India into the Muslim states of West and East Pakistan (today Pakistan and Bangladesh), although still around 75 million Muslims remain in India. However, Hinduism remains the dominant religion, practised in its various forms by about 80% of the population.

Over the last decades India has gained a prominent role as one of the two Asian superpowers together with China. With its 1.02 billion people, or 16.7% of the world's population, India is now the second most populous country in the world. The United Nations estimates that by 2050 India will take China's first place, due to the faster annual population growth rate (2% compared to China's 1%).

The urbanization rate is still far from China's one, as India has the largest rural population with 857 million, while only about 32% of population live in urban areas.

Nevertheless, figures about Indian cities are still impressive. Just to cite some data from the latest census, in 2011 there were 53 cities over 1 million inhabitants, all together hosting 14% of the total urban population.

Out of these cities, Delhi, Mumbai and Kolkata have the largest population (over 18, 16 and 14 million inhabitants respectively). According to UN estimates, in 2030 Delhi population is projected to rise to 36 million.

#### Economic and social developments

India's economic development has followed a rather distinctive pattern, different from the intensive industrialization experienced in China, and more service-oriented.

Over the last three decades a series of economic reforms and liberalisations boosted GDP and average income growth, although with very wide gaps between the single States as they have considerable autonomy.

Currently India ranks as the tenth-largest economy in the world, the third by purchaing power parity (World Bank and IMF ranks). Despite the considerable achievements in several sectors, such as reduction of the infant mortality rate, increase of literacy rate and life expectancy, improvements in transport and indutrial infrastructure, poverty reduction and social welfare haven't kept the pace of economic growth. In fact, still 32,7% of India's population (about 335 million people) live below the poverty line, calculated at \$1,25 per day; about 300 million people are illiterate; over 40% of children are below acceptable nutrition levels; and basic medicines are unavailable in about three on four villages.

#### India's middle class – how large?

Many economic analysts over the last years have pointed at a "huge" Indian middle class as the driver for the future growth prospects, in the effort to bring foreign investments in the country. While it is undeniable that a considerable expansion of the middle-income group, many past and current studies about the Indian middle class (sometimes referred to as "neo middle class") do not take into account the structure of employment, that is still marked by a dualism between the informal sector, including self-employment and other subsistence employment, and the formal sector, whereas the majority of the workforce is under-employed and even some groups in the formally employed sector must still deal with poverty issues.

There is indeed a rapidly-growing number of people with rising incomes and significant spending power, but rather than a huge addition to the middle class, they represent a minority, facing a majority of people that are only slightly above the official poverty line counts.



Colorful holi hands. Holi is a spring festival also known as the festival of colours or the festival of love.

xavierarnau istockphoto Of course, this is not at all diminishing the importance of the Indian middle class, but how can it be concretely measured? Far from the early 1990s projections of 300 million people joining the group, an interesting chart from the 2011 census takes into account four basic assets such as television, computer/laptop, scooter/car and telephone/mobile phone. The percentage of population owing all of these assets is 4.6%, in other words around 50 million people.

According to the Mail Online India that reported about these charts in 2013, a so-called affluent belt, spread across the regions of Himachal Pradesh, Punjab, Haryana and Uttar Pradesh in the north, and some parts of Kerala, Tamil Nadu and Andhra in the south, while a "poverty belt" starts from the tribal belt of North-West India, which includes the Central India Tribal Belt, parts of Bihar, Orissa and the North-East. Moreover, the article claims inequality to be rising both between and within affluent and poor states, for instance, in Maharashtra and Bihar.

Considering that around 30% of India's population live below the poverty line and 17.8% owns none of the specified assets, it is clear that measuring the middle-class isn't a straight-forward, merely income-related task, and that only focused estimates, narrowed on specific segments of households and taking into account the different regional averages, are able to give a more realistic account of the Indian middle class size.

#### Healthcare industry

#### India's health system in figures

| Total expenditure on health as % of GDP (2012)                     | <b>4</b> . I |
|--|--------------|
| Public health expenditure share of GDP (2012)                      | 1%           |
| Public health expenditure share of total health expenditure (2012) | 33%          |
| Private health expenditure share of GDP (2012)                     | 3%           |
| Number of phyisicians (2009)                                       | 757,377      |

Source: WHO

According to a report issued by the India Brand Equity Foundation, the size of the Indian healthcare industry contributes to around 5% of GDP and employs 4 million people. The Foundation indicates the well-trained medical workforce as one of the main assets of the country's health system, followed by the attractiveness of lower costs for most medical treatments compared to the more developed economies.



PHOTO Rajasthan

Senior man with colorful turban, cattle fair in Pushkar, Rajasthan, India Silvialansen / istockphoto

A leading role in this growth is assigned to the private sector, whose share in healthcare delivery is expected to increase from 66% in 2005 to 81% by 2015.

The estimated growth of the healthcare sector is an annual 15%, from US\$45 billion in 2008 to US\$78.6 billion in 2012. By 2017, the most optimistic forecasts expect almost two-fold increase to US\$158.2 billion.

Similarly, per capita health expenditure is expected to rise from US\$57.9 in 2011 to US\$88.7 by 2015, favoured by rising incomes and better access to high-quality healthcare facilities. A leading role in this growth is assigned to the private sector, whose share in healthcare delivery is expected to increase from 66% in 2005 to 81% by 2015.

Among the factors contributing to such projected growth, there are:

- Higher demand for better healthcare facilities at affordable prices from Indians with increased purchasing power. As health insurance adoption rises, growing segments of the population can afford high quality treatments.
- Growth of healthcare expenditure: although health spending still lies significantly below the average of the developed economies, total expenditure on health in India was over 4% of GDP in 2010 as compared to 2% in the year 2004 (World Bank 2012 data). Government spending on health is still less than 20% compared to 80% from private spending; however, it has increased to US\$83 billion under the 12th Five Year Plan, about US\$60 billion more than in the 11th Plan, raising public expenditure on health to 2.5% of GDP.

 Government Policies adopted to promote investment in healthcare sector and infrastructure:

- 100 per cent FDI permitted for health and medical services under the automatic route.
- Customs duty on all medical, surgical and dental equipments reduced from 7.5% to 5%.
- Full exemption from excise duty/Countervailing Duty granted to six specified lifesaving drugs/vaccines.
- International dental manufacturers allowed to establish joint ventures and outsourcing facilities.
- Lower tariffs and higher depreciation on medical equipment and income tax exemption for 5 years granted to hospitals in rural and smaller urban areas.

• National Rural and Urban Health Missions are going to converge into the National Health Mission, with higher budget allocation (US \$3.9 billion in 2013-14), as part of government's commitment to raise public spending from less than 1% to 2-3% of GDP.

#### Healthcare investments

According to data released by the Department of Industrial Policy and Promotion (DIPP), hospital and diagnostic centres attracted over US\$2 billion foreign direct investment (FDI) between April 2000 and July 2014. Among the major investments there are:

- US\$ 4.9 million to set up a public stem cell bank;
- Constructing a modern women and children cancer hospital at Parel in Mumbai;
- BlackBerry plans to launch an integrated healthcare service to enable early detection of illnesses, in partnership with healthcare technology firm NantHealth;
- Public funded HIV preventive services to transport sector workers:
- Government of Odisha was required to allocate 25 to 30 acres of land for a satellite centre of the All Indian Institute of Medical Sciences (AIIMS) Bhubaneswar as a super specialty healthcare facility;
- A proposal was approved to set up the National Cancer Institute (NCI) worth US\$ 332.62 million in the Jhajjar campus (Haryana) of AIIMS, New Delhi.

Moreover, other public initiatives include:

- Free Drug Service and Free Diagnosis Service to achieve 'Health For All'
- Two National Institutes of Ageing to be set up at AllMS, New Delhi and Madras Medical College, Chennai;
- A national level research and referral Institute for higher dental studies;

#### PHOTO Next Page

#### Miruthangam

The Mrdangam is a percussion instrument from India of ancient origin.

Candid Wedding Jayakumar / shutterstock

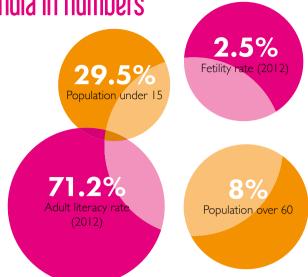




Focus on India

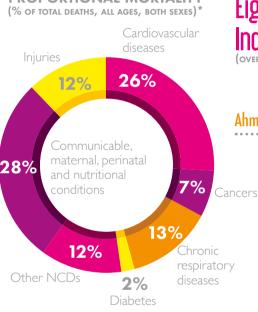






WITH 1.2 BILLION PEOPLE AND THE WORLD'S FOURTH-LARGEST ECONOMY, India's recent growth and development has been one of the most significant achievements of our times. Over the six and half decades since independence, the country has brought about a landmark agricultural revolution that has transformed the nation from chronic dependence on grain imports into a global agricultural powerhouse that is now a net exporter of food. Life expectancy has more than doubled, literacy rates have guadrupled, health conditions have improved, and a sizeable middle class has emerged. India is now home to globally recognized companies in pharmaceuticals and steel and information and space technologies, and a growing voice on the international stage that is more in keeping with its enormous size and potential.

#### PROPORTIONAL MORTALITY

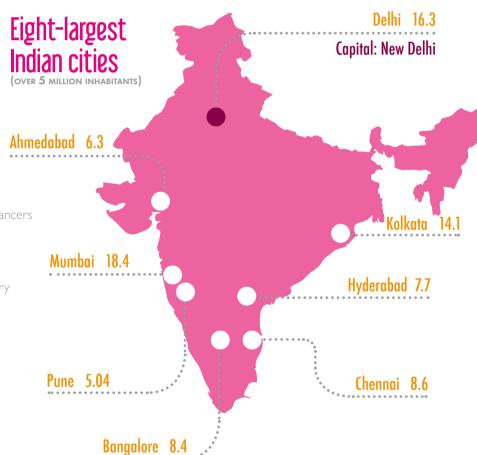


Source: World Health Organization Noncommunicable Diseases (NCD) Country Profiles, 2014.

> TOTAL DEATHS: 9,816,000 NCDS ARE ESTIMATED TO ACCOUNT FOR 60% OF TOTAL DEATHS.

#### **CHANGES**

Historic changes are unfolding, unleashing a host of new opportunities to forge a 21st-century nation. India will soon have the largest and youngest workforce the world has ever seen. At the same time, the country is in the midst of a massive wave of urbanization as some 10 million people move to towns and cities each year in search of jobs and opportunity.



Source: Census of India 2011

## focus

#### **NORTHERN PART**

was home to the major ruling powers of India and today it is still the most populous region.

#### **SOUTHERN PART**

consists of a triangular peninsula, mainly occupied by the Deccan plateau, crossed by several rivers on both sides.

#### Focus on India

- · AllMS-like institutions in Andhra Pradesh, West Bengal, Vidarbha in Maharashtra and Poorvanchal in Uttar Pradesh:
- 12 new government medical colleges to be set up;
- 15 Model Rural Health Research Centres to be set up for research on local health issues concerning rural population.

Further developments in the healthcare infrastructure include the establishment of retail clinics, single speciality, secondary and tertiary care centres in tier II/III cities, due to tax incentives and rising demand coming from affluent Indian households across these areas.

In a recent statement during a summit organized by the Confederation of Indian Industry, the Secretary of Health, Mr Lov Verna, pointed at the reform in health financing as the key to achieve universal healthcare coverage in India

According to MrVerna, India would need to increase the level of public spending on health to a minimum of 2.5% of GDP by 2017 in order to guarantee a reasonable package of healthcare services to its citizens. In a view of reducing hospitalised care, roughly 70% of this investment should go to comprehensive primary care. Currently, India has a very high out-ofpocket health expenditure rate (about 60%), which is a major cause of impoverishment of the population. The traditional tax-based financing should therefore be gradually replaced by health insurance coverage.

An estimated 400 million people were covered in 2012 and by the next year the World Bank forecasts the number to reach 630 million people, or half of the population. With different levels of development and big population spread over a wide area with great cultural diversity, India faces a great challenge in delivering accessible and quality care to its citizens.

The medical devices market

According to an Espicom report, the Indian medical device market ranks among the world's top 20, valued at US\$3,226, but per capita spending is disproportionately small at less than US\$3. The strong growth registered during the early 2010s has slowed since 2013 due to the sharp depreciation of the rupee. Nevertheless, the Indian market remains one of the fastest growing worldwide with estimated growth of 15% until 2018. While there aren't much expectations of a significant increase of public investments

in the general healthcare sector, that is mined by underfunding and structural weakness, the leading contribution to the medical device market is expected to come from the private sector that increasingly attracts better off Indians in search for quality healthcare. However, government's commitment to raise the number of citizens with health insurance coverage from the current 25% to around 75% by 2018. if achieved, would bring a signigicant increase in the number of people able to afford private healthcare services. Although local manufacturing is developing, still around 77% of the market is supplied by imports. In the last five years imports grew at an average annual rate of 9.9% in US dollar terms. After a slowdown in 2013, from May 2013 to May 2014 medical device imports rose again to reach US\$2.72 billion.

