# Results of the visitor and exhibitor survey MEDICA 2018

<table>
<thead>
<tr>
<th>No. of visitors</th>
<th>120,116</th>
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**No. of visitors**
- Germany 34%
- Abroad 66%

**Visitors attendance statistics**
- Trade visitors 98%
- First time visitors 35%
- Average days spent at MEDICA 1.8 days

**Visitors from Germany**
- West 48%
- South 19%
- South West 14%
- North 14%
- East 5%

**Visitors from abroad**
- Europe 68%
  - EU 79%
  - Non-EU 21%
- Non Europe 32%
  - Asia 59%
  - Africa 14%
  - North America 16%
  - South- and Central America 9%
  - Australia 2%

**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