



Results of the visitor and exhibitor survey MEDICA 2015

No. of visitors	130,123
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Origin of visitors

Germany	44 %
Abroad	56 %

Visitors from Germany

West	48 %
South	18 %
South West	14 %
North	15 %
East	5 %

Visitors from abroad

Europe	62 %
- EU	76 %
- Non-EU	24 %
Non Europe	38 %
- Asia	52 %
- North America	16 %
- Africa	16 %
- South- and Central America	13 %
- Australia	3 %

Visitors attendance statistics

Trade visitors	94 %
First time visitors	35 %
Average days spent at MEDICA	2 days

Sector/occupation

Trade	23 %
Industry	20 %
Hospital/clinic	18 %
Medical Care Centre	8 %
Medical practise	7 %
Purchasing group	6 %
Science and research	4 %
Physiotherapist practice	4 %
Medical laboratory/institute	3 %
Care	3 %
Services	2 %
Others	2 %

Profession

Doctor	11 %
Nursing	8 %
Physiotherapist	6 %

Profile of practising Doctors

In independent practice	58 %
- Specialist	62 %
- General practioner	38 %
Full-time occupation in hospital/clinic	42 %
- Assistant junior physician	31 %
- Assistant senior physician	33 %
- Senior physician	36 %

Competence about decisions

Decisive authority	43 %
Co-decisive authority	39 %
Consultative capacity	14 %
Not involved in decision-making	4 %

Exhibit Area according to interest expressed/visitors interests (more than one response possible)

Electromedicine/medical technology	55 %
Disposables, commodities and consumer goods for practices and hospitals	29 %
Diagnostics	28 %
Information and communication technology	25 %
Physiotherapy/orthopaedic technology	25 %
Operating tables, medical support units, medical furniture	20 %
Laboratory technology	18 %
First aid/emergency devices and equipment	15 %
Publications	1 %

General assessment

Satisfactory	96 %
Less satisfactory	4 %

Compiled by: Messe Düsseldorf, as at 02/2016
Subject to change without notice