The Indian market remains one of the fastest growing worldwide with estimated arowth of 15% until 2018.

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#### **PHOTO** Next Page

#### Diwali

A Little girl making Rangoli and decorating with Oil lamps for Diwali celebration in India. Candid Wedding Photography / istockphoto





From 14th to 17th October, we visited six Taiwanese companies active in the fields of Orthopaedics, Respiratory care, Home care applications, Medical e-records, Operatory room equipment and digital dental radiography. They are among the leading players in their own sectors and place a strong focus on high quality standards.

Author: Michela Adinolfi

## **United Orthopedic Corporation**

#### **Product: Orthopedic implants**

Headquartered in Taipei, United Orthopedic Corporation designs and manufactures a range of orthopedic implants used to perform total hip/knee replacement and revisions, as well as clinical education and technical support. Born in 1993, after 10 years the company has begun to expand on the international market, opening a Chinese branch in Shanghai in 2005.

Having reached the €1 million revenue milestone in 2011, the company increased its investment in the export market by establishing a branch in Irvine, USA, the following year.

Up to now, United Orthopedic has supplied joint replacements to over 160,000 patients and continues to cooperate with orthopedic surgeons and institutes to develop innovative techniques and design.

United Orthopedic pays particular attention to the quality of prostheses, in an effort to fight the stereotyped notion that "Asiatic" means "low cost" and "low-quality" and it was among the first 200 Asian companies to obtain FDA approval; it also has CE and CFDA marks.

The whole manufacturing process is internal, in three facilities where the different stages of production take place. The most important plant is in Kaohsiung

where a plasma spray that covers the prosthesis is produced, which is essential to the regeneration of the bone. The entire production chain from raw materials to end product is controlled to ensure the overall quality standards.

The company's main export destinations are China (35-40%) and Spain, although exports to the European market are still limited to a number of most promising countries. The 25% of production goes to the domestic market, as United Orthopedic aspires to become a privileged supplier for Taiwanese hospitals. Nevertheless, it participated to foreign events such as the 2014 meeting of the American Association of Orthopaedic Surgeons in New Orleans. As regards the product segments, sales are almost equally divided between hip and knee prostheses. Globally, these two products account for respectively 0.8% and 0.2% of the world's total cases.

Together with maintaining high quality levels, United Orthopedic's main focus is on innovating and increasing the customisation of its products, in order to respond to the individual patient's needs. From 2015 the company will start a new experimentation on 3D printing in prosthesis manufacturing.

If you wish to learn more about United Orthopedic Corporation, please visit www.uoc.com.tw

United Orthopedic
Corporation is a
Taiwan based
leading designer,
manufacturer,
and distributor of
innovative,
regulatory compliant
orthopedic implants
and instrument sets
used by surgeons
around the globe.



#### PHOTO

#### United Orthopedic Corporation:

Hip and knee replacement implants

Alessia Murano Infodent International

## Digi02

#### Product: Home care monitoring systems

Established in Taiwan in 2006, DigiO2 is dedicated to developing and manufacturing intuitive, technology-driven healthcare devices, with a strong focus on usability and simplicity.

From product
design to consulting
services,
Digi02 strives to
make things easier
by creating intuitive,
technology-driven
solutions that have
a positive impact on
people's lives.

With full in-house research, DigiO2 has developed a range of home care applications in the fields of respiratory care (nebulisers and oxymeters), cardiology (ECG recorder and blood pressure monitors) and general care (thermometres and baby aspirators).

As population increases and the space available in hospitals is limited, DigiO2 has focused on producing home care devices that are well integrated with the physician's work in order to favour the cooperation between the patient and the specialist. Thanks to this type of assisting devices, self-screening becomes a relevant part of care, always with the support of medical consultation.

DigiO2's ECG recorder application allows an individual to register heart functioning at home, and this may lead to discover a chronic heart illness. Being connected to a smartphone application, the

device measures the heart's frequency, sends the result to the doctor who issues a report and, in case of emergency, can send an ambulance to the patient, as the ECG transmission is localised via GPS. SSL connection guarantees data security, and the payment for the e-consultation depends on the physician but it is easily available through the app. With DigiO2 ECG recorder the app is free, but it is also compatible to many other ECG recorders, and in this case, it must be purchased. This system is already in use in several Taiwanese hospitals.

DigiO2's portfolio also includes fingertip oxymetres with embedded bluetooth allowing wireless transmission, usb-rechargeable portable aerosols, blood pressure monitors and thermometres with memory recall of past readings.

The company's marketing concept is simple: sharing is caring, in other words, if the application works, the patient itself will share the information.

If you wish to learn more about DigiO2, please visit www.digio2.com



#### PHOTO

#### Digi02:

ECG recorder and app Alessia Murano Infodent International

### Karma Medical Products

Product focus: Wheelchairs

On a rainy day back in 1987, Karma's founder Kenny Chen noticed a woman struggling to fit her father's wheelchair into the trunk of her car, and stopped to help. The heavy wheelchair was hard to lift even for him, and finally proved too unwieldy to allow the trunk to close. Struck by the discomfort of the woman and the clumsiness of her father's wheelchair, Kenny decided to use his industrial engineering background to create a user-centered wheelchair and started its company, with the core mission of helping physically challenged people feel less excluded and enjoy their lives in ways that they didn't think possible.

The company's founding date was set by Mr Chen as the "Karma Wheelchair LOHAS Day": every 2nd of December, all employees (from CEO to basic labors) participate to activities that bring them to interact with the wheelchair users, for instance by visiting elderly homes or conducting interviews.

Over 25 years, Karma's commitment to improve the lives of the physically challenged has resulted in more than one hundred patents earned and a global network of 4,000 dealers.

Wheelchairs are designed around the "fit" concept: they must fit the user's body, medical conditions, environment and budget.



This core notion has translated into a variety of models, suitable for different needs and uses, including:

- an ultralight wheelchair for limited living spaces and small attendants
- a model that makes the user able to stand up in complete safety
- a power wheelchair both for indoor and outdoor use, even over rough terrain, with a small turning radius and independent suspensions
- a customisable model with configurable options for seat, backrest, swinging away footrests and flipback armrests

In the winter of 2004, Mr Chui, a Korean man with a physical disability, traveled across the United States covering 10,000 kilometres through 17 states, in a wheelchair produced and tested by Karma to face harsh conditions and prolonged usage, thus showing how a user-centered, caring approach to mobility aids can change the meaning of the word "impossibile".

If you wish to learn more about Karma, please visit www.karma.com.tw



Karma has received
ISO 9001
Certification
for many years.
Decades of
manufacturing
experience and
attention to
production,
every component
is produced
by following the
standard operating
procedure (SOP)
of the ISO 9001.

#### PHOTO

#### Karma Medical Products:

power indoor/ outdoor wheelchair Alessia Murano Infodent International

### Mediland

#### Product: Tables and lighting for operating rooms

Formerly the Taiwanese and Chinese agent of GE Healthcare, Mediland is a strongly export-oriented company with an extensive distribution network: 90% of its production goes abroad, mainly to China, Russia, Indonesia, Poland, South America, Iran and Turkey.

Mediland production range includes surgical LED lighting, tables and accessories, as well as operating room integration systems, connecting operatory tables softwares to displays and peripherals, and pendant systems.

The company's production bases are in Taoyuan, Taiwan and Nanjing, China. In Mediland facilities, each worker performs only one task in the production chain, with I to 2 tables produced per day to ensure maximum attention to details.

The frequent cooperation with the Taiwan national university and government's research institutes, as well as the training and technical support service provided, help Mediland to maintain its competitiveness thanks to the combination of high technology and versatility. Over its 30 years of history, the company has turned from a small traditional factory to a modern manufacturing facility with GMP, ISO, and DNV certifications, and it was awarded the Taiwan Excellence recognition both in 2014 and 2013.

If you wish to learn more about Mediland, please visit www.mediland.com.tw

Mediland is one of the major medical equipment manufacturers in Taiwan.
With decades of professional medical equipment experience,
Mediland has a complete distribution network in the medical industry.



#### PHOTO

#### **Mediland:**

OR integration system Alessia Murano Infodent International

### Advantech

# Product focus: integrated information systems for hospital and clinical environment

Founded in 1983, Advantech provides integrated computing platforms for a wide range of industries, hardware and software design services, as well as front and back office e-business solutions.

For the medical industry, Advantech has developed several solutions including:

- innovative information systems for the operatory room, ICU and emergency room
- integrated mobile nursing carts
- patient care applications and data management systems for the clinical environment
- radiological application systems integrating various kinds of medical imaging into one display unit
- A pocket-size, Windows 8-based electronic medical record system, the Advantech Pocket Pad.

Weighing only 400g, with Intel CPU processor and HD resolution LCD screen, it is a light and flexible solution to access patient's information. The device identifies and tracks patients by scanning the barcode on their bracelets to view the medical record and other clinical data such as medicine prescriptions. Its 8MP camera allows to capture images on the spot for diagnosis, history or insurance purposes. The pocket pad can also be connected to other devices via LAN, USB, HDMI and exchange data with other information systems and smartphones.

Advantech mainly exports to China, EU and the USA. After 30 years of activity, it obtained the Taiwan excellence award in 2014.

If you wish to learn more about Advantech, please visit www.advantech.com





With more than 6,000 talented people, Advantech operates an extensive support, sales and marketing network in 21 countries and 92 major cities worldwide.

PHOTO **Advantech:**7"Win 8 pocket pad

# apixia Digital Imaging

Product focus: digital dental radiography imaging system

Born in 1982, Apixia has concentrated all its activity, from research and development to production and control, under the same roof in its Taipei facility. The company produces the world's smallest PSP scanner, used by dentists, hospitals and clinics, with a specifically designed software supporting 14 languages.

The digital scanner allows high-resolution imaging and ensures minimum x-ray dosage and safe data storage, with a dedicated team of engineers continuing to work to improve its features. It is tiny enough to fit into the most crowded dental operatories for handy chairside use, but also robust enough to be placed in a central location for use by the entire office. The PSP plates are reusable, available in 5 sizes according to patient's mouth, and the soft and flexible film can be easily held between teeth, increasing the user's comfort.

Due to the high attention to quality, the digital PSP scanner costs about double of the market average, but it lasts three times longer. The price remains relatively high because apixia does not wish to compromise the quality of production, and this effort resulted in the Taiwan excellence award in 2013.

Currently, most of company sales are in the domestic market; although a good presence is already established in Japan and Korea, apixia plans to consolidate the brand in Asia before stepping into further areas. The increasing focus on exports, however, is bringing the company to many international trade shows including the next International Dental Show in Cologne.

If you wish to learn more about Advantech, please visit www.apixia.com

As further
validation of its
quality and
integrity to global
standards,
all Apixia products
have been awarded
ISO 9001:2008 and
ISO 13485:2003
certification
and meet all the
required
international





PHOTO **Apixia:**Digital PSP scanner



13-15 May 2015



www.bulmedica.bg







# CMEF Spring relocates to Shanghai in 2015:

The Health Industry Summit 15-18 May 2015

Author: Michela Adinolfi

he Health Industry Summit (tHIS) Expo and Congress is the new umbrella global Pharmaceutical and Medical Industry event in Asia, the world's fastest growing health market. It brings together CMEF, PharmChina and API China in one place at the same time, the only event providing complete coverage of the health industry. It enables leading academics and professionals from around the world to meet and share the latest innovation and thinking on policies

This mega event will extend over 260,000 square metres of exhibition space, attracting an estimated 6,000 exhibitors and 150,000 professional visitors, with over 100 conferences.

and investment, R&D, manufacturing and distribution, education

and hospital applications and related services for the industry.

The Chinese medical market is the world's second largest for medical equipment, with import value of over US\$12.4 billion and total trade value of US\$30 billion in 2012. In the same year, China spent more than US\$458 billion for healthcare.

There are almost one million medical institutions in the country, with around 25,000 hospitals and over 15,000 medical manufacturers.

The market has been growing on average 20% a year since 2009, led by the rapid economic growth, the large population and the increasing elderly rate, as well as government investment in healthcare infrastructure and medical coverage.

