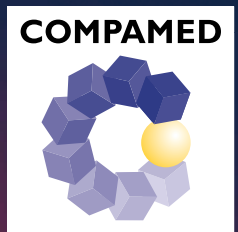




# Visitor profile data

## MEDICA 2022 and COMPAMED 2022



www.medica.de

Members of MEDICAlliance

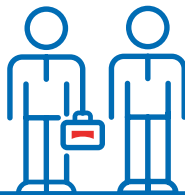
www.compamed.de

### Total visitors

More than

# 81.000

visitors from 173 countries



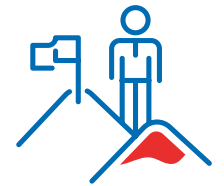
### Origin of visitors

Germany 32% Abroad 68%

Region	Percentage
<b>Europe</b>	<b>75%</b>
- EU	67%
- Non-EU	8%
<b>Non Europe</b>	<b>25%</b>
- Asia	13%
- Africa	4%
- South and Central America	4%
- North America	3%
- Australia	1%

### TOP 10 visitor countries

- Germany
- Netherlands
- Italy
- Great Britain/Northern Ireland
- France
- Belgium
- Spain
- Poland
- USA
- Türkiye



### Primary interests of MEDICA visitors

Imaging and diagnostics/medical equipment and devices	77%
Laboratory equipment/diagnostic tests	33%
Disposables and consumables	17%
IT systems and IT solutions	11%
Physiotherapy/orthopaedic technology	10%

### Primary interests of COMPAMED visitors

Manufacturing of finished products	11%
Manufacturing of components	9%
Software, IT	9%
Components, modules, OEM equipment	8%
Manufacturing equipment	7%
Raw materials, materials, adhesives	7%
Electrical components, electronical components	7%
Technical services	6%
Microtechnology	5%

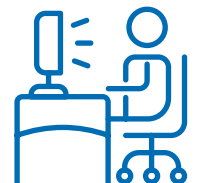
### Economic sector

- Medical trade/Group purchasing organization	39%
- Industry/manufacturer	24%
- Hospitals/Care facilities/Physicians' offices	16%
- Laboratory/research & science	9%
- Hospital operator/cost bearer/public authorities/associations	9%

### Digital reach 2022

- Page impressions	10.4 Mio.
- Unique users	1.0 Mio.
- Search queries in exhibitor and product database	4.9 Mio.

of which, 3.6 million page impressions and 291,000 unique users in November



### Professional position



# 69%

Senior and middle management

### Overall evaluation

# Recommendation rate 94%



Messe  
Düsseldorf