



MEDICA 2009

18 - 21 NOVEMBER
DUSSELDORF, GERMANY

UNIQUE OPPORTUNITY TO SELL YOUR MEDICAL TECHNOLOGY TO OVERSEAS BUYERS

MEDICA remains the world's largest healthcare exhibition attracting the top buyers, distributors, companies and government representatives from around the globe. Over 137,000 visitors are expected.

As part of the Government's initiative to drive trade, UK Trade & Investment, in partnership with ABHI, are offering you space to exhibit and sell your business at this year's event.

WHAT'S ON OFFER?

- A dedicated small pod/stand for your company in the UK branded pavilion in the Hall specific to your business (Hall 1 or 16)
- Internet access on the stand
- Flat screen monitor
- Small storage space – contained in the pod stand
- Literature stand in which to place your company brochures
- Logo and company name signage
- Inclusion in the UK@MEDICA 2009 online listing heavily promoted by UK Trade & Investment in the lead up to the event
- Opportunity to pre-request meetings with international buyers on the UK@MEDICA site
- Opportunity to pre-request meetings with UK Trade & Investment experts who can help advise on exporting and global market opportunities
- Use of dedicated private and open meeting space at the event
- Inclusion in the UK@MEDICA 2009 print directory handout during the event
- Opportunity to feature in UK and German media before, during and after the event with the help of UK Trade & Investment's PR efforts



137,000 BUYERS AWAIT YOUR INNOVATIONS

MORE/...



Association of
British Healthcare Industries



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BENEFITS TO YOU

- A cost effective way to evaluate the export opportunities for relevant international markets
- An opportunity to both develop and maintain business relationships in one location over four days that otherwise would take numerous business trips
- You will be supported throughout by wider UK business organisations
- An effective way to assess international competition

CRITERIA

We are seeking to help promote innovative UK products. You must be:

- A UK based company
- New to MEDICA 2009

IMPORTANT TO NOTE

- While the above is offered free-of-charge, we are required to ask for a compulsory fee (details on request) for website and promotional material and a dedicated entry in the official Medica 2009 showguide, (25,000 copies available to all entrances to the event).
- Accommodation must be booked early as hotel spaces are limited – we can put you in touch with partners who can help find you rooms.
- Flights must also be booked early to avoid paying inflated fares – seek guidance from your Trade Association.

NEXT STEPS

If you are interested in participating please contact ABHI – they will be happy to discuss your requirement in more detail.

CONTACT

0207 960 4360
exhibitions@abhi.org.uk
www.abhi.org.uk

UK Trade & Investment is the government organisation that helps UK-based companies succeed in the global economy and assists overseas companies to bring their high quality investment to the UK. For further information please visit: www.uktradeinvest.gov.uk



“We took advantage of UK Trade & Investment help and support because it proved a relatively low-cost and very good-value way to feature prominently in the UK pavilions at Medica and RehaCare. These initiatives gave the company powerful impetus to drive its export sales further.”

Guido Brenner, Export Sales Executive,
Mangar International.



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