Shanghai, China's most developed area with GDP of US\$348.8 billion in 2013, and its surrounding areas gather almost 5,000 medical devices manufacturers, around 30% of the nation's total number, and over 9,000 companies involved in the medical devices business. Being China's leading commercial and financial centre, Shanghai acts as a gateway and a key logistic hub in Asia. With the construction of the National (Shanghai) Center for Exhibition and Conference, located in the Hongqiao district in the city centre, Shanghai is able host world class exhibitions and conferences of the greatest scale. The Complex has in total 500,000 square metres of exhibition area, among which, 400,000 square metres are indoor and 100,000 square metres outdoor. It is currently the world largest and most competitive integrated expo complex.

#### **CMEF**

Asia Pacific's leading event serving the entire value chain for the medical devices market. CMEF is held twice a year (CMEF Spring and Autumn), extending over 130,000 square metres of exhibition space and hosting 3,000 exhibitors to showcase their products to 90,000 visitors from 140 countries. Alongside CMEF around 70 conferences and seminars are held each time, covering the most frontier fields related to medical devices industry, including clinical research, policy interpretation, scientific innovation, medical financing, international cooperation.

#### Exhibit profile:

Medical imaging, electronics equipment, surgical and emergency treatment, laboratory and clinic testing, medical optical devices, hospital equipment, nursing and diagnostic devices, mechanical viscera, therapy and healing devices, ambulances and medical vehicles, communication and information technology etc.

#### **ICMD**

One stop solution provider for R&D, design and manufacturing of medical devices by covering the upstream industry.

#### Exhibit profile:

Material, R&D, parts, software and data analysis, manufacturing equipment and OEM technology, printing and packaging, cleaning and disinfectants, and related services.

#### **PHARMCHINA**

China's most autoritative pharmaceutical, home care medical equipment and healthcare products fair on relevant technology and services. PHARMCHINA provides a powerful platform for company branding and trade in Mainland China and beyond to sell medicine and healthcare products through established distribution channels.

#### Exhibit profile:

PHARM CHEM: Manufacturers and dealers of injection solutions and tablets on antibiotic, antineoplastic, gynecology and obstetrics, pediatrics, cardiovascular, neurology, gastroenterology. PHARM TCM: Manufacturers and dealers of Chinese patent drug

PHARM BIO: Manufacturers and dealers of biological drugs, biological products, protein pharmaceuticals, gene therapeutic medicines, biochips, etc.

PHARM OTC: OTC drug manufacturers and dealers for cold, cough, clearing away heat and toxic materials, common cold in children, digestion for children, digestion.

PHARM HEALTH: Manufacturers and dealers of healthcare products

products

PHARM MED: Family medical apparatus and instruments

PHARM BEAUTY: Functional cosmetics
PHARM BABY: Mother and baby products
PHARM ADULT: Reproductive health products
PHARMTECH&SER: Facilitators of drug research and development

#### API China & PHARMPACK & SINOPHEX

The flagship event dedicated to the showcase of new products and new technologies for the China pharmaceutical industry that offers a one stop platform for procurement, service, information exchange for API, packaging, processing equipment and machinery.

#### API China Exhibit profile:

Fine chemicals and intermediates, natural extracts, excipients and drug formulation, food and cosmetic additives, associations and media, contract services and outsourcing.

#### PHARMAPACK exhibit profile:

Packaging materials, capsules, labels, films, ampoules, tubes, containers, syringes.

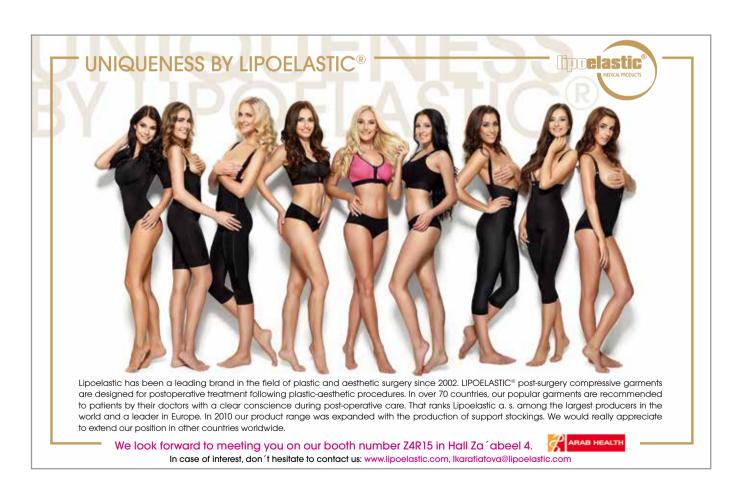
#### SINOPHEX exhibit profile:

Processing machinery and services, packaging machinery, IT-solutions for pharmaceutical manufacturing and logistics, information technology, research and development, automation and processing control equipment and services, pharmaceutical environmental protection technology.

#### About Reed Sinopharm:

Reed Sinopharm, a joint venture between Sinopharm (state owned pharmaceutical group) and Reed Exhibitions (event organizer), runs 20 shows each year in the sectors of medical devices, pharmaceuticals, pharm ingredients, dental, plastic surgery, lab equipment, rehabilitation, veterinary, cosmetic ingredients.

For further information visit the website: http://www.thishealthsummit.com/



# The Principles for Startups

**Author:** Antonio Pelliccia Prof. Catholic University of Rome Health Management

This article wants to set the principles that you have to consider to build and to measure your business about a Startup. We'll apply them in marketing areas, economics, relationship opportunities, financial, Web and Social Media strategies, learning activities and so on.



During Startups there are many situations to generate a lot of worry. About launching, finding and securing funding, hiring great staffers... So, the customer service could be considered in the wayside. Attention, if you don't want to have problems with your startup, remember that in order to be successful, offering the best customer service is essential. Otherwise the finances and the new brand will be suffering to obtain the ROI (Return On Investment).

#### Users expect very fast answers from you

In 2014 you have to meditate that most brands have social media platforms now. So, many things have changed due to the increased importance of customers' voice. As far as the opinions are concerned, whether they are formed on Facebook or Twitter, however on the Internet, you have to anticipate that they want a fast reply. Everybody needs answers very fast, but the more so during startups, when your brand isn't enough consolidated yet. If you think that customers who use social media for customer service expect a reply from you within an hour... It is another reason for going towards customer service direction. Apparently, during your company's startup your brand isn't so famous to support any answers, but you have to considerate that about a quarter of users can wait the rest of the day to receive your answers. This is the reason why startups must monitor online conversations and answer users fast.

#### At the beginning your product probably isn't perfect

Abundantly obvious, that many betterments are possible. It's normal, that's OK. Startups are startups for many reasons, some of these improvements depend on the product, and other depend on services you offer into your value pack to compete with one another. It's normal at the beginning that users become impatient if your customer service platform is not perfect. They know what went wrong will be fixed. When a startup launches, sometimes businessmen rely on users to identify faults, which can be great feedback for the company. Those users deserve something in return, they could be an opportunity however. You have to contribute information, communications and solve problems.

#### Starting, you need opinion leaders and first adopters

Every startup needs those starting Opinion Leaders and first Adopters who buy (and use) your products and your services, even when they aren't perfect. Startups must treat those customers with special care. Also remember that customers are twice more likely to share bad customer service experience than a good experience. Furthermore, it takes 12 positive customer experiences to make up for one negative experience, according to the Law of Pareto. Getting one bad review early, you damage your brand. There aren't best investors looking for valuable startup like your Opinion Leaders and first Adopters. They are also financially effective for your company. A great customer service means advertising effectiveness and financial assistance for every startup.



The Principles for Startups

#### Remember: above all you can't afford to lose customers

There is a risk that consumers will stop doing business with your company after poor customer service and for startups, that would be a huge loss. Customers can spread the word about the company. While established companies have the luxury of being able to lose a few customers, startups simply do not. In all, 55% of consumers would pay more for better customer experience, so startups can capitalize on this by offering awesome customer service right out of the gate. Today the competition is very hard during the startup. In each country in the world, having fast and efficient customer service is one thing that can set your startup apart. I should work you to my way of thinking that every day we are inundated by brands fighting for our attention.

#### The focus is on your target customer

Frequently during the first start marketing, it is easy to get overzealous and wanting to reach out to everyone at once all the time. However, it is important to stay focused. The priority is only to reach your target customers who are most likely to help establish and grow your business. Rather than trying to attract any potential customer, be all over in on a target segment that will help you reach your short-term goals. Maybe this target segment is made up of early adopters, who you think will buy your product quickly - or quite simply, they may be a target audience you know how to reach.

#### It is very important to build strategic partnerships

From point 5 (The Focus is on Your Target Customer), aligning your-self with an established brand will help your startup gain credibility. For example the Dentistry Association, Industry Association, otherwise Scientific Societies. Choose a form of communication that shows your enthusiasm about complementary services so that you can refer to your strategic partners. You can always consider implementing a referral fee on both sides, so that there is a monetary incentive on top of the new business partnerships that each of you will bring in.

#### Engage in community development

Getting specific and dedicated news magazine into the referral market is a great way to raise awareness about your brand. Participate to specialized newspaper or specific congresses organization and tell them about your new business development. This is also another concept to convince the market why your business is worth their time and energy, so you can speak directly with your customers. You also need to contact Universities or Colleges, and see if they would be willing to publish your story in their student newspaper or website. Universities love to report on alumni who are doing cool things after graduation, so it never hurts to ask them about your new business development.

But the best way to market your startup through community outreach is by sponsoring local events or competitions. It may be possible to look for investors' awareness. It's very, very important that you look for research bloggers (Key Opinion Leaders) too, and send them a product to review. You should also provide them with a referral link for their review post so you can add to your ROI.

## Lastly, you could offer to.... Incentivize people to share to conquer the market.

If you want consumers to talk about your product or service, there's nothing quite like giving them an incentive to do so. Offer an immediate discount, if they write or speak or post, or Tweet... or ask them to post about your product or service on Facebook.

#### Through a contest.

Another way to incentivize your customers is through a contest. Give a premium, find the winner! You can embed the possibility to win a premium anywhere, including your own site, then you can pick a winner at the end. In order to incentivize your customers to participate, explain to them the actual value of you products or services for them. This is another way to explain your products and services.

#### Develop the content of your brand.

This is a fundamental point and it represents more than a long-term strategy. Pointing to the content of your Brand is the real way to success. Developing your Brand content is a phenomenal way to market your startup. If you're working with a small team and you just don't have many customers who write custom content, don't wait a few months until you are a bit more established, start immediately yourself to write opinions on Internet. Positioning your Brand is the only one great way to align your company and if you have something intelligent to propose to enter in the market like a protagonist, do it.

### Release an article about problems that the market has. Customers understand if you know the market.

The important thing to remember is to release an article, about once every three months, where you reflect on issues that your industry is facing with some thoughtful commentary and analysis. Also remember that it's very important to do researches or conduct market surveys and publish the more relevant findings. In fact, the most unique the information is, the more likely it will be to earn the attention for your Brand.

#### The Power of Social Media

Today you cannot afford not to use Social Media. It's obvious that one of the tactics for your marketing, when you develop your startup, is using social media. However, there are right and wrong ways of using social media marketing. In this case it's very important that you explain how you are engaging with your customers. Don't use your Twitter and Facebook platforms only for promotional information about your company. Instead, post interesting and shareable information. You want the content you offer to have value – it's crucial to know your audience so you can give them information that is either helpful, interesting - or both. Remember that the platforms are not all the same. You should always consider which platforms make the most sense for your startup. For example, if you offer a service that is best expressed by sharing information, develop a strong Twitter or Facebook presence. With Twitter in mind, be sure to use it to engage B2B as well as B2C. Thank anyone who mentions your business in their articles, and even engage with your competitors from time to time - this puts your brand on the map, and can bolster relationships with people in your industry.

#### Apply for Customer Awards

Whether you've developed a new service for the business of your customers, or you are introducing a new product, unlike anything else, in the market — getting the recognition from a business award will surely increase your brand awareness. It is not so important if your award is small, because it will only mean an increase on the reputation of your company. Winning a local business award will also give your startup more legitimacy.

#### The Marketing Plane

Not only the big companies need marketing plans, also your startup needs one. I'm sure that you know the importance of a business plan, so a marketing plan will help you focus and decide where and how to spend your resources. A marketing plan could not guarantee your

The Principles for Startups

success, but what it will do is give you a guide that details how, when, and why you'll carry out certain efforts. This is extremely important because it increases your chance for success. Not only that, the work you put into developing such a plan will help you better understand your business and industry.

#### Brainstorm

Before writing a marketing plan, consult your business plan. Review the goals you've set for yourself and look at the products/services you offer. How do your products/services benefit a potential customer? How do you differ from your competitors? What makes you stand out? Start with a brainstorming session to determine your selling point and think about what you hope to get out of your marketing efforts.

#### **Identify Target Audience**

Defining a target audience is essential before developing a marketing plan. Your products and services may appeal to a lot of people, but that doesn't mean you should spend your time and money trying to reach everyone. Determining an audience can help you distribute what limited resources your startup has.

