

Nuremberg, Germany 2019

# MedtecLIVE

Connecting the medical technology supply chain

Together with

MedTech-Summit  
Congress and Partnering

## SHOW REPORT 21 - 23.5.2019



Honorary sponsor



NÜRNBERG MESSE



## 1. STRUCTURAL DATA

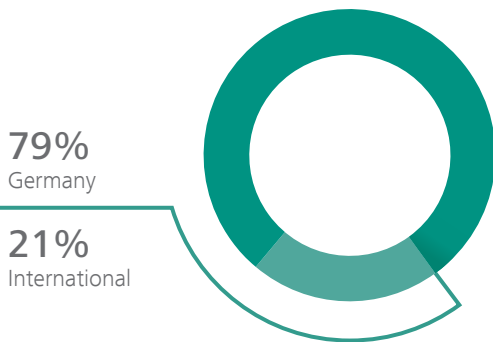
	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	402	201	201
Visitors	4,573	3,622	951
Total exhibition space (in m <sup>2</sup> )	15,100	—	—
Exhibitor stand space (in m <sup>2</sup> )	5,337	3,156	2,181
Special shows (in m <sup>2</sup> )	1,029	1,029	—

## 2. MEDIA



### 3. VISITOR REGISTRATION

#### 3.1 ORIGIN OF VISITORS



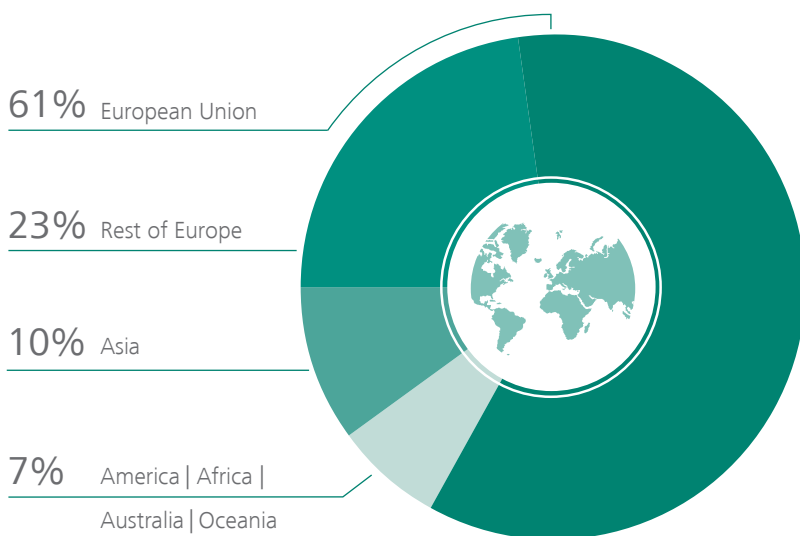
NUMBER OF COUNTRIES:

50

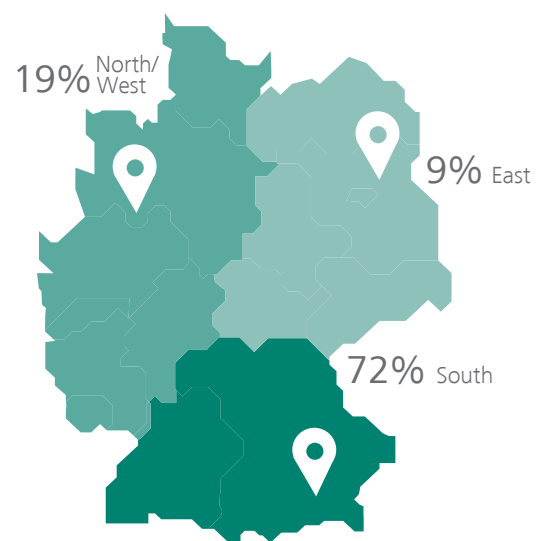
#### TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



