

Health care and assistance: focusing on people's needs



EXPOSANITA'

18th International Health Care Exhibition

16 • 19 MAY | **BOLOGNA** | ITALY | Exhibition Center



2012

Project management:

 **senaf**
MESTIERE FIERE

Gruppo  **tecniche nuove** spa

www.senaf.it

 **BolognaFiere**



About Exposanità

Exposanità is **Italy's unique exhibition** and **Europe's second largest event** dedicated to health care and assistance.

Established 30 years ago, it is viewed as a must-attend appointment and provides a platform for manufacturers, wholesalers and distributors to meet the medical community of the Mediterranean area.

During the **2010 edition** over **900 exhibitors** coming from 23 different countries showcased their products and services to **30.676 professional visitors** in 9 areas dedicated to hospital products and technologies, handicap and rehabilitation devices, orthopedics, medical innovation, ICT, diagnostics and the main themes related to health care and assistance.

With a **growth in health expenditures of 28% in the last 7 years**, Italy represents one of the most **appealing markets** for those operating in this sector, while its geographic position provides a handy gateway for Italian but also Mediterranean and eastern European visitors.

Exposanità 2012: the best way to target the Italian market and to network with professional operators from the Mediterranean area.



The Italian health care market

Health care expenditure

| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|----------|------|------|------|------|-------|-------|
| Mld Euro | 91 | 96 | 101 | 103 | 104,5 | 106,8 |
| Increase | | 5% | 5% | | 1,5% | 2,3% |
| % on GDP | 6,4% | 6,5% | 6,4% | 6,6% | 6,8% | 7,4% |

In Europe, health care expenditure is going to increase by 3% in the next 20 years



Hospital expenditure

| | |
|---------------------|-----------------|
| Number of hospitals | 1.268 |
| Expenditure | 60,4 mld Euro |
| Personnel | 347.376 persons |

Elderly population in 2040

| | Over 65 | Over 80 |
|--------|---------|---------|
| Italy | 35,3% | 14,5% |
| Europe | 30% | 11,5% |

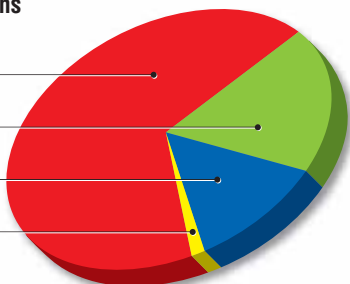
Professionals working in the health care sector In 2010: over 635.000 persons

68,1% Doctors and nurses

19% Technicians

11,7% Administration

1,2% Other



Disabled population

More than 2.600,000 persons of whom over 10% whit a disability that affects mobility





Who visits Exposanità

In 2010 Exposanità was visited by **30.676 visitors** coming from **56 countries**.

Our partnerships

Exposanità can count on the **support** of the **main Italian health care associations** and organizations. In past editions, the exhibition has been supported, among others, by:

Italian Ministry of Health

FIASO - Hospitals and Health Units' Association

CRI - Italian Red Cross

ANMDO - Hospital Managers' Association;

AIIC - Clinical Engineering Association

AIFI - Physiotherapists' Association

ANSSDIPP - Social Services Managers' Association

IPASVI - Nurses' Association

FISH - National Federation for the Overcoming of Handicap

Visitors by work field

6.645 Public health care mgmt

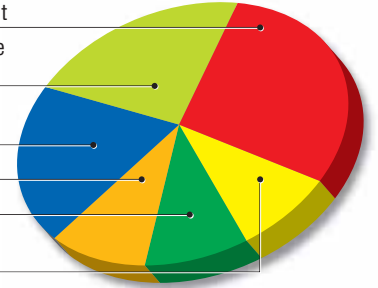
5.141 Non medical health care professionals

4.712 Commercial, mktg, production

2.251 University

2.103 Medical professionals

1.957 Social services, associations



How do we attract visitors

- **Free invitations** are sent out to 900.000 relevant professionals
- Regular **e-mail and fax broadcasts** reach more than 35.000 subscribers
- **Advertisements** are published in the most important health care magazines and websites
- A communication campaign is carried out around hospitals and clinics and in the occasion of the most important European health care events

Training activities

In addition to the exhibiting area, visitors can benefit from attending several cultural activities within the exhibition.