#### Consult your business plan

Anything you do to further promote your company should align with your original business plan. Before you decide to market your company, look at what you offer and figure out how it satisfies a need for your potential customers.

#### Research

Gather information from secondary sources! Your potential customers, like the leads, are one of the examples of secondary resources. If you can invest money, conduct some primary research. Use this research to determine how to define your niche.

#### Customer profile

At first you've to take the time to research, create a customer profile. This is an in-depth description of who your typical customer may be. It includes both demographic dentistry information—like age, gender, and location—and psychographic and personal informations, which offers insights regarding interests, hobbies, or behaviors. Both types of information are essential to gather early in the process of developing your marketing plan, because your seller force will be very interesting about this second area of informations...

#### Find your customer

Take this step literally! Find out which social networks or apps your potential customers use. Which websites do they like? Determine everything you can about possible channels to reach your audience. Monitor and observe the environment where your customers express their opinions... I could tell to you. After you've determined who is your potential customer, you have to prepare a campaign to evaluate whether you hit the mark in terms of targeting the right audience.

#### **SWOT Analysis**

Before you set your marketing efforts and investment, you need to know where you stand. A SWOT analysis is an assessment of the internal and external factors or issues a company is facing. SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. Why is this step in the marketing process important? When you determine your marketing objectives, you need to make sure they are built on the knowledge you acquired during a SWOT analysis because the information can help dictate those objectives. If you learn during your research that there's an untapped market that might be interested in your products or services, you can be the first among

your competition to reach out to that audience. Essentially, it helps you establish YOUR place in the market. Don't skip ahead for just a minute, the last part of the marketing process. You have to involve and to adjust your plan based on how your efforts have performed or the new information you have acquired. If you're a brand new startup, that's going to be essential because you might not be able to complete your SWOT analysis without some trial-and-error. Before launching your first marketing campaign, you can try to determine your SWOTs, but it all changes once you officially enter the market!

#### Set Objectives

The information you compiled during your SWOT analysis should help guide the development of your objectives. For example, if you determine that you have low customer retention, you can take this into consideration as you complete the rest of your marketing plan. You'll know to focus some of your efforts on boosting customer retention. Your objectives need to have several qualities: specific, measurable, achievable, realistic, time-sensitive. That means: Specific: write your objectives in a manner that is clear about what you would like to achieve.

**Measurable:** It doesn't matter which objective you set, you need to be able to verify whether you were successful. That means define each objective.

Achievable: this step is tricky. It's about ensuring you have the resources to realize the objectives you've set. This usually means having the money or people to support your objectives. As a startup, you might be short on both. Keep in mind what resources you have (or lack) as you develop your objectives.

Realistic: this might be one of the most difficult parts of developing objectives. You need to find the balance between challenging and obtainable. In my experience, when beginning every startup it's natural to have the drive and passion to grow the business. But, one mistake that the owners make is creating objectives that just aren't possible. This can be discouraging. Reach high, but don't set yourself up for failure. Timesensitive: for each objective, set a deadline. A Gantt diagram...

#### **Determine Strategies and Tactics**

How do you intend to achieve your objectives? What do you hope to accomplish with your objectives or with your strategies and tactics? It is actually better to explain! You'll develop a strategy to tackle each objective, then decide on the tactics. This section is where you get into decisions whether you'll choose to advertise, focus on engagement through social media, or run an email campaign or classical advertisement. Make sure that the strategies you develop and tactics you choose align with the objectives you've set, for example you Business Plan. In addition, make sure you put together specifics about how you're going to measure all of your activities.

#### Finalize Budget and Timeline

Now try to put together the first association of points developed in this article. When you settle on the tactics you will use to market your company, you'll be investigating costs for various activities. Create a budget and timeline section that lists the name of each activity as well as the cost and budgeted time. As a startup, this section may actually be more focused on time and human resources. Regardless of the tactics you've chosen and how they'll be funded or accomplished, lay out how much you plan to spend and develop a timeline. Having all this information in one place will help you revisit it in the future and reconcile how much time and money you planned to spend versus actual costs and time spent.

#### Evaluate, Review and Adjust

After you've completed your plan, your work isn't finished. It's up to you to monitor and adjust your plan as time goes on. Evaluate each market-

The Principles for Startups

ing campaign you run. Figure out if you're meeting your objectives. If you're easily meeting your objectives, consider challenging yourself a bit more. If not, are you setting the bar too high? Is something amiss with your strategies or tactics? Your marketing plan shouldn't be something that you write and set aside. It's something designed to help and guide you and it should be reviewed frequently and updated if new information is acquired.

**Remember:** There's really no wrong way to compile your plan. Just make sure you're gathering as much information as you can and putting your goals down on paper before launching your marketing efforts. Taking the time to do this is only going to help boost your chances for success!

#### Choosing a Market

It's easy for startup founders to believe the whole world will love their products. After all, founders eat, sleep and breathe their products. The reality is that only a small portion of the population is interested in your product. If you try to market your startup to everyone, you waste both time and money. The key is to identify a niche target market and go after that market share aggressively. How do you choose a market? There are four main factors to consider:

Market Size – Are you targeting a regional demographic? Male? Children? Know exactly how many potential customers are in your target market.

Market Wealth – Does this market have the money to spend on your product?

Market Competition – Is the market saturated? Are there many competitors?

Value Proposition – Is your value proposition unique enough to cut through the noise?

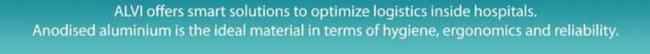
#### **Defining Keywords**

With a clearly defined market, you can begin building a keyword list. You'll use the keyword list primarily for blogging, social media and your main marketing site. Essentially, you want to build a list of words or phrases that are highly relevant to your brand. Ask yourself: What would someone type into Google to find your startup's website? Start with a core keyword list. This is a list of three to five keywords that completely summarize what your startup does. For example, Company's core keyword list is: customer acquisition, content marketing and startup PR. Your core keyword list should be based on your value proposition. What is it that you're offering customers? (Tip: Your core keywords make excellent blog categories). Now you'll want to expand your core keyword list to include secondary keywords. Secondary keywords are more specific. Take "content marketing", the core keyword from earlier, for example. Secondary keywords might include: corporate blogging, blogging best practices, email marketing how to, etc.

Use free tools to find the keywords already sending traffic to your website. Then run your core keywords through Google's Keyword Tool and Uber Suggest. The best keywords found through those tools will be identified by low competition and high traffic. In other words, a lot of people are searching for them, but few results are displayed.

#### **Defining Success**

Success is different for every startup. Maybe success is 500 new signups per month for Startup A while Startup B thinks success is \$50,000 in revenue per month. Whatever your idea of success may be, define it early and define it rigidly. Write it down or send it to the entire team. Just make sure everyone you're working with knows your definition of success and is prepared to work towards it. Be sure to stay consistent. It doesn't matter if you're defining success by signups, revenue, profit or anything else you can think of. What matters is that it's tied























For more informations please check: www.alvi-italia.com



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to real growth (no vanity successes) and that it's measured the same way each month. For example, don't define success as 500 new signups one month and then \$50,000 in revenue the next. Pick one definition and commit to it.

#### **Setting Core Metrics**

Just as you shouldn't indulge vanity success, you shouldn't indulge vanity metrics. Somebody refers to working with vanity metrics as "playing in success theatre". While vanity metrics are appealing, if only to your ego, they are useless. They are not tied to real growth, meaning you won't know if your startup is a roaring success or total flop until it's far too late. Be sure your core metrics are accurately measurable and specific. For example, let's assume you've defined success as 500 new signups per month. You might measure the conversion rate of three calls to sign up. The idea is to have a few highly valuable metrics based on actions taken throughout the customer acquisition funnel (e.g. signups, newsletter subscriptions, eBook downloads). Don't try to measure everything. Focus on the key indicators of success. (Tip: Record baseline metrics right away so you can easily determine your growth).

#### Estimating a Conversion Rate

The next step is to assign conversion rates and values. Consider newsletter signups, for example. 100 new newsletter signups per month could be incredible growth if your conversion rate is 20%. That is, if 20% of your newsletter subscribers become paying customers. If your conversion rate is closer to 1%, those 100 newsletter signups might be insignificant.

Estimate (based on historical data) your lead conversion rate. Now, do the same to estimate the lifetime value of a customer. If you know how many of your leads convert and how much those conversions generate for your startup, you can assign values to goal completions like newsletter signups.  $\leqslant$  2 500 per month from your newsletter is a lot more indicative of success than 100 new newsletter signups.

#### Setting a Budget

At the end of the day, it all comes down to money. How much can you afford to spend on your startup marketing strategy? Remember that while inbound marketing leads cost 61% less than outbound marketing leads, they are not free. Set a budget early in the game and accept that limitation."57% of startup marketing managers are not basing their marketing budgets on any ROI analysis." More importantly, carefully plan how you intend to divide that budget. Maybe your blog has been your most powerful tool to date and you want to invest 40% of the budget on it. Or maybe you want to spend 35% of the budget to develop a new eBook or online course. Just be sure you have the logistics settled before you start spending (or you might just lose your hat).

#### Social Media

Social media is one of the most popular ways to promote your content and reach influencers. Since a great content promotion plan brings potential customers to your website and influencing the influencer can generate thousands of new leads, social media is invaluable to startups. Of course, there are a few tricks to get the most out of it.

#### Choosing the Right Social Media Networks

Startups tend to choose the social media networks they engage on without much strategy. The two most common mistakes are trying to master every network and trying to master certain networks just because the competition is doing it. If all of your competitors are on Facebook, Twitter and Linkedln, you should be too, right? Maybe, but maybe not. Facebook, Twitter, Linkedln, Tumblr, Reddit, Pinterest and now Instagram, are some of the most popular social networks today.

All of them can be great content promotion and community building tools, but they all have unique characteristics. Facebook, for example, is typically powered by your existing customers who enjoy visual posts like pictures and video. Twitter, on the other hand, is often powered by potential customers who respond well to links (e.g. blog links).

Each social network 'works' differently, as such, how the community takes, interprets and digests your sharing and content varies. Reddit is often referred to as a very guarded network and detests spammers. Unlike twitter, here you can't just schedule various messages every day. The content you share in Reddit has to be specific and unique to the categories you choose. Reddit, like other networks, requires a slower approach. You can't just jump on, run some ads and expect people to upvote all your content. Be mindful of the network and community you are trying to reach, it may not be in the social space you first thought. (Tip: Consider the demographic of the social network itself. Take Tumblr, for example. Tumblr caters to a young, laid-back audience that loves sharing inspiring quotes and funny pictures. If you're targeting this audience, don't spend your time on Linkedln.)

#### Defining the Best Times to Post

The idea that there is a perfect time to post a tweet or Facebook update is a myth. If you're targeting teenagers, mornings and nights might be the best times to post during the school year. During the summer? That's a whole other story. There simply is no universal "perfect time to post". There are, however, some best practices.

Facebook: Saturdays are best. 12 p.m. EST is the best time to share. 0.5 posts per day is the best frequency.

Twitter: 5 p.m. EST is the best time to get a retweet.

I to 4 link tweets per hour is the best frequency.

Tuesdays, Wednesdays, Thursdays, Saturdays and Sundays are best. 6 a.m. EST, 12 p.m. EST and 6 p.m. EST are the best times to tweet in terms of clicks.

#### Using a Keyword List

Now it's time to put that keyword list you created earlier to good use. When it comes to social media, you'll use your keyword list to maximize your engagement efforts. If you're marketing an online shopping club for families like HappyFarmJeans, you'll want to ensure you're having family and shopping focused discussions on social media.

The easiest way to do this is to use a social networking management tool like HootSuite. That way you can setup search streams of your core keywords. Using HappyFarmJeans as an example, one of their streams might be for the keyword "online shopping club". They'll be able to monitor all of the conversations happening around that keyword and join in. More importantly, HappyFarmJeans will solidify a reputation in the space.

Tip: Use your keyword list to help target any online ads you may be running.

#### Creating and Using an Influencer List

As mentioned above, one of the best marketing techniques online is to influence the influencer. It will take a long time for your startup to develop a highly influential relationship with thousands of people. Instead, focus on connecting with the people who already have that influence. "78% of social media users said posts by brands influenced their purchase behavior moderately or highly." For example, HappyFarmJeans might look to connect with a famous celebrity mother via Twitter. If that mom loves what they're doing for families and tweets about them to thousands (if not millions) of loyal followers, HappyFarmJeans will see a huge surge in both followers and traffic. (Tip: Journalists and community leaders are great influencers as well. Don't limit yourself to celebrities, who can be very tricky to connect with).