#### STRUCTURE OF INTERNATIONAL VISITORS

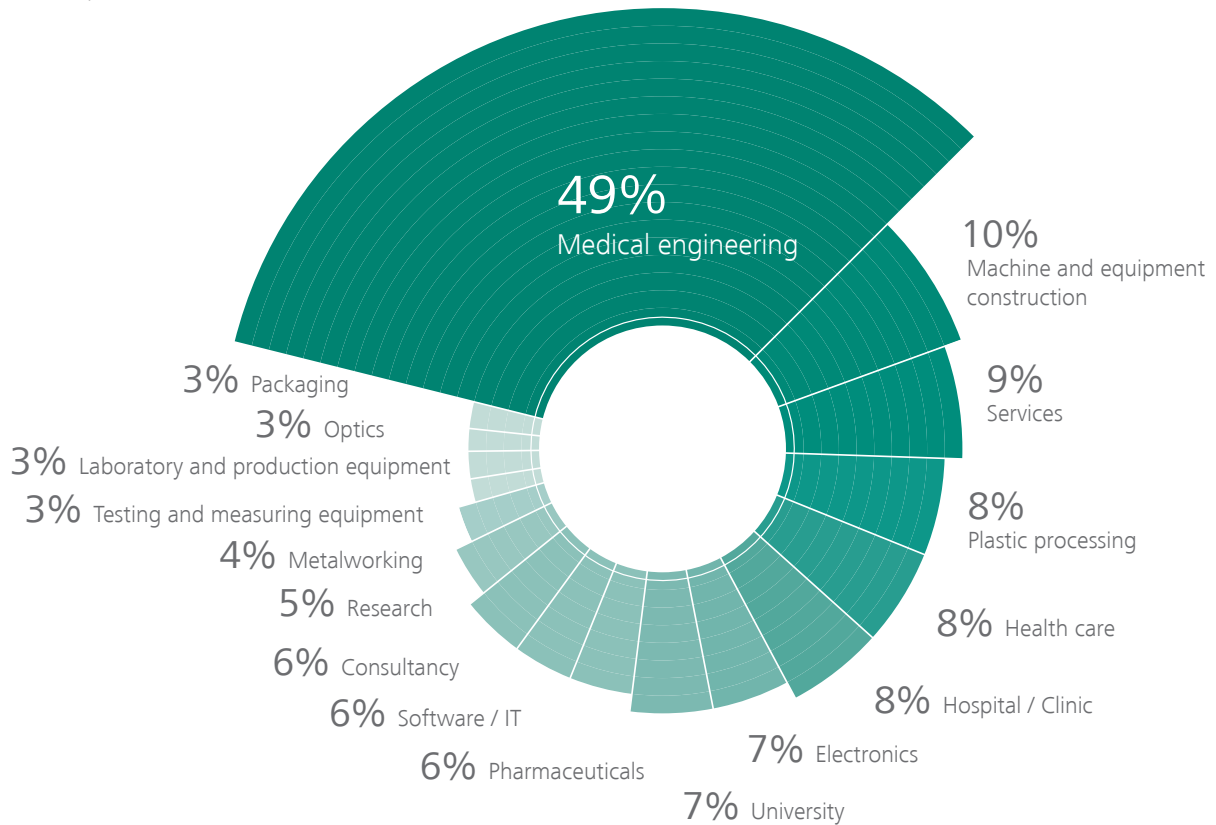


#### STRUCTURE OF GERMAN VISITORS



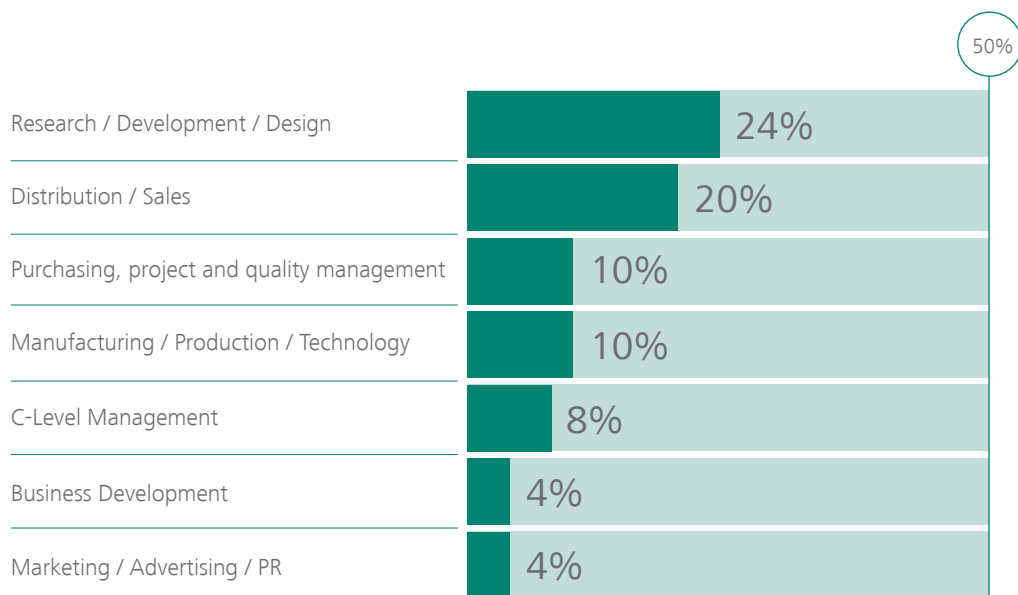
### 3.2 VISITORS' SECTORS

(Multiple answers, extract)