Foreign visitors, in particular, are offered: workshops to get to know the Italian health care market, free admission to the exhibition, free copy of the exhibition catalogue, free admission to the welcome lounge for their business meeting.



Exposanità 2010 training panel

164 workshops, meetings, congresses

over **800** speakers involved

over **9.000** professional taking part





Exhibition Areas



HOSPITAL

Technology and products for hospitals

- Hospital equipment and technology:**
- Anaesthesia, Intensive care • Cardiology
 - Active implantable devices • Clinical Engineering
 - Hyperbaric Medicine • Nuclear Medicine
 - Operating theatre • Medical Surgical Praesidia

- Hospital Engineering:**
- Operator Block • Building automation • Climate control system • Communication system
 - Hospital construction and relative products
 - Hospital gases • General contracting • Lighting
 - Sanitary tabs and fittings • Safety
 - Security signs • Air treatment

- Services management:**
- Hospital, surgery and rest home furniture
 - Disposable items • Linen • Kitchen fittings
 - Equipment for distribution of meals • Disinfection and Sterilization • Logistics • Cleaning Equipment
 - Outsourcing • Facility management • Global service



MIT

Medical Innovation & Technology

- Nanotechnologies
- Electronics and mechanotronics
- Innovative materials
- Biotechnological research
- Artificial organs
- Bionics
- Innovative management systems
- Advanced diagnostic systems



DIAGNOSTICA 2000

Diagnostic equipment and products

- Test laboratory:**
- Diagnostic equipment
 - Furniture and instruments
 - Safety systems for laboratory workers
 - Reagents

- Disposable Visual Image Diagnostic:**
- Radiology
 - Computerised tomography
 - Nuclear magnetic resonance
 - Ultrasonography
 - Angiography
 - Endoscopy
 - Products and accessories

- Electro-diagnostic:**
- Cardiology equipment
 - Encephalography
 - Functional diagnostic • Myography
 - Product, accessories and disposable



SISTEM

Health care informatics and telemedicine

- Automatic identification tools and systems - RFID and cards • CAD CAM Software
- Communication systems • Computer hardware
- Consultancy • Diagnostic equipment used in telemedicine • Digital clinical record files
- Document archiving and management

- Internet services/Online services
- Network managers • Operating theatre software
- Readers/Scanning systems
- Software for hospitals / rehabilitation centres / thermal centres • Software for laboratories
- Software for management of the elderly or for nursing care
- Software for non-medical professions and physiotherapists
- Software for suppliers of medical services
- Software for the production of electro-medical equipment or other medical products
- Surgical, hospital and laboratory systems and equipment • Telemedical services



HEALTHY DENTAL

Products, technologies and solutions for the dental health

- Clothing and accessories
- Furnishing and lighting
- Associations
- Tools and products for dentistry
- Publishing houses
- Education and training
- X-ray devices
- Technological and methodological innovation
- Materials and products
- Disposable products
- Disinfection and hygiene products.



SANITÀ ANIMALE

Organisations, technologies, solutions for animal health

Vet tools and technologies:

- Clothing and furniture
- Specialised tools
- Diagnostics for animals • Supervision bodies
- Medicines • Research and training
- Medical and surgical equipment
- Animal traceability
- Technologies for veterinaries

Services:

- Competent bodies
- Certification and control bodies
- Research and training • ICT • Traceability

Breeding:

- Zootechnics food and integrators
- Products and systems for hygiene and safety in breeding contexts
- Consumables and accessories for zootechnics



SALUTE AMICA

Health system quality projects and realizations

Present projects:

- Accrediting and minimum requirements
- Chart of the rights
- System and product certification
- Consultancy
- Teaching equipment
- Publishing and information
- Training
- Organisational innovation
- Diagnostic and therapeutic projects
- Management projects
- Disease prevention projects • Total quality
- Health card • VRQ

Present bodies:

- Associations • Local Health Authorities
- Public Offices • Normative Bodies • Research Institutes • Institutions • Representative and control Bodies • Union and Labor Organization • Private Health Facilities
- Public Health Facilities • Voluntary Service