# ITE GROUP HEALTHCARE & MEDICAL EVENTS



2015

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#### BIHE

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#### Stomatology Azerbaijan

10th Azerbaijan International Stomatology Exhibition 18 – 20 September 2015 • Baku, Azerbaijan





#### **KIHE**

22nd Kazakhstan International Healthcare Exhibition
13 – 15 May 2015 • Almaty, Kazakhstan



#### Astana Zdorovie

12th International Kazakhstan Exhibition on Healthcare
24 – 26 September 2015 • Astana, Kazakhstan

#### **POLAND**



WIHE

#### WIHE

3rd Warsaw International Healthcare Exhibition

8 – 10 October 2015 • Warsaw, Poland

#### RUSSIA



#### Medima Siberia/Dentima Siberia

26th International Specialised Medical Exhibition Siberia

19 – 21 May 2015 • Novosibirsk, Russia



#### Medima Krasnodar

14th International Specialized Medical Exhibition 27 – 29 May 2015 • Krasnodar, Russia



#### Dentima Krasnodar

15th International Dental Forum

27 - 29 May 2015 • Krasnodar, Russia



#### Stomatology

18th International Dental Exhibition & Conference
3 – 5 June 2015 • St. Petersburg, Russia



#### **International Health Forum**

3rd International Healthcare Forum

14 - 16 October 2015 • St. Petersburg, Russia



#### **Dental-Expo St.Petersburg**

International Dental Exhibition

27 - 29 October 2015 • St. Petersburg, Russia



#### **UKRAINE**

#### **Public Health**

24th International Healthcare Exhibition

29 September - 1 October 2015 • Kyiv, Ukraine





The Principles for Startups

Build your influencer list with a bit of market research. Start by finding popular blogs in the space. Who writes for those blogs? Who owns them? Search for your core keywords on Twitter. Who appears in the results? Who are they following? Remember that a high follower count is not always a good indication of influence. Look for how engaged their followers are and their follower to following ratio.

#### Setting Up a Blog

Setting up a blog can be quite simple. It's a matter of downloading the software, uploading it to your ser-ver and following the setup instructions. WordPress, for example, is free and offers many amazing plugins. One, for example, is Yoast SEO. Start by installing Yoast, a SEO plugin that will help Google and other search engines locate and rank your content (other great plugins include Akismet, Calendar, and featured posts). Then, setup the basics like blog categories and tags.

Once the back-end of your blog is ready to go, think about the curb appeal. How does your design look? Ask a professional designer to help you design your blog or give it a small revamp. Then invite ten friends to check out the design and offer feedback. You'll get a feel for the aesthetic appeal. Remember, design is important as it relates to user experience, but it shouldn't be all consuming. Your blog is about publishing really great content, at the right time to the right people. Your design should simply enhance that experience. Be sure your design is also functional. Ask yourself these questions:

If I stand back and squint my eyes, does my call to action still pop? Do I have search functionality?

Do I have social media information and sharing functions (e.g. Twitter feed, Facebook plugin)?

Do I have a blog subscription and RSS feed option?

Do I have featured images on my blog's homepage?

Do I have social sharing buttons on each blog post?

Note: While WordPress is not the only blogging platform, it is one of the most widely used.

#### PR Remains a Mystery in Many Startup Circles.

When's the right time to tell people about your startup? Is there value in getting early coverage on industry blogs? What message is going to resonate with writers? How can you maximize the press coverage you get and translate it into sales? Should I hire a PR firm to help me out? The good news is that it doesn't need to be such a mystery.

Fundamentally, it all boils down to this:

What to say. When to say it. Who to say it to.

#### Craft Meaningful Positioning Statements

Much like a great elevator pitch should lie in the mind of any entrepreneur, a series of engaging positioning statements is vital. And while constructing two sentences may seem easy, crafting effective statements is quite the challenge.

Start by identifying what the product is and how it will affect others. Think of the product as the solution created to solve a worldwide problem. This is an important measure to remember when marketing and selling the product. Don't think of it as selling a product. Think of it as solving a problem. Lastly, who will care about your product?

What is your product?

How will it affect others?

Who will care?

Positioning statements combine these three key factors into two sentences that are used to market the product and pitch it to the media. To ensure success, it is important that these statements not only articulate what the product is capable of but that they clearly describe its value proposition as well.

#### **Business Start-up Checklist**

A list of questions to consider before starting your business. Have you established relationships with advisors (i.e. lawyer and accountant)? Have you chosen the form of business organization most appropriate for your need? Define Your Startup Sensitivities "Keep your friends close and your enemies closer." By identifying competitors' strengths and weaknesses, one can better understand how to market one's product as better. Why is their solution to the universal problem their product solves better than those before it?

#### Be creative.

Use spreadsheets, visual imagery or lists. Harness all of the information available on the product and its competitors, and study it. Look at each closely and determine strengths and weaknesses. If there are others who have an edge, then look at an angle where they are lacking. Creating "the next social network for penguins" might be your ultimate passion, but be conscious of the fact that you've got a remarkably short span of time to engage writers when pitching them. Focus on the one (or two) strongest aspects of your value proposition (what your customers love about you most) and lean heavily on those hooks to gauge media interest.

#### Identifying the Right Writers for a Media List

The importance of identifying who will care about the product is not only relevant in terms of crafting positioning statements, but in identifying the right writers for a media list as well. Any media outlet employs a number of qualified writers capable of telling the story, but you should be careful to pitch only writers who will be the best fit for your product. Though time-consuming, this simple step should never be overlooked. Determine key media outlets of interest then search for stories with similar themes or relevance to your own. Look at the writers who've covered those stories. Always pitch the right writer for your story.

#### "Build your network before you need them."

~ Jeremiah Owyang, Partner and Industry Analyst at Alti-meter Group Once you have identified the writers to connect with, utilize social media to engage with them. Build relationships and ask of nothing. Set up private Twitter lists of the writers of interest, and actively respond to them and retweet their posts. Make friends with them!

#### Build relatioships with writers

Relationships with writers are not always easy to build, but the effort to achieve them can mean great story coverage and the opportunity to be covered again in the future. Even if you are not in a position to leverage journalists or writers, you should still be connecting and making those relationships. In due time, they will always benefit you and your startup.

#### Creating a Press Kit

The key to a successful media launch is rooted deep within a killer media kit. Begin by identifying the items needed:

#### -Media Advisory -Logos & Screenshots -Founder Bios & Photos

A media advisory should include all major points that are important to the product, the company and its success. It should include how the product is changing the world and why it is important. More importantly, it should be written and directed towards who will care. The "pitch" should be included in the headline and/or the first paragraph of the release. This is an excellent opportunity to use your positioning statements from earlier. Include brief and necessary background information on the company and its founders. Enough to offer a taste of the team behind the product. By offering quick stats at the end of the media

The Principles for Startups

advisory, writers are given a brief snapshot of the company. Include: Company Name - Website - Twitter Handle(s) - CEO & Co-Founders - Launch Date (if applicable) - Fees (if applicable). Be conscious of time restrictions or sensitivities. Is there an embargo present or a set launch date and time?

#### Remember, most writers will merely skim a media advisory.

By ensuring that a media advisory is tight and effective, you'll increase the chances of story coverage. Always offer the media options to use as supplementary visuals to accompany the story. Include company logo(s) and relevant screenshots of the product. Anything that offers a glimpse of features and capabilities is appreciated.

Provide a brief biography of each founder and respective photos. What is the driving force behind the company and how have their beliefs shaped it to become the success it is now? Include any tidbits of information that writers could use.

### An important takeaway is that your press kit can be your ultimate weapon in securing great coverage.

We recommend using a personalized Dropbox folder or Google Drive for each journalist you approach so that you can easily share by inviting them to the folder. It will also confirm when they join or view the folder – confirming interest – and hopefully that a story is about to be written.

#### Reaching Out to Journalists

Engagement with journalists prior to reaching out is key. When interacting with writers beforehand, you should request to send information on a story that may interest them. As previously mentioned, by building a relationship first, this request doesn't come off as insincere. Writers may still decline, but by continuing to build on the relationship created, you could potentially convince them to accept in the future.

#### **Content Creation**

With a blog setup and your PR in full swing, it's time to kick content creation into high-gear. Managing a blog and other forms of content can seem daunting, especially to not-so-great writers. Fortunately, four little steps will give startups the information they need to get serious.

#### Creating a Topic List

You've got a good looking blog designed and a great content promotion strategy, but something's missing. Oh right! The content. Before you dive right in and start writing, create a topic list. The perfect topic list is based on your core keywords for SEO purposes. Using your core keywords on your blog builds your startup's credibility with search engines. Start by brainstorming ten topic ideas around each of your core keywords. Where possible, use your keywords in the titles, but not where it feels unnatural. With between thirty and fifty topics, you can start thinking about writing. But first, put all of these ideas into a calendar. When will each be published? Who will write them? Are any of them in progress? A blog calendar helps you track your topics from conception to completion. Gantt charts are often shrugged off, but for the purpose of properly managing an editorial schedule, they are extremely helpful. Check out the multitude of templates and spreadsheets available for free online like: 90-day calendar, a Google Doc template, or these free guides from Bob Angus. Tip: Be sure to add descriptions to your topic ideas. You might not remember your main points when you go to write the post three months from now.

#### Knowing What Types of Content to Publish

There are four main types of content to be published (excluding blog content). Like social networks, each one has unique advantages and disadvantages. Consider your options carefully, always keeping your target market in mind. And remember: don't try to do a little bit of everything







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right Offer a free eBook in exchange for a name and email address. Just like that, you have a new lead. You know they're interested in your product because they were interested in the eBook and now you have their contact information. Now, follow up. Ask their opinion of the eBook and open the door for conversation.

#### Webinar

Hearing your voice and engaging with you live gives your customers (and potential customers) a sense of ease. Webinars capitalize on this! Cross promote your webinar on your blog. Also, have someone on your team live tweet during the webinar using a custom #hashtag. At the end of the webinar, after providing real value to the attendees, post your contact information. It's a simple, interactive way to generate new leads.

#### Newsletter

Email marketing is far from dead, despite what you might have read. Make subscribing to your newsletter quick and easy. Don't go overboard with your email blasts though because if you overuse the connection, you'll lose it. For the same reason, you'll want to ensure every newsletter offers real value and is not just an excuse to push a new product. Try offering a discount, a promotion, industry news, or a contest – whatever!

#### Video

If a picture is worth a thousand words, imagine how much a video is worth. Keep it simple by having an explainer video created or by shooting an introduction video. Put the video on your startup's homepage and/or blog. You might be camera shy, but statistics show that most people would rather watch than read.

#### **Guest Blogging**

Guest blogging is vital for startups. First of all, guest posting on a popular blog is a great way to build your reputation in the space. Second, having someone influential guest blog on your startup's blog is an easy way to drive traffic. Start by looking for outgoing guest blogging opportunities on the top blogs that are writing for your target market. Most blogs will accept guest posts openly, so look for a writers' page or contributors' page. If you're having trouble, track down the blog owner or editor on social media. Ask to email him a first draft of your blog post idea. Just make sure it's high-quality and 100% original. Once you've built a reputation, it will be easier to find influencers willing to contribute to your startup's blog. Create a writers' page of your own or reach out to select influencers individually via social media or email. When the guest post is published, be sure to ping the contributor so she can promote the post to her whole network.

#### Capturing Emails

Email subscription has been mentioned a few times already. Capturing emails can be divided into three categories: email submits, newsletter subscriptions and blog subscriptions. Email submits could come from eBook downloads or similar offers. Newsletter subscriptions are just that: people interested in reading regular updates and content from your startup. Blog subscriptions are straightforward as well.

Email submits and newsletter subscriptions are best managed by tools like MailChimp, which allows you to easily send well-designed custom emails to leads. Blog subscriptions, on the other hand, are best managed by tools like Feedburner, which allows you to automatically notify leads when you published new blog content.

#### Test and Iterate

By now, your marketing strategy is in full motion. Of course, no one gets it perfect on the first try and there's always room for improvement. That's where testing and iteration comes into play. Remember back to the core metrics and definition of success from earlier. Keep those two things in mind here.

#### Setting Up Analytics Tools

The key to measuring success is a great analytics tool. If you need a no-frills solution, check out Google Analytics. It will give you the basics and, over time, you will learn to master the somewhat complicated behind-the-scenes mechanics of it. If you want something more user-friendly and advanced, tools like metrics are always available.

Your experience setting up your analytics tool will be different depending on the solution you choose. However, all analytics tools will have you insert a snippet of code on your webpages, which allows them to track visits and events. Be sure to look for analytics tools that are committed to preserve fast load times, like Measurely. Some codes leave visitors waiting for the website to load, which can increase bounce rate dramatically.

