



EXPOSANITA'

MED • CARE • INNOVATION

ANNUAL REPORT 2018

In collaboration with:



Project and direction:





Exposanità, International Health Care Exhibition, is **Italy's unique exhibition** dedicated to health care and assistance, the second largest in Europe in terms of number of exhibitors and product range.

In over thirty five years of activity, all the major issues on the **national health system** have been discussed here: **economic and management aspects**, relationship between **health care and assistance**, **hospital engineering**, **purchasing procedures**, **technological innovation**, **organizational modernization**. In these years we have also established very important partnerships with associations and bodies representing health care professionals.



THEMATIC AREAS

EXPOSANITÀ 2018



HOSPITAL

Hospital equipment and technology
Hospital engineering
Services management



DIGITAL HEALTH

Healthcare Informatics Systems,
software and hardware equipment for
surgery, hospitals and laboratories



DIAGNOSTICS

Test laboratory disposables
Visual Image
Diagnostic
Electro-diagnostic



LABORATORY

Equipment and products
for the laboratory



MIT

Medical Innovation & Technology



MEDETECH

Medical Device Technology



ANIMAL HEALTH

Technologies and solutions for breeding
Veterinary for livestock Services



HORUS

Handicap, Aids
Orthopaedics and sanitary items, Rehabilitation



THIRD AGE

Solutions, products and
services for the third age



EMERGENCY

Equipment and products
for the Emergency



HEALTH QUALITY

Projects and best practices for
improving the National Health Service





EXPOSANITÀ 2018

THE FIGURES

Exposanità 2018 saw a **13%** increase in visitors compared to the 2016 edition.

In addition to the **25,470 sq.m. exhibiting area**, where **678 companies** displayed **over 2,000 products**, visitors could benefit from a rich conference program, with **318 events**, **961 hours of training** and **7 thematic focuses**.

30,199 VISITORS

678 EXHIBITING COMPANIES

25,470 SQ.M. OF EXHIBITING AREA

11 THEMATIC AREAS



TRAINING & MEETINGS



- 9,018** visitors attended training events
- 318** meetings, conferences and workshops
- 961** hours of training
- 954** speakers
- 92** associations and institutions
- 34** special events

Exposanità International

International buyers from
Saudi Arabia, Germany
and **France**.





THE VISITORS

What they say about **Exposanità 2018?**

77 %

would recommend
Exposanità
to a colleague

95 %

are satisfied
with their participation
in Exposanità

95 %

are satisfied in terms of
innovative solutions

78 %

say Exposanità is useful,
positive, important

70 %

have decisive authority or
influence the purchasing
process

"It is simply a great showcase of equipment and there are many companies that present the latest industry news, I really enjoyed the simulation of the operating room and the intensive care unit. An experience that I strongly recommend »

"It's a trade show where you get continuous incentives to train and improve the way you work, as well as new ideas to optimize time and improve your patients' outcomes"

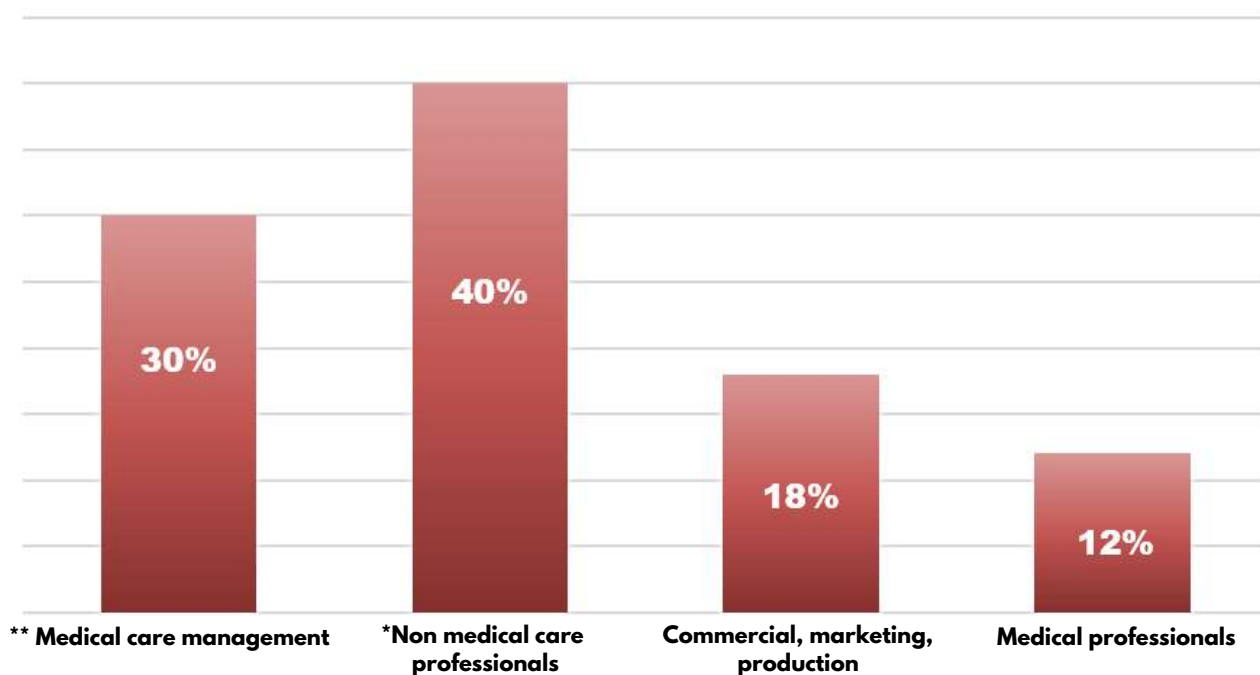
* Data collected from Exposanità 2018 Customer Satisfaction Analysis



