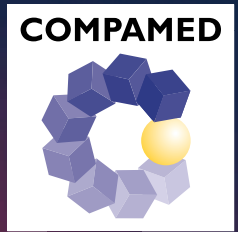




Visitor profile data

MEDICA 2021 and COMPAMED 2021

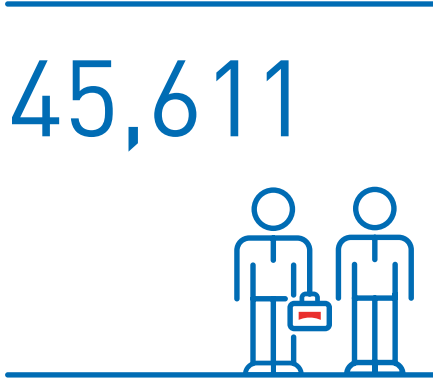


www.medica.de

Members of MEDICAlliance

www.compamed.de

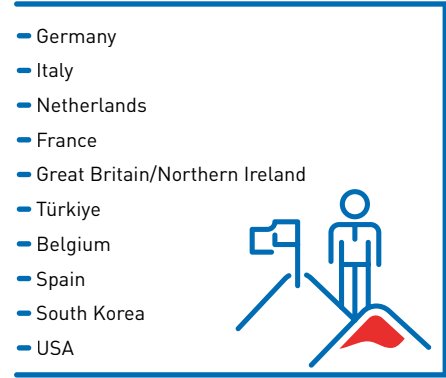
Total visitors



Origin of visitors

| | | | |
|-----------------------------|------------|--------|-----|
| Germany | 33% | Abroad | 67% |
| Europe | 81% | | |
| - EU | 72% | | |
| - Non-EU | 9% | | |
| Non Europe | 19% | | |
| - Asia | 11% | | |
| - North America | 3% | | |
| - Africa | 2% | | |
| - South and Central America | 2% | | |
| - Australia | 1% | | |

TOP 10 visitor countries



Primary interests of MEDICA visitors

| | |
|---|-----|
| Imaging and diagnostics/medical equipment and devices | 89% |
| Laboratory equipment/diagnostic tests | 44% |
| Disposables and consumables | 22% |
| IT systems and IT solutions | 14% |
| Physiotherapy/orthopaedic technology | 12% |

Primary interests of COMPAMED visitors

| | |
|--|-----|
| Manufacturing of finished products | 17% |
| Manufacturing of components | 14% |
| Manufacturing equipment | 13% |
| Software, IT | 12% |
| Components, modules, OEM equipment | 12% |
| Raw materials, materials, adhesives | 10% |
| Electrical components, electronical components | 10% |
| Technical services | 8% |
| Microtechnology | 7% |

Economic sector

| | |
|---|-----|
| - Industry/manufacturer | 39% |
| - Medical care centre | 21% |
| - Trade/buying group | 17% |
| - Laboratory/research & science | 9% |
| - Hospital operator/cost bearer/public authorities/associations | 4% |

Portal figures



Professional position



Overall evaluation



Messe Düsseldorf