#### Measuring Against Benchmarks

Earlier, you recorded your baseline metrics, which you'll use as benchmarks going forward. Ideally, you're measuring week over week and month over month growth. If you make the mistake of waiting for solely month over month data, you could be too late. Each week, compare your core metrics to the week before. Some give and take is normal. Each month, do the same. Here, you should look for consistent growth.

"If you can't measure it, you can't manage it." ~Peter Drucker, Management Consultant

When you see significant growth or decline, be sure to attribute it to some event(s). For example, a tweet that went viral or a newsletter that was a huge disaster. Isolate what you did differently and either replicate it or avoid it going forward. Don't just measure your data — act on it!

#### Conclusion

Startup marketing is a complex science. Some great ideas have failed due to a lack of media attention and customer awareness. Others have gone under thanks to a poor strategy. Still, other great ideas have spiraled to billion dollar fame! Well, founders everywhere can stop searching for that elusive secret to startup marketing success. It's simply the sweet spot between content marketing and PR.

#### Extra content

#### Brainstorming Creative New Ideas

While tweaking what you're already doing is great, coming up with brand new ideas is even better. It's not enough to only iterate and optimize what you've been doing. The most successful startups are always trying creative new things. Maybe a social contest, a funny video, a new online course, a clever PR angle – the list is endless. Many of your new and innovative ideas can easily fail, but the few that succeed will be well worth it. Never get complacent! As a startup, the name of the game is agility, flexibility and thinking forward

Would you like to contact the Author? Write to: ap@arianto.it

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# Sectra Medical Systems

University in Peru invests to become leading South American medical teaching institute using Sectra's visualization technology

#### Osteoporosis examination in mammography stand

With a single, standard X-ray image of the hand, acquired on a mammography modality, it is possible to measure women's bone health (Bone Mineral Density, BMD).

he Atenor Orrego Private University (UPAO) in Peru has invested in breakthrough medical education technology, including five visualization tables from the international medical imaging IT company Sectra (STO: SECT B). The table is a unique tool for interacting with real-size virtual bodies. This is the first installation of Sectra's advanced solution for medical

education in South America.

Interacting with virtual bodies at an early stage of medical training provides a better understanding of the body's anatomy and functions, as well as greater knowledge of more unusual illnesses. A major advantage of the visualization table is that it enables

students to study anatomical variations among many individuals without needing to use more dissection material. Combined, these features significantly enhance the quality and efficiency of medicine programs. Sectra's solution for medical education at UPAO will be used by students during courses in anatomy, structure and functions.

"This advanced medical education tool will benefit the learning of our students," says Dr. Katherine Lozano, Head of the Simulation Center at UPAO. "The interactive visualization tables allow students to discover new ways of thinking. With the variety of real patient cases that the tables provide, our students can easily repeat virtual autopsies and dissections over and over again."



PHOTO
Sectra
Visualization
Table



South America is a growing market where significant investments are being made in the medical education sector. Sectra has established partners in several South American markets, such as Brazil, Ecuador and Peru, and is also seeking to add new partners in the region.

For more information, visit www.sectra.com

#### PHOTO

#### Sectra Image Central

Sectra's solution for multi-disciplinary image management, Sectra Image Central, enables cost-efficient, safe and secure accessibility to all medical images in any department of the hospital enterprise. This improves patient care. Not only by ensuring that all relevant data on a patient is always available to the treating physician, but also by improving collaboration and communication between medical specialties. (Bone Mineral Density, BMD).

Medtech

# Medtech companies at risk:

New products fail to meet profit



arket conditions in the medtech industry are oppressive. The downward pressure on prices has continued to rise to unprecedented levels: 87% of companies report that they are facing increasing price pressure – more than in other industries. About half of companies are cu-

rrently even involved in a price war, forcing them to seek new profit opportunities. These are the results of a special analysis for the medtech industry from the Global Pricing Study 2014, conducted by the international strategy and marketing consultancy Simon-Kucher & Partners. A total of 77% of companies see developing innovative and differentiated products as by far the best opportunity to escape the current market strains. But two-thirds of these medtech products fail to meet their profit targets. "Low returns from new products choke off resources for future product development and jeopardize companies' long-term profitability", says Joerg Kruetten, who heads Simon-Kucher's global Life Sciences practice. "Medtech players have to start including pricing and marketing in their innovation process right from the very beginning, and invest more effort along the development chain."

Successful new product launches require significant price increases of more than 10%, but only one-third of medtech companies succeed in doing so. Companies must put more effort into early new product pricing and marketing to secure resources for future developments and long-term profitability.

#### Increasing price pressure

The most frequently mentioned explanations for the increasing price pressure within the industry, were first that customers are more professional in the procurement process (54%), followed by their strong negotiation power (43%), and their good knowledge about prices within the industry (39%). The situation looks especially bleak in the devices and dental sector. With 70% of devices and 60% of dental companies currently involved in a price war, their share is clearly above the industry average. However, they don't look for the trigger in their own ranks: overall 86% of the medtech players involved in a price war claim their competitors started it.

Significant price increases of more than 10% are necessary for companies if they want to stay competitive. This is especially true when it comes to making the launch of new products pay off. And most companies rightly would like to raise their prices: yet, most of them are not able to achieve these targets. "What we are seeing more and more is a steady degradation of pricing power, where companies struggle to get the price they deserve

for the value they deliver" states Omar Ahmad, Managing Partner of Simon-Kucher's Copenhagen office and member of the company's Global Life Sciences practice. Indeed, on average, less than one in five medtech companies has succeeded in such a price increase. In numbers: a company trying to raise prices by 5% achieves only 2% on average.

#### New product pricing fails

In this difficult market situation it is even more fatal that 68% of new medtech products — which are seen as the only and by far the best way out of the profit dilemma — do not meet their profit targets. 18% of respondents even confirmed that not a single one of their new products met their profit expectations. "Companies have to pull the ripcord. This situation is self-inflicted, and thus curable", says Carlos Meca, Director at Simon-Kucher and the study's co-author.

This is confirmed by the "Best", a group of 10% of companies that rises above the other players in the market. Their figures prove, that the share of successful product launches almost doubles when a company takes pricing into account continually – from the start of the product development process through to the launch. These "Best" within the medtech industry thoroughly understand the value their innovations deliver to customers, and they create their pricing strategies accordingly. As a result they have 26% higher profits in terms of EBIDTA margins and even a 61% greater share of new products that meet their profit targets.

Particularly three success factors make these companies best practice examples for everyone else in the business: they make innovation, value and price management a C-level objective, their innovation processes fully integrate marketing and pricing throughout and they use customized tools and software 47% more often than the others. "Clear instruction from the top is often lacking", says Kruetten. "Executives need to set and communicate clear priorities. Their personal presence in occasional milestone meetings can work wonders." Other measures are to include pricing, value and market experts in the product development teams and to set aside enough money for research to measure customer value and willingness to pay for the new product. "And not every project needs to result in a product", he adds. "Sometimes the best advice is to kill a project if it's not likely to meet profit targets". Otherwise, the market will decide - but then it's already too late.

#### Source:

Simon-Kucher & Partners (Strategy & Marketing Consultants)

# **A\*STAR and GE Healthcare**

to improve healthcare outcomes through next generation innovations

locally, signifies confidence in the Singapore's medtech R&D capabilities

Singapore - The Agency for Science, Technology and Research (A\*STAR) and GE Healthcare

he collaboration deepens GE's engagements

signed a five-year technology research and development collaboration agreement to co-develop the next generation of medical technologies. The signing also further anchors GE's presence in Singapore, as it sees value in collaborating on local R&D to help sustain its pipeline of products and improve healthcare delivery around the world.

The collaboration will see A\*STAR and GE Healthcare co-innovate technologies in three areas: patient monitoring, Computed Tomography (CT) and Magnetic Resonance Imaging (MRI). Patient monitoring is expected to trend upwards as more people gain access to health services via the internet through mobile devices. Better quality CT and MRI scanners will help clinicians prescribe improved treatment for patients, through enhanced accuracy in the diagnosis of illnesses, including neurological disorders, heart disease and cancer:

Dr Raj. Thampuran, Managing Director of A\*STAR said, "This collaboration is testament to our expanding partnership with GE. It also signifies Singapore's attractiveness for MedTech companies as this sector is growing briskly. From 2009 to 2013, manufacturing output of the MedTech sector grew from S\$3.3 billion to S\$5.1 billion. Over the same period, the sector's manpower base grew from 8,400 to 10,400. A\*STAR will continue to support this high growth sector through public-private sector partnership in R&D and innovation driven efforts."

"As the healthcare environment changes globally, investment in developing medical innovations which are clinically and economically relevant is critical to meet the world's key healthcare challenges," said Michael Barber, Vice President & Chief Engineer for GE Healthcare. "We're thrilled to collaborate with A\*STAR, one of the world's finest research organisations, combining the engineering strength of both of our teams, to build the future of healthcare together."

In the past decade, GE has invested 5% to 6% of its industrial revenue in R&D. GE has expanded its network of R&D centres to support its growing global industrial base -- by next year, two-thirds of the company's revenues will come from outside the U.S. and 70 percent of its overall revenues will come from its industrial businesses. Today, GE employs more than 2,000 staff locally in Singapore for operations across all eight of GE's core businesses.

# About the Agency for Science, Technology and Research (A\*STAR)

The Agency for Science, Technology and Research (A\*STAR) is Singapore's lead public sector agency that fosters world-class scientific research and talent to drive economic growth and transform Singapore into a vibrant knowledge-based and innovation driven economy.

In line with its mission-oriented mandate, A\*STAR spearheads research and development in fields that are essential to growing Singapore's manufacturing sector and catalysing new growth industries. A\*STAR supports these economic clusters by providing intellectual, human and industrial capital to its partners in industry.

A\*STAR oversees 18 biomedical sciences and physical sciences and engineering research entities, located in Biopolis and Fusionopolis, as well as their vicinity. These two R&D hubs house a bustling and diverse community of local and international research scientists and engineers from A\*STAR's research entities as well as a growing number of corporate laboratories.

For more information on A\*STAR, please visit www.a-star.edu.sg

**Source**: http://www.a-star.edu.sg/Media/News/Press-Releases/ ID/3732/ASTAR-and-GE-Healthcare-to-improve-healthcare-out-comes-through-next-generation-innovations.aspx Eye diseases identified



# Eye diseases identified by how we watch TV

One of the leading causes of blindness worldwide could be detected by how our eyes respond to watch TV according to a new study from researchers at City University London. The researchers, who were funded by the UK charity Fight for Sight, found that they could identify diseases such as glaucoma by looking at maps of people's eye movements while they watched a film.

With an estimated half a million people in the UK living with undiagnosed glaucoma, the research could help speed up diagnosis, enabling clinicians to identify the disease earlier and allowing treatment to begin before the onset of permanent damage.

Affecting around 65 million people worldwide, glaucoma describes a group of eye conditions that results in progressive damage to the optic nerve which connects the retina to the brain, causing people to gradually lose vision.

What makes glaucoma dangerous, however, is that this sort of vision loss can be subtle at first. People often do not know they have loss of peripheral vision. Unfortunately, as glaucoma worsens, these compensatory perceptive mechanisms unravel leading to noticeable sight loss, visual impairment and in some cases blindness. The condition is irreversible.

The team, which was led by Professor David Crabb along with Dr Nicholas Smith and Dr Haogang Zhu, compared a group of 32 elderly people with healthy vision to 44 patients with a clinical diagnosis of glaucoma. Both groups underwent standard vision examinations and disease severity was also measured for the group with clinical diagnoses.

Then, were showed to participants three unmodified TV and film clips on a computer while an eye-tracking device recorded all eye movement, and particularly the direction in which people were looking. These datas were then used to produce detailed

#### NON PROFIT

Eye diseases identified

maps which enabled the diagnosis of glaucoma. The paper is published in the journal Frontiers in Aging Neuroscience.

David Crabb, Professor of Statistics and Vision Research, said: "These are early results but we've found we can identify patients with glaucoma by monitoring how people watch TV. This could make a huge difference in detecting or monitoring a disease which currently results in one in ten of all blindness registrations in the UK and about a million NHS appointments a year for those with the disease. Once the damage is done it cannot be reversed, so early diagnosis is vital for identifying a disease which will continue to get more prevalent as our population ages."

Dr Dolores M Conroy, Director of Research at Fight for Sight said: "One of Fight for Sight's six long-term goals is to enable conditions such as glaucoma to be detected earlier. Early diagnosis and treatment can stop people losing their sight, so we're very pleased that this proof-of-principle eye movement study opens the door to develop a new clinical test for glaucoma. Furthermore it addresses one of the priorities for glaucoma research identified by the Sight Loss and Vision Priority Setting Partnership-a consultation with patients, relatives, carers and eye health professionals."

