

Medical Fair Chengdu, China

Date: July 24-26, 2020

Venue: Chengdu Century City New International
Convention and Exhibition Center

Invitation Letter

After more than ten years of continuous development, “Medical Fair Chengdu” has a huge data resource in western healthcare industry, and can provide more perfect procurement solutions for the medical industry, and has been listed as a brand exhibition supported by Chengdu Municipal Government. During the same period, high-end academic conferences such as training courses for hospital management cadres, summit forum for private medical institutions, hospital information conference, hospital construction conference, health promotion exchange forum, etc. have been successively established for the Fair, which has become the largest important platform for understanding the development trends of medical industry, exchanging academic knowledge and purchasing products in western China.

I. Organization Structure

Guided by:

Chengdu Municipal Health Commission

Chengdu Municipal Bureau of Economic and
Information Technology

Chengdu Civil Affairs Bureau

Administration for Market Regulation of
Chengdu

Chengdu Expo Bureau

Organized by:

Chengdu Kangbo Exhibition Service Co., Ltd.

Hosted/Supported by:

Sichuan Provincial Hospital Association

Sichuan Association for Medical Device
Industry

Sichuan Association of Rehabilitation Medicine

Sichuan Association of Pharmaceutical

Chengdu Chamber of Commerce of Medical
Supplies and Equipment

CN-Healthcare

II. Exhibition Schedule

Exhibition Arrangement: July 22-23, 2020 (9:00-17:00) Exhibition: July 24-26, 2020 (9:00-17:00)

Opening: 9:00 am on July 24, 2020

Move-out: After 15:30 p.m. on July 26, 2020

III. Exhibition Contents

1. Medical Equipment Exhibition Area: Imaging equipment, in vitro diagnostic reagents and instruments, disinfection and sensing control series, medical electronic equipment, medical vehicles, operating room and first-aid equipment, medical and surgical consumables, medical maintenance accessories and consumables, etc.;

2. Medical Examination Exhibition Area: Medical analysis system, gene and life science

instruments, laboratory case equipment and consumables, clinical examination equipment and consumables, blood collection management system and blood transfusion supplies, blood and cell analysis system, clinical examination equipment accessories and maintenance consumables, etc.;

3. Rehabilitation and Welfare Exhibition Area: Sensory integration training equipment, disabled equipment and supplies, rehabilitation physiotherapy equipment, sensory interaction equipment, auxiliary equipment, etc.;

4. Hospital Information Construction Exhibition Area: Medical information system (HIS) software and equipment, radiology information management system, pharmacy management system, drug circulation system, outpatient information network system, data mining and CDSS, inpatient management system, etc.;

5. Hospital Construction and Management Exhibition Area: Hospital construction consultation/planning, new technology/equipment/materials for hospital construction, hospital safety equipment and emergency facilities, hospital operation support and logistics services, life support system and medical professional engineering, environmental space design, etc.

IV. Information Review of the Last Exhibition

(1) Review of Basic Information

- + 50,000m² exhibition area
 + 1,185 exhibitors
 + 35,826 professional visitors at home and abroad
- + 12 high-end industry conferences and forums in the same period
 + More than 3,579 professional participants from different channels

(2) Medical Fair Chengdu 2019 attracted 35,826 professional visitors at home and abroad. The categories of visitors who pay attention to medical devices are as follows:

Visitor Category	Distributor / Agent	Public Hospital	Private Hospital	Equipment manufacturer	Others	Industry Association & Government Procurement	Pension Institution & Welfare Institution	Rehabilitation and Care Management	Media
Proportion	31.86%	32.79%	15.36%	6.48%	4.8%	3.18%	3.33%	1.31%	0.89%

V. Forum Activities in the Same Period of the Exhibition

1. The 17th Training Course for Hospital Management Cadres

Hosted by: Sichuan Provincial Hospital Association

Application of big data in the hospital and health field

Value-based healthcare in the era of DRG payment

Practice and thinking of the president responsibility system under the leadership of the Party committee

How medical institutions deal with the reform of medical insurance payment mode

Practice and thinking of the performance appraisal of national tertiary public hospitals

