



VISITOR PROFILE DATA  
**MEDICA 2018**

www.medica.de

Member of MEDICAlliance



WORLD FORUM  
FOR MEDICINE

BE PART OF THE NO.1!

## Results of the visitor and exhibitor survey MEDICA 2018

**No. of visitors** 120,116

### Origin of visitors

Germany	34%
Abroad	66%

### Visitors from Germany

West	48%
South	19%
South West	14%
North	14%
East	5%

### Visitors from abroad

<b>Europe</b>	<b>68%</b>
- EU	79%
- Non-EU	21%
<b>Non Europe</b>	<b>32%</b>
- Asia	59%
- Africa	14%
- North America	16%
- South- and Central America	9%
- Australia	2%

### Visitors attendance statistics

Trade visitors	98%
First time visitors	35%
Average days spent at MEDICA	1.8 days

### Sector/occupation

Industry	24%
Trade	18%
Hospital/clinic	17%
Medical Care Centre	8%
Purchasing group	7%
Medical practise	6%
Medical laboratory/institute	6%
Services	5%
Physiotherapist practice	4%
Care	4%
Science and research	3%
Others	2%

### Competence about decisions

Decisive authority	47%
Co-decisive authority	42%
Consultative capacity	10%
Not involved in decision-making	1%

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

Electromedicine/medical technology	53%
Information and communication technology	33%
Diagnostica	32%
Disposables, commodities and consumer goods for practices and hospitals	28%
Physiotherapy/orthopaedic technology	26%
Laboratory technology	21%
Operating tables, medical support units, medical furniture	20%
First aid/emergency devices and equipment	10%
Publications	1%

### General assessment

Satisfactory	96%
Less satisfactory	4%

Compiled by: Messe Düsseldorf, as at 12/2018  
Subject to change without notice

JOIN OUR TRADE SHOWS WORLDWIDE

[www.medicalliance.global](http://www.medicalliance.global)



**MEDICAlliance**

Messe Düsseldorf GmbH  
Postfach 10 10 06 \_ 40001 Düsseldorf \_ Germany  
Tel. +49 211 4560-01 \_ Fax +49 211 4560-668

[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)



**Messe  
Düsseldorf**