#### About City University London

City University London is a global University committed to academic excellence, with a focus on business and the professions and an enviable central London location. It is in the top five per cent of universities in the world according to the Times Higher Education World University Rankings 2013/14 and in the top thirty universities in the UK according to the Times Higher Education Table of Tables 2012. It is ranked in the top 10 in the UK for both graduate-level jobs (The Good University Guide 2014) and in the top 5 for graduate starting salaries (Lloyds Bank).

The University attracts over 17,000 students (35% at postgraduate level) from more than 150 countries and academic staff from over 50 countries. Its academic range is broadly-based with world leading strengths in business; law; health sciences; engineering; mathematical sciences; informatics; social sciences; and the arts including journalism and music. The University's history dates back to 1894, with the foundation of the Northampton Institute on what is now the main part of City's campus. In 1966, City was granted University status by Royal Charter and the Lord Mayor of London was invited to be Chancellor, a unique arrangement that continues today. Professor Paul Curran has been Vice-Chancellor of City University London since 2010.

#### **About Fight for Sight**

- I. Fight for Sight is the leading UK charity dedicated to fund pioneering research to prevent sight loss and treat eye disease.
- **2.** Fight for Sight is funding research at leading universities and hospitals throughout the UK. Major achievements to date include:
- saving the sight of thousands of premature babies through understanding and controlling levels of oxygen delivery
- restoring sight by establishing the UK Corneal Transplant Service enabling over 52,000 corneal transplants to take place
- providing the funding for the research leading to the world's first clinical trial for choroideremia
- bringing hope to children with inherited eye disease by co-funding the team responsible for the world's first gene therapy clinical trial
- identifying new genes responsible for keratoconus and Nance-Horan syndrome
- **3.** Fight for Sight's current research programme is focusing on preventing and treating age-related macular degeneration, diabetic retinopathy, glaucoma and cataract. We are also funding research into the causes of childhood blindness and a large number of rare eye diseases.
- **4.** For more about the Sight Loss and Vision Priority Setting Partnership, go to: www.fightforsight.org.uk/sightlosspsp



Affecting around 65 million people worldwide, glaucoma describes a group of eye conditions that result in progressive damage to the optic nerve.

#### Photo

An eye chart with a black frame eyeglasses. Hu Xiao Fang shutterstock

# ECR 2015

ECR sets the bar higher for 2015

Vienna, December 11, 2014 (ESR) - The latest results and trends in medical imaging will be unveiled during the 27th European Congress of Radiology (ECR) at the Austria Center Vienna next March. Over 20,000 delegates from 101 countries are expected for the conference, which will mark the tenth anniversary of the European Society of Radiology (ESR).

A renowned hub for specialists, the ECR will feature an increased number of slots for scientific sessions to match the growing demand of the international radiological community. The innovative meeting will

offer a glimpse into the future of radiology through its New Horizons Sessions, which will focus on image-guided interventions of the prostate, comprehensive personalised imaging of cardiothoracic diseases, and optical molecular imaging.

There will be 3 State of the Art Symposia, 9 Professional Challenges Sessions, 16 Special Focus Sessions, 72 Refresher Courses and 3 multidisciplinary sessions, which feature radiologists, oncologists, haematologists and surgeons involved in the management of cancer patients. The ECR has been driven by innovation since its inception. In 2015, it will introduce online voting to determine best paper awards, giving more voice to its community.

The E3 programme will cover the entire range of educational issues from undergraduate medical education to subspecialised continuing professional development. It will feature the established Rising Stars and Beauty of Basic Knowledge Sessions, and three new formats - the European Diploma Prep Sessions, ECR Academies and ECR Master Classes – that will deal with many aspects of radiology. These five branches will reflect the different levels of education in radiology by addressing the different stages of an individual's professional career.

To make it more widely accessible, the ECR will broadcast nearly every lecture via live web streams on ECR Live, a service delegates have used increasingly since its introduction two years ago. Lectures will also be available to watch on demand afterwards.

Another popular feature of the ECR, the 'ESR meets' programme, which invites three national radiological societies and one partner discipline to present their own sessions, will look to the East. Germany, Turkey and Korea will be the programme's guest countries, along with the European Association of Urologists, who will hold a session on prostate cancer. The European Federation of Radiographer Societies (EFRS) will also host their own 'EFRS meets Germany' session, which will emphasise the essential role of radiographers in medical imaging.

Hospitalar 2015

HOSPITALAR: The largest gathering of leaders and key players in Latin America health

From May 19 to 22, healthcare industry businessmen and professionals will gather in São Paulo/ Brazil to participate in HOSPITALAR 2015 - the 22nd International Fair of Products, Equipment, Services and Technology for Hospitals, Laboratories, Pharmacies, Clinics and Medical Offices.

The largest healthcare fair and forum in Brazil and the Americas, the event held at the Expo Center Norte showcases rollouts in products, equipment and services, as well as debating trends in healthcare service management and development, fostering

discussions and the exchange of experiences that will have an impact on improving the global healthcare system.

With the participation of 1,250 exhibitor companies, the 2015 edition is gearing up to host over 91,000 visitors, including international buyers and distributors, sector industries, managers of hospitals and clinics, nurses, physicians and professionals from the medical field in general. "The fair brings together leading brands and major decision makers in the healthcare supply chain. It is the most important business and discussion platform in the industry in the Americas", says physician and president of HOSPITALAR, Waleska Santos, MD.



Thanks to increasing public and private investment, the Brazilian healthcare sector has grown in recent years, showcasing the country as the largest and most important in Latin America to the entire international scenario. The market for medical and hospital products, materials and equipment, as well as diagnoses, underscores the development of this positive scenario, with growth of 9,5% in the first half of 2013 in relation to the same period of 2012.

#### **SHOW REPORTS**

Trade Show Press Releases

The industry also registered significant growth in the creation of new jobs, namely 8,200 vacancies between January and June 2012, a rise of 8% over the second half of 2011. The increase in the population's purchasing power, combined with the significant decline in the level of unemployment, has created greater demand for private healthcare services, for example, through the purchase of healthcare plans, which has provided an added boost to the market as a whole.



Against this backdrop, the HOSPITALAR fair provides the ideal platform for opportunities to further strengthen the industry across the board, by bringing together the Brazilian and international sectors, generating business and providing professional recycling.

International Healthcare Week – Another high point of HOSPITALAR is the Forum that brings together specialists, businessmen, professionals and decision makers in the healthcare industry to discuss new departures in management and the optimization of financial and human resources. Counting congresses, seminars and workshops, more than 60 events attract an elite group of thinkers, strategists and healthcare leaders from the public and private sectors, who engage in presenting new proposals for the industry's development.



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## Business meets science at BULMEDICA / BULDENTAL 2015

People's health is of a great importance for the social and economic development of each country. Medical equipment and technology play a major role in this process: from prevention and prophylaxis through diagnostics and therapy, surgery and rehabilitation.

For about 50 years the exhibition Bulmedica / Buldental has been constantly expanding its scale, subservient to the idea to assist to thousands of physicians, surgeons, dentists, laboratory assistants, pharmacists, rehabilitation therapists, managers of

health establishments, manufacturers and distributors. In line with the established tradition, each year the event is held under the patronage of the Ministry of Health.





**Bulmedica:** medical technics, hospital equipment and furniture, laboratory equipment, orthopaedy and rehabilitation, ophthalmology and pharmacy

**Buldental:** dental equipment, furnishing and technics for clinics, materials and consumables, sterilization, disinfection and specialised clothing

#### Visitors' Profile

Bulmedica / Buldental exhibition is extremely useful for a wide range of doctors and dental specialists, laboratory assistants, rehabilitation therapists, managers of health centers, experts, ophthalmologists, producers and dealers of medical and dental equipment, furnishing and consumables.

The exhibition provides an opportunity for:

- Receiving updated information about the sector
- Opportunities to meet with current and potential new customers
- Upgrading trade relations with existing partners
- Conditions for analysis and new information on products / services offered by competitors
- Information about new technologies and services offered by companies
- The exhibition provides the ideal conditions to learn about the latest market trends
- Opportunity to participate in conventions, seminars and other related events

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#### Bulmedica / Buldental

The event is known to be the perfect meeting place for the doctors and dental specialist and other professionals —coming from the medical and dental sectors. The professionals will discuss about the developments and advancements made in the recent years which is results in moving a step forward to the betterment of the human world.



http://bulmedica.bg/en

### Asia's leading Medical Device Engineering Exhibition, MEDIX OSAKA

Medical Japan 2015

Medical Device Development Expo (MEDIX OSAKA) becomes 125% larger in scale to welcome its 5th edition from February 4 (Wed) to 6 (Fri) in 2015. This year's MEDIX OSAKA is held inside of MEDICAL JAPAN 2015 which has brand new concept to cover the entire medical/healthcare industry with 7 concurrent exhibitions.\* Japan is now the 2nd largest market of medical industry. The most outstanding expansion is in the field of medical device: in Japan over the past decades, total production values reached JPY 2,6 trillion (USD 25 billion).

MEDIX OSAKA 2015, the B to B specialised exhibition, gathers latest technologies required to design and manufacture medical devices such as disposable components, OEM, electronic components, imaging, measuring, sensor and optical components, etc. MEDIX OSAKA 2015 attracts a great number of visitors such as medical device manufacturers of syringes, thermometers, artificial organs, catheters, MRI systems, patient monitors, etc.

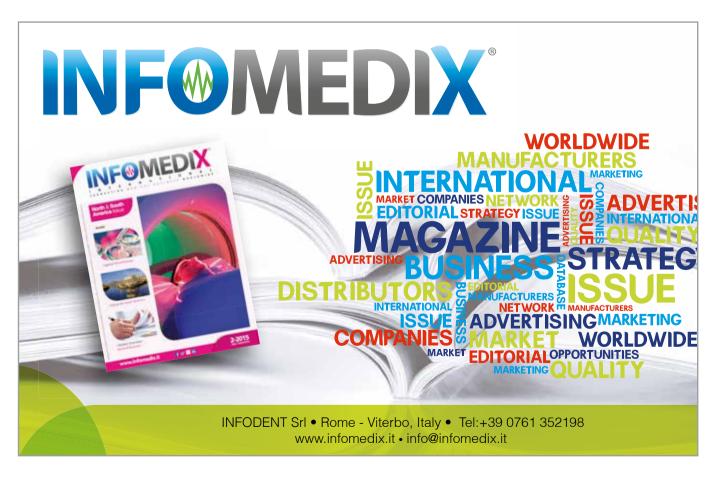
MEDIX OSAKA 2015 warmly welcomes visitors who plan to enter medical device industry as well as the leading medical device manufacturers such as Terumo, Olympus Medical Systems, Toray Medical, Fukuda Denshi, Asahi Kasei, etc.



MEDICAL JAPAN 2015 consists of:

- 5th Medical Device Development Expo Osaka [Medix Osaka]
- 1st [Hospital + Innovation] Expo Japan
- 1st Int'l Nursing & Nursing Care Expo
- 1st Clinical Laboratory & Diagnostics Expo Japan
- 1st Regenerative Medicine Expo & Conference Japan
- 1st Int'l Pharmaceutical R&D and Manufacturing Expo/ Conference OSAKA
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#### • 26-29/01/201**5**

#### **Arab Health 2015**

(Dubai - United Arab Emirates)

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Exhibition Manager - Arab Health: Alex Sworder Tel: +971 4 336 5161 Ext. 2558 Direct Line: +971 4 407 2558 Fax: +971 4 336 4021 Email: alex.sworder@informa.com Venue: Dubai International

Convention & Exhibition Centre
Dubai - United Arab Emirates

**Infomedix Booth: Z3C70** 



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#### • 28-31/01/2015 Pharma

#### Bio World Expo 2015

(Mumbai - India)

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E-mail: conferences@jasubhai.com For enquiries regarding exhibition and sales & marketing write to E-mail: sales@jasubhai.com Venue: Bombay Exhibition Centre, NSE Complex, Goregaon, Mumbai, India 3

#### • 30/01-01/02/2015 Medizin Stuttgart 2015

(Stuttgart - Germany)

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#### **February**

• 04-06/02/2015
Medix Osaka 2015 5th Medical device
development and
manufacturing Expo
(Osaka - Japan)

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Japan
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Fax: +81 3 3349 8530
E-mail: medix-kansai@reedexpo.co.jp
Website: www.reedexpo.co.jp
Venue: Intex Osaka
Osaka
Japan

Infomedix Booth: Hall 4 stand 29



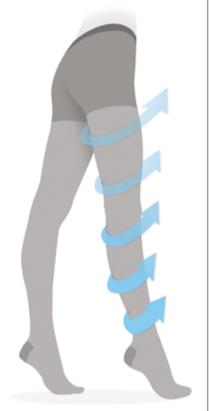
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• 26-27/02/2015
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#### March

#### • 03-04/03/2015 Medtec UK 2015

(London - United Kingdom)