THE VISITORS

Exposanità 2018 - The figures

Visitors by professional category



* Non medical care professionals, Nurses, Orthopedic Technicians, Clinical Engineers, IT Managers, Volunteers, Designers, Healthcare assistants, Nursing Direction.

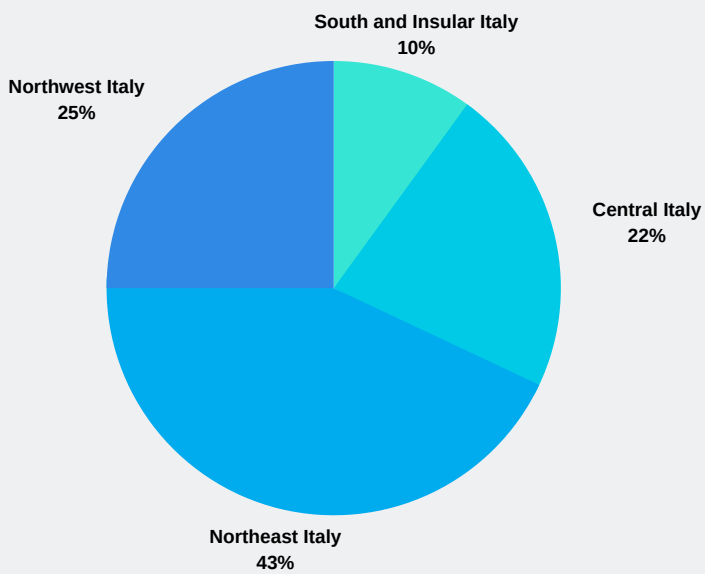
** General Direction, Technical Direction, Health management, Treasurer's Office



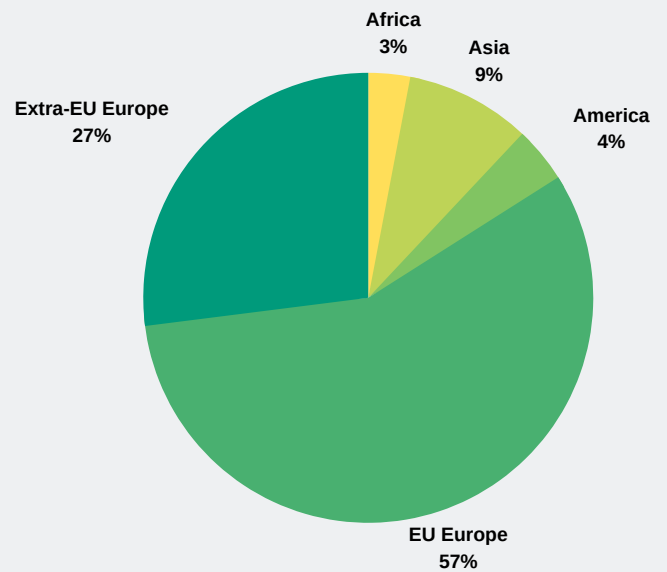
THE VISITORS

Exposanità 2018 - The figures

Italian visitors



International visitors



Main countries of origin





EXHIBITORS

What they say about **Exposanità 2018?**

90 %

are satisfied with their participation in the exhibition

87 %

met qualified visitors in line with their business

82 %

would recommend Exposanità to a colleague or to other companies in the same business

