



Results of the visitor and exhibitor survey MEDICA 2016

No. of visitors	127,781
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Origin of visitors

Germany	40 %
Abroad	60 %

Visitors from Germany

West	46 %
South	19 %
South West	15 %
North	15 %
East	5 %

Visitors from abroad

Europe	65 %
- EU	77 %
- Non-EU	23 %
Non Europe	35 %
- Asia	54 %
- Africa	16 %
- North America	15 %
- South- and Central America	12 %
- Australia	3 %

Visitors attendance statistics

Trade visitors	96 %
First time visitors	31 %
Average days spent at MEDICA	2 days

Sector/occupation

Industry	23 %
Trade	20 %
Hospital/clinic	18 %
Medical Care Centre	6 %
Purchasing group	6 %
Medical practise	5 %
Physiotherapist practice	5 %
Medical laboratory/institute	4 %
Science and research	4 %
Services	4 %
Care	3 %
Others	2 %

Competence about decisions

Decisive authority	45 %
Co-decisive authority	40 %
Consultative capacity	12 %
Not involved in decision-making	3 %

Exhibit Area according to interest expressed/visitors interests (more than one response possible)

Electromedicine/medical technology	53 %
Disposables, commodities and consumer goods for practices and hospitals	29 %
Diagnostics	29 %
Information and communication technology	28 %
Physiotherapy/orthopaedic technology	25 %
Operating tables, medical support units, medical furniture	19 %
Laboratory technology	18 %
First aid/emergency devices and equipment	12 %
Publications	1 %

General assessment

Satisfactory	97 %
Less satisfactory	3 %

Compiled by: Messe Düsseldorf, as at 11/2016
Subject to change without notice