

# MEDICA 2017

November 13-16 • Düsseldorf, Germany



Join the Georgia Department of Economic Development (GDEcD) for its 12th annual exhibition at MEDICA, the premier global trade event for the medical industry. Last year, MEDICA featured more than 130,000 trade visitors from over 120 countries. Don't miss your opportunity to exhibit in the coveted U.S.A. Pavilion where you can meet key decision-makers, identify new distributors, outpace international competition and access the global medical market, which is expected to grow to \$440 billion by 2018.

## QUALIFIED EXPORTERS RECEIVE

- Shared turn-key booth within U.S.A. Pavilion
- Market intelligence, introductions to key contacts and follow-up assistance provided by GDEcD and the state's European trade representative
- Company listing in official MEDICA catalogue and inclusion in GDEcD show-related communications

## TARGET INDUSTRIES

- Electromedicine / Medical Technology
- Laboratory Equipment
- Diagnostics
- Physiotherapy / Orthopedic Technology
- Information and Communication Technology

## EUROPEAN MARKET

- Georgia exports of medical equipment and pharma products reached almost \$1.6 billion in 2016.
- In 2016, Georgia's top export destinations for medical products included Belgium, Canada, China, Japan and Germany, closely followed by Brazil and Mexico. Israel saw a 332 percent increase in imports of these products from Georgia between 2015 and 2016.

## TRADE SHOW DETAILS

**Registration:** Opens July 17, 2017 [Georgia.org/Apply](http://Georgia.org/Apply)  
**Show dates:** November 13-16, 2017  
**Location:** Düsseldorf, Germany  
**Participation Fee:** \$2,500  
**Deadline:** September 4, 2017 (Space sells out quickly)  
**Contact:** Kerry Barnett, International Trade Manager, at +1.404.962.4119 or [kbarnett@georgia.org](mailto:kbarnett@georgia.org)  
**Website:** [www.medica-tradefair.com](http://www.medica-tradefair.com)



*MEDICA enables us to meet prospects from around the world at one event. With Georgia's trade services particularly with scheduling qualified meetings, exhibiting at MEDICA is a no-brainer for us."*

*— Terry Shaw, WebOps*