79 %

will take part in 2020 edition

88 %

evaluate "very positive" the contacts generated at Exposanità

* Data collected from the Customer Satisfaction Exposanità 2018



SPECIAL EVENTS

HOSPITAL

Innovative products and solutions for the hospital

DEMO AREAS - HOSPITAL



Urology operating room

A last-generation operating room for urology interventions with practical demonstrations.



Intensive care unit

An innovative intensive care unit and a training program for technicians and clinicians.



Neurosurgical operating room

An innovative operating room for neurosurgery and a cycle of meetings for professionals working in the sector.



SPECIAL EVENTS

HOSPITAL

Innovative products and solutions for the hospital

ACTIVITIES - HOSPITAL



"HOSPITAL" Project

An overview of the most innovative medical devices and equipment to understand the new approaches to surgery and cardiovascular diagnostics.



Laboratory

A cycle of meetings organized by the most important associations provided technicians and laboratory medicine professionals with a timely update on topics of greatest interest to the category.



Job opportunities

«Randstad Professionals and Medical» and «Emergency» recruited medical health personnel for open positions in Italy and abroad.



SPECIAL EVENTS

HORUS: DISABILITY, REHABILITATION AND ORTHOPEDICS

Assistive technologies, work integration, accessible tourism, Paralympic sports, literature for disability, accessible toys and Italian excellence in the orthopedic world.

ACTIVITIES HORUS

SPORT AND PARALYMPIC CHAMPIONS

11 sports areas, each one dedicated to a sporting discipline set-up in collaboration with the Italian Paralympic Committee.



"BATH ROOM ACCESSIBILITY" CONTEST

The competition of ideas for an accessible, functional and design bathroom, respecting the criteria of accessibility and aesthetics.



ORTHOPEDIC AWARDS 2018

The second edition of the Orthopedic Awards, a gala evening to reward the best Italian excellence in the orthopedic world.



KIDS ZONE - Playroom for all

In collaboration with *Assogiocattoli* the space dedicated to all children, even with disabilities, aged between 3 and 12 years, with 4 playrooms coordinated by qualified educators.



SPECIAL EVENTS

THIRD AGE

The special projects promoted by the main associations in the sector and an important cultural program dedicated to the protagonists of the care path of the elderly.

ACTIVITIES - THIRD AGE



HABITAT Project

Home assistance based on IOT for independent life

Practical demonstrations set in a living room where IOT technologies were embedded in everyday objects.



Inclusive bathrooms exhibition

The exhibition at the aim of showing solutions that guarantee any person the possibility of using the bathroom with greater autonomy.



Networking lunch with nursing homes managers

Suppliers of products and services for the elderly have met retirement homes managers in order to establish business relationships.



INTERNATIONALIZATION PROJECT

BUYERS INCOMING 2018



In order to promote the internationalization of Italian SMEs, Exposanità usually welcomes delegations of qualified buyers willing to establish commercial relationships with Italian producers. In 2018 edition Exposanità was visited by national delegations from the most attractive foreign markets: **Saudi Arabia, France** and **Germany**. International distributors, wholesalers, importers, agents and general contractor of the health care sector met Exposanità exhibitors in **218** one-to-one meetings.

20 INTERNATIONAL BUYERS

50 EXHIBITORS INVOLVED

218 B2B MEETINGS

WITH THE CONTRIBUTION



IN COLLABORATION WITH





THE COMMUNICATION EXPOSANITÀ 2018

E-MAIL MARKETING

81,561 professionals regularly reached via newsletters

99 newsletters sent to promote Exposanita 2018

DIRECT MAILING

74,000 free invitations sent to relevant professionals

15,000 brochures sent to the companies of the sector

SOCIAL MEDIA



MEDIA PARTNERS





Next edition

EXPOSANITA'

MED • CARE • INNOVATION

15 | 16 | 17 April 2020

Bologna | Italy | Exhibition Center

Follow Exposanità on:

www.exposanita.it/en



In collaboration with:



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