### 3.3 VISITORS' DEPARTMENTS

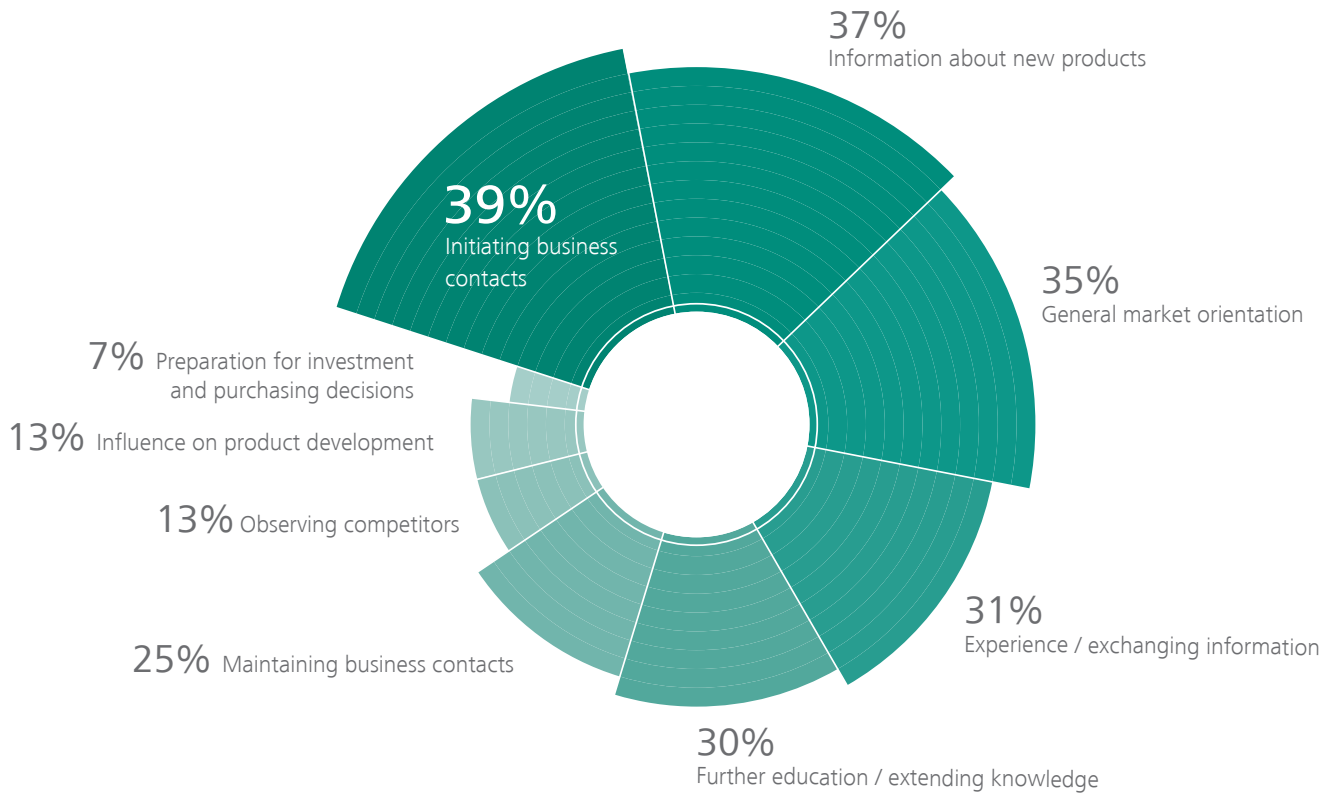
(Extract)



