

4TH WARSAW INTERNATIONAL HEALTHCARE EXHIBITION



4-6 October 2016 | Warsaw, Poland

Stay up to date with medical industry

WIHE hospital aims to present the latest achievements of medicine and high medical technologies. The exhibition spans through variety of categories ranging from **medical equipment** of diverse specialties, **IT solutions** in medicine and **telemedicine** through **medical furniture and disposables** to **disinfection and sterilization**.

Why Poland

CEE Leader:

- **1ST PLACE** in terms of number of the investment projects in CEE
- **1ST PLACE** in the CEE region - the most attractive country to establish operations

POLISH MEDICAL MARKET

- Poland's medical devices market is expected to grow by about **8.1%** a year in **2013-2018**
- **85%** of medical devices market is supplied by import
- Domestic medical devices production is estimated to be around **USD 1.4 bn.**
- The value of the market is seen reaching USD **3.16 bn. by 2018**
- Within **2014-2020** financial horizon Poland has been granted European subsidies amounting to **€ 82 bn.** part of which will be invested in healthcare sector



Why WIHE

Not only WIHE is an exhibition but also:

- **Conference agenda** covering the main strategic directions in the industry
- **WIHE Most Innovative Product** contest
[2015 winner is Sidly for Sidly Care - multisensory apparatus for medical telematics]
- **Business programme:** Matchmaking and International Trade Missions

93% Exhibitors would recommend WIHE to their business partners

77% stated that WIHE met or exceeded their expectations

79% met expected type of visitors at the show

97% appreciated the quality of services provided

Visitors profile

19.2%

Hospitals

15.2%

Clinic
Medical Centre

15.0%

Importer
Distributor

14.5%

Medical
Practice

12.4%

Medial
Company

6.8%

Medial
Wholesaler



Testimonials

"Many people visited our booth, not only due to the conferences in the background, but also through the excellent advertising of the fair. The visitors were highly aware of what they can expect from the exhibitors. Also, the organisers have approached their tasks in a very professional manner. We hope that after the fair our company will gain more recognition on the market."

Barbara Borowska, Office Manager, Public Ordering Department Specialist, RMR Sp. z o.o.

"The second day was particularly fruitful to us. We had no problems with the preparations. Additional requests were fulfilled by the organiser, even those submitted at the last minute. I strongly appreciate good organisation. We will definitely participate in the WIHE trade fair in the year 2016."

Dominika Kipigroch, Marketing Specialist, SiDLY

"We are here for the second time. Last year, our participation brought about the increase in sales due to contacts won during the trade fair, hence we have decided to take part in the exhibition again. We are also pleased with the communication with the organiser. The fair is highly specialised and we met clients interested in our offer. The organiser made sure that no random guests participated in the fair."

Tomasz B. Jankowski, Frost