

MEDICA 2019

November 18-21, 2019
Düsseldorf, Germany



Join the Georgia Department of Economic Development (GDEcD) for its 15th annual exhibition at MEDICA, the premier global trade event for the medical industry. Last year, MEDICA welcomed 120,000 trade visitors from more than 120 countries. Don't miss your opportunity to exhibit in the coveted U.S.A. Pavilion where you can meet key decision-makers, identify new distributors, outpace international competition and access the global medical market.

QUALIFIED EXPORTERS RECEIVE

- Shared turn-key booth within U.S.A. Pavilion
- Market intelligence, introductions to key contacts and follow-up assistance provided by GDEcD and the state's European trade representative
- Company listing in official MEDICA catalogue and inclusion in GDEcD show-related communications

TARGET INDUSTRIES

- Electromedicine
- Medical Technology
- Laboratory Equipment
- Diagnostics
- Physiotherapy / Orthopedic Technology
- Commodities and Consumer Goods
- Information and Communication Technology
- Medical Services and Publications

EVENT DETAILS

Apply: www.Georgia.org/Apply

Participation fee: \$3,000 per company

Deadline: August 1, 2019

For more information: Kerry Barnett, International Trade Manager, kbarnett@georgia.org or +1.404.962.4119

Show website: www.medica-tradefair.com

EUROPEAN MARKET OVERVIEW

- Georgia exports of medical equipment and pharma products reached almost \$1.8 billion in 2018.
- In 2018, Georgia's top export destinations for medical products included Belgium and Germany, with the Netherlands experiencing a 70 percent increase in imports of these products from Georgia between 2017 and 2018.



"Having the opportunity to travel on an affordable basis to a premier global tradeshow was extremely valuable for our company. We were incredibly pleased with the successes that came out of exhibiting at MEDICA."

--- 2017 & 2018 Georgia, USA booth co-exhibitor