## 4. VISITOR SURVEY

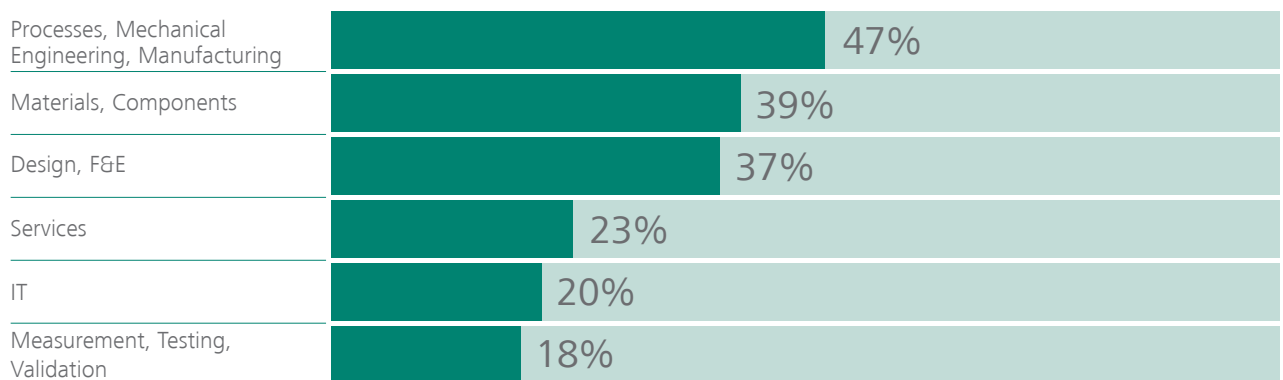
### 4.1 MAIN REASONS FOR VISIT

What are the main reasons for your visit to MedtecLIVE 2019?  
(Multiple answers, extract)



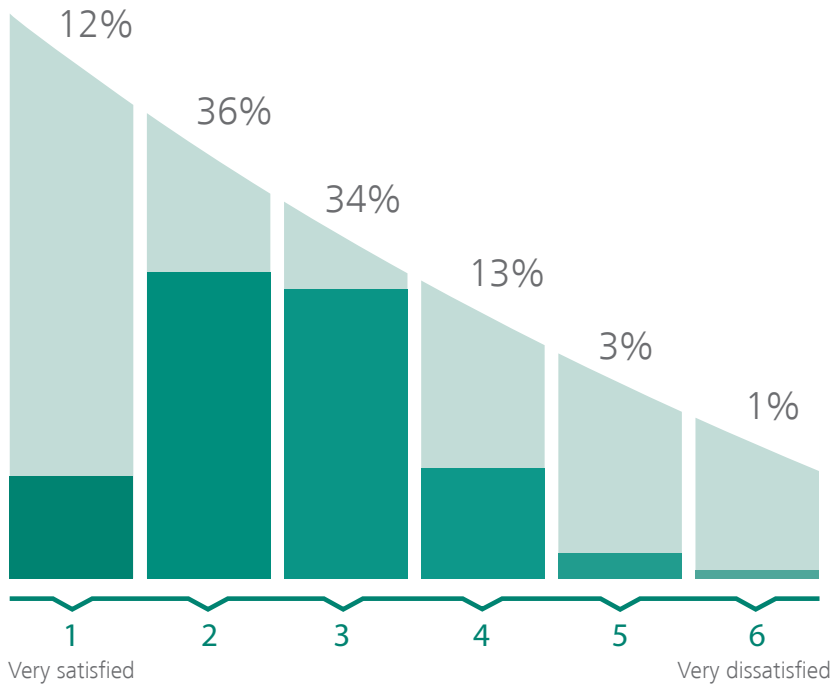
### 4.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at MedtecLIVE 2019? (Multiple answers)