HORUS

Handicap, Orthopaedics, Rehabilitation

Orthopaedics and sanitary Items:

- Orthopaedic technology, equipment, instrument and machines • Child care articles • Sanitary items
- Sticks and crutches • Orthopaedic and physiological footwear • Support stockings, belts and elastic bandages • Cervical collars and pillows • Corsets
- Sanitary wear • Anti-decubitus materials • Ortheses
- Nappies and sanitary towels • Orthopaedics products • Protheses • Orthopaedics semi-finished products • Supports

Rehabilitation:

- Physiotherapy • Wellness Equipment • Gymnastic School Equipment • Rehabilitation Equipment

Handicap:

- Habitat, aids and instruments • Aids for leisure time activities • Communication aids • Personal protection and care aids • Training aids • Vehicles and transport mechanisms • Personal mobility aids
- Information aids • Personal support aids
- Furniture and adaptation for the home • Services



ANNI D'ARGENTO

Solutions, products, and services for the third age

The average age for men is 77 years, while women reach up to 83. One Italian out of four is over 65 and one out of 20 is over 80.

The need of a deeper attention for the elderly corresponds to the awareness that technologies and products that are specific for that age do not exist. Therefore, there will be no specific area dedicated to this theme, but a show throughout the exhibition made up by products and services that contribute to assist the elderly.

Getting old is a goal and a challenge for XXIst century society. Improved conditions of life imply a new management of the social and sanitary system of our country.



Exhibiting

Facts and figures

- **697 exhibitors** coming from 18 countries
- **82 foreign companies** directly exhibiting
- **208 represented companies**
- **28.130/sqm** of products in display



Exhibiting at Exposanità

- **Area with one side open:** € 169,00/sqm
- **Corner area:** € 201,00/sqm
- **Peninsular area** (minimum 64 square metres): € 204,00/sqm
- **Island area** (minimum 128 square metres): € 195,00/sqm
- **Furnishing:** basic set up is offered **with a 50% discount** to foreign exhibitors

For foreign companies

Are you going to exhibit at Exposanità for the first time?

START PACKAGE:

reserved for first-time exhibitors.

Includes a **8/sqm shell booth** (4 m x 2 m), basic set-up, lighting and electricity, daily cleaning of stand, fire extinguishers.

€ 2.560,00

Promotional opportunities

Enrich your participation through the promotional tools we offer to our exhibitors:

- **Catalogue of the event:** distributed on the days of the exhibition and during the two years following the event.
Ad pages starting from € 790,00
- **Guide map:** handed out to all visitors at the entrance to the exhibition. **Ad boxes starting from € 350,00**



- **Posters:** placed in strategic positions within the Exhibition Center.
- **Exhibition Website:** featuring exhibiting companies and their products together with every event linked to Exposanità.





National pavilions

National pavilions

In 2010 Exposanità hosted 5 national pavilions from: **Austria, Great Britain, Holland, China and Taiwan.**

Exposanità cooperates with the major economic chambers, consulates and private bodies that support international exchange by organising national pavilions and by granting companies **special economic conditions** to participate.



The Netherlands are the host country for Exposanità 2012

With the support of PSPS Consultants, Exposanità will host a group of companies coming from the Netherlands that will be reserved **special economic conditions** together with a **program of events aimed at building commercial relationships** in our country.

Foreign delegations

Foreign delegations

Exposanità welcomes **national delegations of professional visitors** that want to visit our country to get to know the functioning of Italy's health care system and to establish commercial relationships with Italian producers.

Turkey is guest of honour at Exposanità 2012

The Government of Turkey aims at establishing a universal health care system by 2013.

The Italian health care system will provide an example of how universal health system have been introduced and brought to excellence in the last 30 years.

A **national delegation** from **Turkey** will be the focus of a series of activities devoted to the **examination of health care management and organization.**



Our international partners:



for China



for Taiwan



for The Netherlands



pmps consultants
export & investment services



The context

Bologna is home to some of Italy's leading health centers and specialized hospitals.

Thanks to a long established university tradition and to a high level of welfare system, the city and the whole area can boast some of the most excellent examples of health centers like those for post-trauma treatment and rehabilitation.

