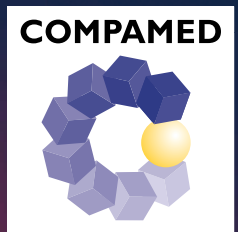




Visitor profile data

MEDICA 2021 and COMPAMED 2021

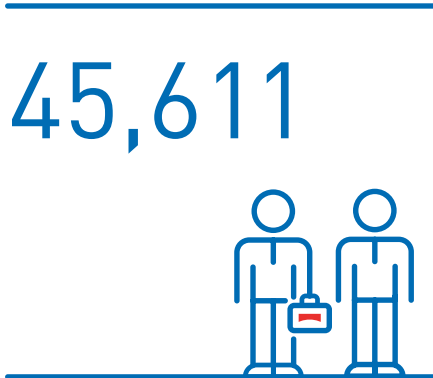


www.medica.de

Members of MEDICAlliance

www.compamed.de

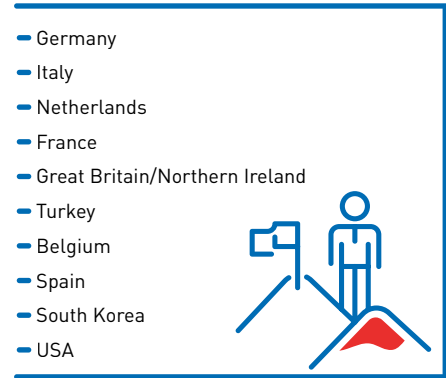
Total visitors



Origin of visitors

Germany	33%	Abroad	67%
Europe	81%		
- EU	72%		
- Non-EU	9%		
Non Europe	19%		
- Asia	11%		
- North America	3%		
- Africa	2%		
- South and Central America	2%		
- Australia	1%		

TOP 10 visitor countries



Primary interests of MEDICA visitors

Imaging and diagnostics/medical equipment and devices	89%
Laboratory equipment/diagnostic tests	44%
Disposables and consumables	22%
IT systems and IT solutions	14%
Physiotherapy/orthopaedic technology	12%

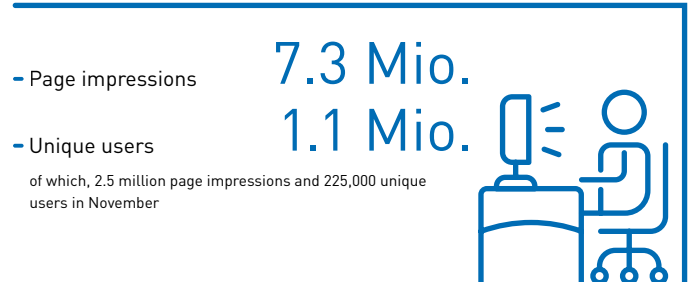
Primary interests of COMPAMED visitors

Manufacturing of finished products	17%
Manufacturing of components	14%
Manufacturing equipment	13%
Software, IT	12%
Components, modules, OEM equipment	12%
Raw materials, materials, adhesives	10%
Electrical components, electronical components	10%
Technical services	8%
Microtechnology	7%

Economic sector

- Industry/manufacturer	39%
- Medical care centre	21%
- Trade/buying group	17%
- Laboratory/research & science	9%
- Hospital operator/cost bearer/public authorities/associations	4%

Portal figures



Professional position



Overall evaluation



Messe Düsseldorf