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Email: chris.edwards@ubm.com
Event Manager: Andrew Porter
Tel: +44 (0)207 560 4029
Email: andrew.porter@ubm.com
Sales Manager: Jason Moss
Tel: +44 (0)207 560 449 I
Mobile: +44 7801 346454
Email: jason.moss@ubm.com
Venue: ExCeL London
London, UK

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#### 04-08/03/2015

#### ECR - European Congress of Radiology 2015

(Vienna - Austria)

**ESR OFFICE** 

Neutorgasse 9

1010 Vienna, Austria

Telephone: +43 | 533 40 64 - 0

Fax: +43 | 533 40 64 - 448

E-mail: communications@myesr.org

Website: www.myesr.org

Exhibition Management Team ECR:

Ms Bettina Kreiner

Ms Kerstin Hamata

Telephone: +43 | 536 63 ext. -35, -39

E-mail: ecr@maw.co.at

Venue: Vienna International Centre

Add: Bruno-Kreisky-Platz |

1220 Vienna

Austria

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#### • 11/03/2015 Nursing in Practice -

(Belfast - United Kingdom)

Belfast 2015

Organiser: Cogora Limited 140 London Wall London EC2Y 5DN - UK Tel: +44 (0)20 7214 0500 Fax: +44 (0)20 7214 0501 Email: info@cogora.com Website: www.cogora.com Venue: Ramada Plaza Belfast, 117 Milltown Road, Shaw's Bridge Belfast, BT8 7XP





#### • 5-8/03/2015 KIMES 2015 - 31 st Korea International Medical & Hospital Equipment Show

(Seoul - South Korea)

Korea E & Ex Inc Rm. 2001, Trade Tower, 159-1, Samsung-dong, Gangnam-gu, Seoul 135-729, Korea Tel: +82(2)551 0102 Fax: +82(2)551 0103 E-mail: kimes@kimes.kr Website: www.kimes.kr Overseas Marketing Dep: Sean Shin Tel: +82 2 551 0102 E-mail: kimes@kimes.kr Venue: COEX (Convention & Exhibition Center). Hall A, B, C, D Add: 159 Samsung-dong, Gangnam-gu Seoul - Korea

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### • 21-23/03/2015 2015 Medical Fair India - 21st International Exhibition and Conference

(New Delhi - India)

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#### **April**

#### 30/03-01/04/2015 **Medtrade Spring 2015**

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Int'l phone: 240 439 2984

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medtradespring@experient.com Venue: Mandalay Bay Convention Center

Las Vegas NV USA

#### • 06-08/04/2015

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(Dubai - United Arab Emirates)

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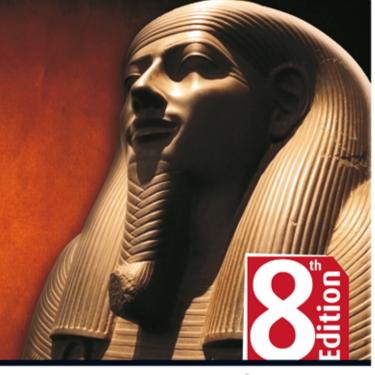


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- To seek new agents or distributors.
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#### April

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#### • 14-16/04/2015 2015 TIHE -20th Anniversary Tashkent International Healthcare Exhibition

(Tashkent - Uzbekistan)

Organised by: ITE Uzbekistan 59A, Mustakillik Ave.,
Tashkent, 100000, Uzbekistan.
Tel: +998 71 113 01 80
Email: post@ite-uzbekistan.uz
Website: www.ite-uzbekistan.uz
Project Manager: Ms Julia Evstifeeva
Tel: +998 71 113 01 80
Fax: +998 71 237 22 72
Email: tihe@ite-uzbekistan.uz
Venue: Pavilion 1, Pavilion 2 NEC
UzExpoCentre

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#### • 15-17/04/2015 2015 IMF -6th International Medical Forum

(Kiev - Ukraine)

Organiser: LMT Company Ukraine, 03680 Kyiv, Academika Glushkova Ave., I, Build. 23 Tel: +380 44 526 94 87 Email: expo@lmt.kiev.ua Venue: Ukraine, Kyiv, EC KyivExpo-Plaza Add: Salyutna str., 2 B Kyiv Ukraine 6

#### • 17-19/04/2015

Cosmofarma 2015

(Bologna - Italy)

Cosmofarma s.r.l. - Milano
Tel +39 02 796 420
Fax +39 02 795 036
Email: info@cosmofarma.com
Website: www.cosmofarma.com
Exhibitors information
Customer Service and Sales:
Ms Laura Lapini
Tel: +39 02 4547 08213
Email: laura.lapini@cosmofarma.com
Ms Arianna Vivarelli
Tel: +39 02 4547 08219
Email:
arianna.vivarelli@cosmofarma.com

Venue: Bologna's Fair District
Pavilions 21, 22, 25 and 26





#### 31st Korea International Medical & Hospital **Equipment Show**

2015 5-8 March COEX SEOUL, KOREA



#### **ORGANIZERS**

Korea E & Ex Inc. / KMDICA / KMDIA

**CONTACT** Korea E & Ex Inc.

Tel. +82-2-551-0102 Fax. +82-2-551-0103 E-mail. kimes@kimes.kr





#### **April**

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#### • 18-20/04/2015 Mediconex 2015

(Cairo - Egypt)

Arab African Conferences & Exhibitions

32 Road 7, Maadi, Cairo, Egypt Tel: +202 2359 4110 // +202 2359

0999 // +202 23585 385 Fax : +202 23780458 Email : info@mediconex.net Mediconex Executive Director:

Mr Alaa Dardir

Marketing Executive:

Mobile: +2 0122 217 4856 Email: adardir@mediconex.net

Ms Nour Al Sharawi Mobile: +2 0111 7895979 Email: nour@mediconex.net Venue: Cairo International Conference Centre (CICC)

Cairo Egypt



### 8

#### • 27-29/04/2015 Medical World Americas 2015 - Conference and Expo

(Houston TX - USA)

Organized by:

Messe Dusseldorf North America 150 N. Michigan Avenue, Suite 2920 Chicago, IL 60601 - USA Tel: +1 312 781 5180 Fax: +1 312 781 5188 Email: info@medicalworldamericas.

com

Email: info@mdna.com
Website: www.mdna.com
Senior Business Development Manager: Ryan Klemm
Tel: +1 619 298 1445 ×102
Email: rklemm@mdna.com
Venue: George R Brown Convention
Center
Level I Hall E
Add: 1001 Avenida de
Las Americas

Houston TX - USA

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#### • 30/04-03/05/2015 JPR 2015 - 45th Sao Paulo Radiological Meeting

(Sao Paulo - Brazil)

Organized by:
Sociedade Paulista de Radiologia e
Diagnostico por Imagem
Av. Paulista, 491 - cjs. 41/42
01311-000 - Sao Paulo - SP
Tel: +55 11 5053 6363
Fax: +55 11 5053 6364
E-mail: radiol@spr.org.br
Website: www.spr.org.br
Venue: Transamerica Expo Center
Halls: A, B, C, D e E Sao Paulo SP - Brazil



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### MEDICAL JAPAN 2015

International Medical Expo & Conference

#### February 4 [Wed] — 6 [Fri], 2015

Venue: INTEX Osaka, Japan Organised by: Reed Exhibitions Japan Ltd. Supported by: Union of Kansai Governments









■ MEDICAL JAPAN 2015 consists of:

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1st International Nursing & Nursing Care Expo

1st Clinical Laboratory & Diagnostics Expo Japan

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Plan Ahead

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#### Infomedix International 2/2015 North & South America Issue

Publishing Date: April 2015 Circulates: May / September

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- Focus on Japan
- · Software as a Medical Device
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|---|---|-------------------------|
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| Bioteck S.p.A.                            | Sheikh Saeed Hall 1, Booth S1G01        | www.bioteck.com         |
| Calze G.T. S.r.l.                         | Concourse Area 1, Booth CB160           | www.gtcalze.com         |
| F.Trenka Chem Pharm Fabrik Ges.m.b.H.     | Za'abeel Hall 2, Booth Z2G36            | www.eucarbon.at         |
| General Medical Merate S.p.A.             | Trade Centre Arena, Booth SAH60         | www.gmmspa.com          |
| Hawo GmbH                                 | Za'abeel Hall, Booth Z3C18              | www.hawo.com            |
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| Lipoelastic a.s.                          | Za'abeel Hall 4, Booth Z4R15            | www.lipoelastic.com     |
| Malaysian Rubber Export Promotion Council | Hall 6, Booth 6B01                      | www.mrepc.com           |
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| Medical Econet GmbH                       | Za'abeel Hall 3, Booth Z3L72            | www.medical-econet.com  |
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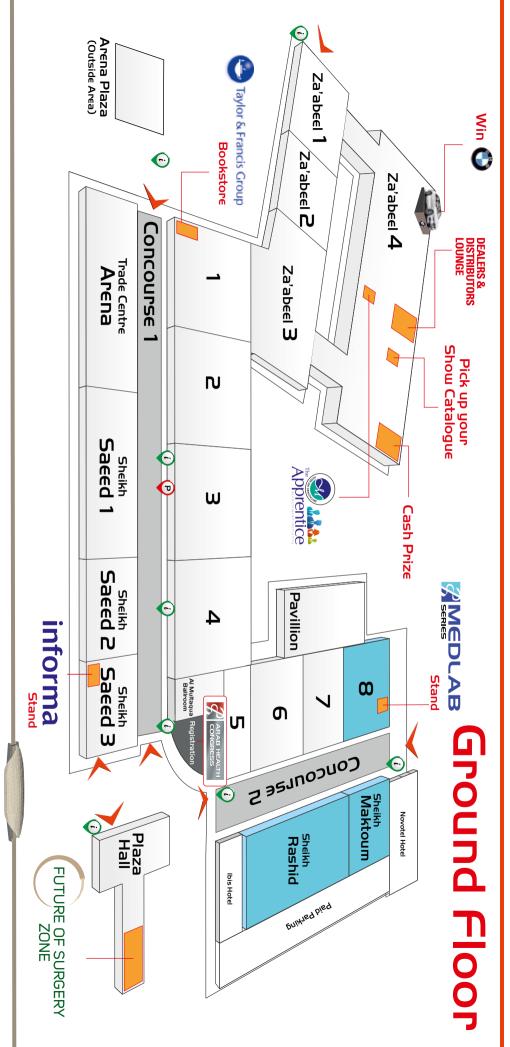






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# Stand Key Prefix:

Z1 - Za'abeel Hall 1 Z2 - Za'abeel Hall 2 Z3 - Za'abeel Hall 3 Z4 - Za'abeel Hall 4

AP - Arena Plaza

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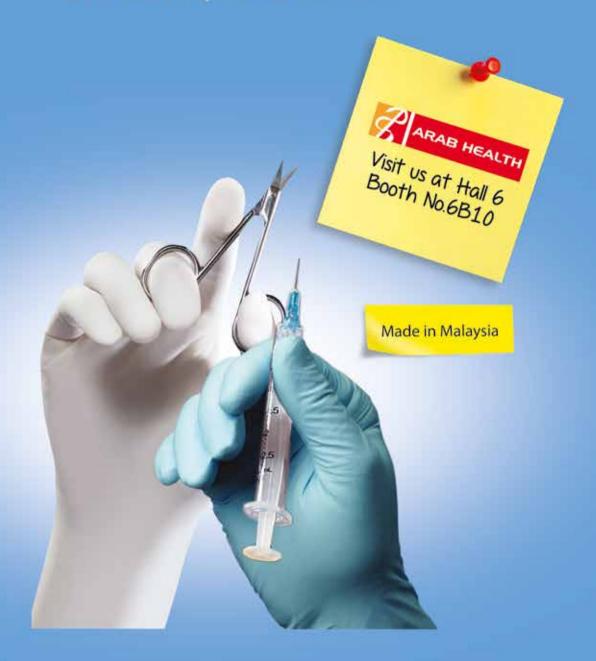
M - Sheikh Maktoum Hall R - Sheikh Rashid Hall SA - Trade Centre Arena

CB - Concourse 1 PZ - Plaza Hall P - Pavillion

05 - Outside

1-Hall 1 2-Hall 2 3-Hall 3 4-Hall 4 5-Hall 4 5-Hall 6 7-Hall 7

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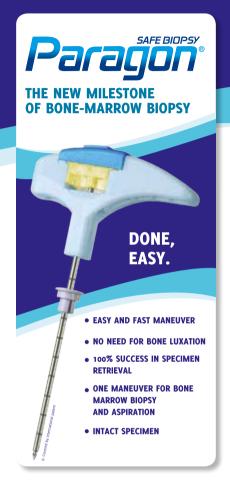
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