### 4.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at MedtecLIVE 2019?

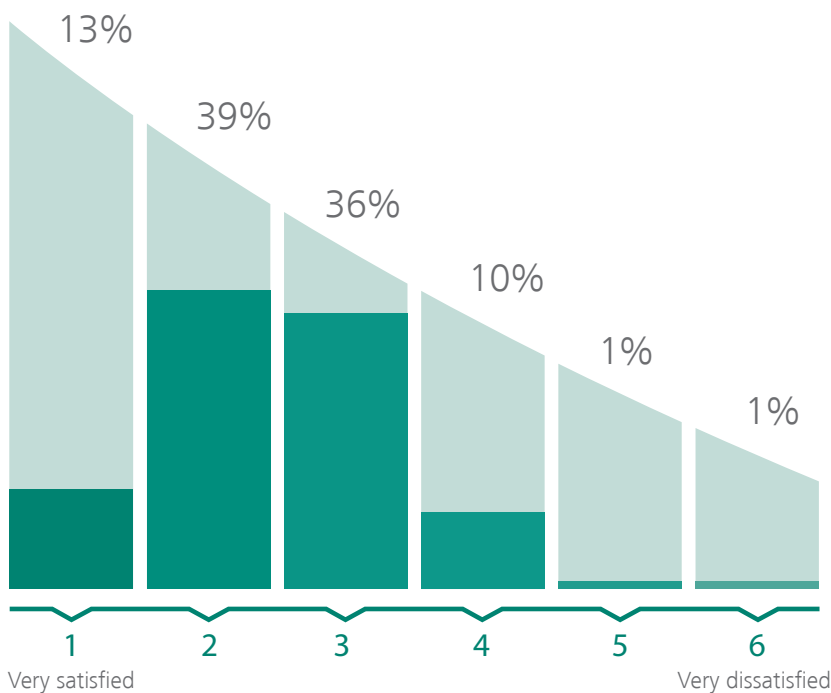


# 95 %

95% of the visitors were satisfied with the range of products and services presented at MedtecLIVE 2019.

### 4.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

How satisfied are you with the opportunities for obtaining information and establishing contacts at the exhibitors' stands?



# 98 %

98% of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

## 4.5 ECONOMIC SITUATION IN SECTOR

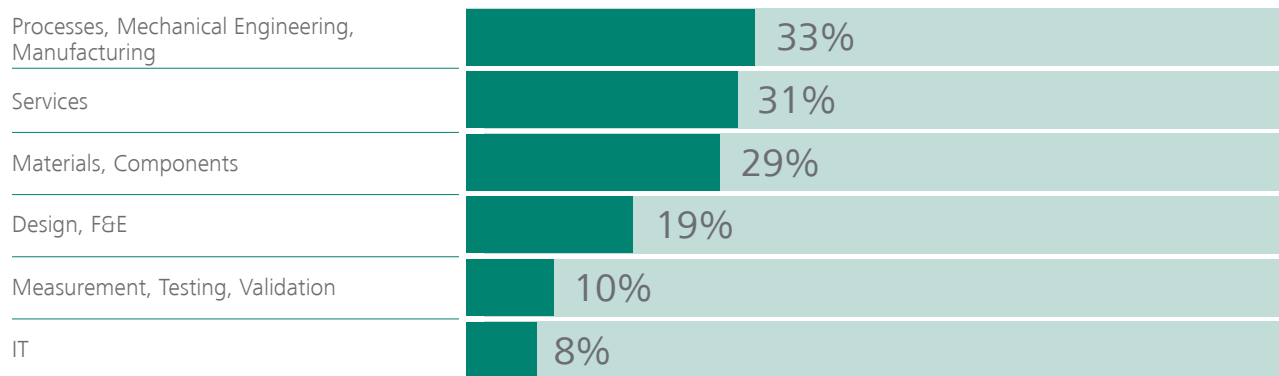
How do you rate the current economic situation in your sector?



## 5. EXHIBITOR SURVEY

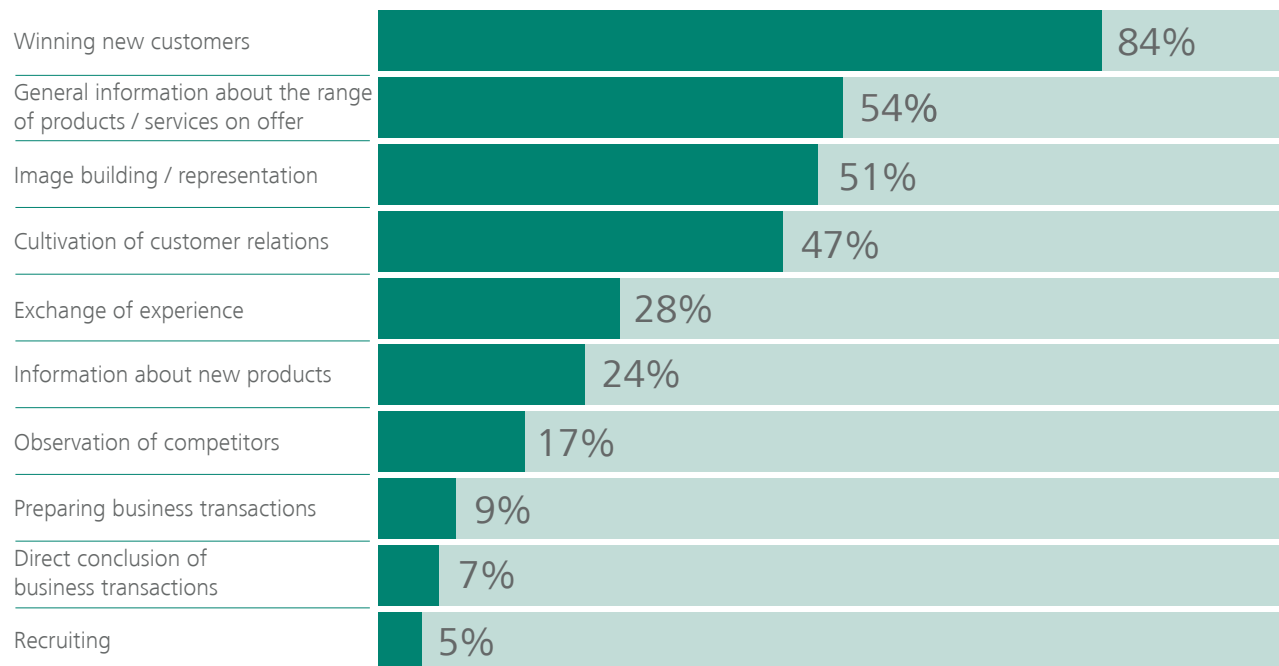
### 5.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



### 5.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at MedtecLIVE 2019?  
(Multiple answers, extract)





### 5.3 TARGET GROUP ACCURACY

Did you reach your most important target groups at MedtecLIVE 2019?

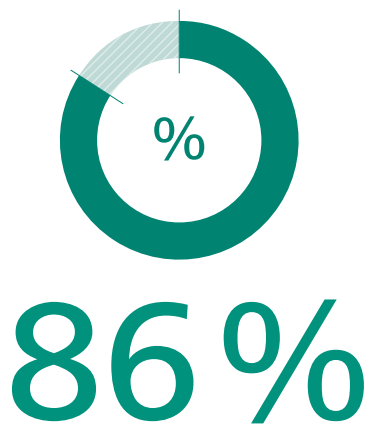


84% of the exhibitors reached their most important target groups during MedtecLIVE 2019.

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### 5.4 NEW BUSINESS RELATIONS

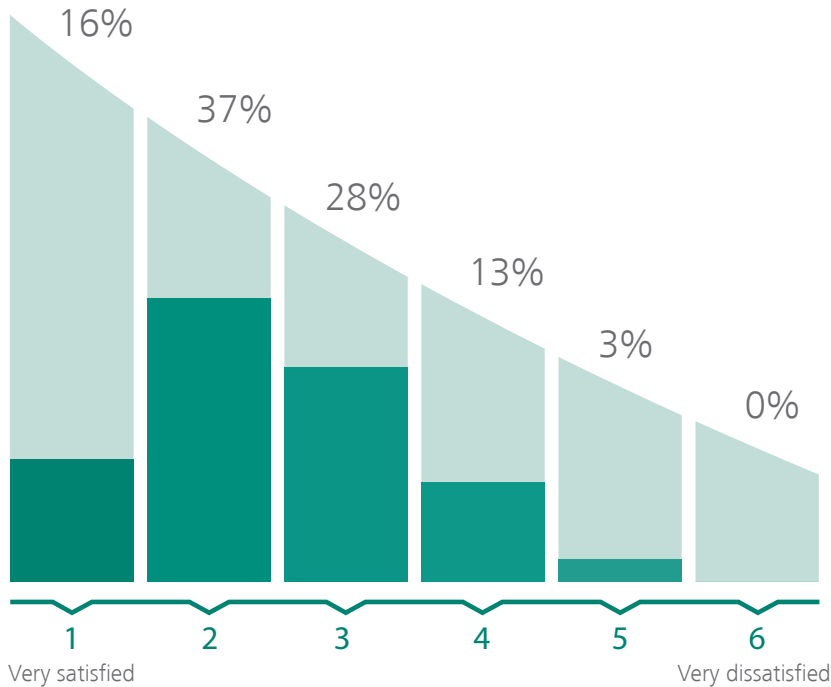
To what extent did your company make new business connections in the course of the fair?



86% of the exhibitors established new business relations.

## 5.5 ORGANIZATION AND SERVICE

How do you rate the organization and service provided at this fair?



No answer: 4%

# 94%

94% of the exhibitors were satisfied with the organization and service.

## 5.6 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



## MISCELLANEOUS

The structural data are determined in accordance with the FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.

Further information is available at [www.fkm.de](http://www.fkm.de).

The representative surveys were carried out by a neutral market research institute.

This show report is also available in German.