Thinking on the construction of emergency management system for post-epidemic nursing

Medical record management and hospital

Contribution of medical management to quality development
discipline development

Thoughts on Internet medicine

Establishment of a learning-oriented team to
improve the quality and efficiency of hospital
management

Practice and thinking of grass-roots pilot
project of modern hospital management system

Hospital performance improvement and
performance management in post-epidemic
period

Interpretation of basic medical and health
promotion law and related new laws

2. Health Promotion Exchange Forum

Hosted by: Institute of Advanced Technology, University of Science and Technology of China,
Sichuan Kemei Biotechnology Co., Ltd., Hong Kong Nice International Group

Industry development after the epidemic

Adult cell therapy

Facing the future: internationalization of
traditional Chinese Medicine

Current situation and future of investment and
financing in health industry

The role of new anti-aging and sub-health field

Application and progress of adult cells in
trauma department

Application of adult cells in the field of
traditional Chinese Medicine

Some new achievements in the field of neck
anti-aging

3. 2020 Western Hospital Information Conference

Research and trend of national smart hospital
standards at present stage

Requirements and interpretation of *Measures for
the Application and Management of Big data in
Health Care of Sichuan Province (Trial)* for
hospitals

Sharing of personalized diagnosis and treatment
application practices of clinical information
system

Exploration of medical big data and clinical
research

Requirements of rating evaluation for hospital
informatization construction

Exploration of telemedicine application in 5G era

Practice of new medical infrastructure and
hospital information planning

“Internet+medical health” practice

The present and future of Internet hospital

Artificial intelligence empowerment
rehabilitation center

Current situation and trend of medical
imaging AI

Do hospitals need to apply new technology in
large scale

4. Sharing Session of New Medical Examination & Rehabilitation Aids Products and Technologies in Western China

Special Exhibition on Examination:

Special Exhibition on Rehabilitation:

Microfluidic luminescence: qualitative change from 500 kg to 5 g	Functional electrical stimulation creates a new chapter in sports rehabilitation
· Analysis of the importance of temperature accuracy of storage equipment in PCR laboratory for sample safety	· Market prospect and clinical significance of TCM diagnosis and treatment equipment
· The important function of laboratory department in epidemic prevention	· Assessment and rehabilitation of children with language disorders
	· Prospect of the new journey of disability rehabilitation in western China

5. 2020 CN-Healthcare Summit

Hosted by: CN-Healthcare/People’s Medical Publishing House/Sichuan Provincial Hospital Association/West China Hospital of Sichuan University/Sichuan Provincial People’s Hospital/Health County Media/Hainan Boao Institute for Medical Innovation

Professional quality control and management of outpatient department	Health first, patient first- kick-off meeting of regional medical service capability improvement plan
New journey of medical management in post-epidemic period	· The way of hospital construction by combining peacetime with wartime and integrating medical treatment with prevention
Innovation of medical alliance construction in the new era of infrastructure construction	· New strategies for specialty development under the normal epidemic situation
Smart Healthcare China Summit- Reshaping the Wisdom Brain of Hospital	· “Combination blow” to activate new momentum of hospital development (special session of Peking University Third Hospital)
Thinking and prospect of modern hospital management from wartime to peacetime	· Smart upgrade: medical quality and patient safety
Mission and responsibility: the 14 th five-year plan for the construction of national regional medical center	· New track of high-quality hospital development in DRG Era
Integration of medical treatment and prevention, high quality development	· Exploration of new navigation mark of single multi-hospital construction
From “scale” to “value”- leading the reform of hospital’s economic operation mode	· How modern hospitals plan their grand health strategy (special session of Sichuan Provincial People’s Hospital)

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VI. Exhibition Advantages

(1) As the largest and most influential exhibition platform for medical industry in western China, Medical Fair Chengdu has an exhibition area of 60,000m² and 60,000 professional visitors, and attracts more than 10 academicians and vice ministerial leaders, and more than 500 top industry experts to give keynote speeches and interpret industry policies.

(2) **Inviting core buyers to enhance cooperative competitiveness**

Core buyers refer to high-quality buyers with purchase intention, such as public/private hospitals, township health centers, medical institutions and dealers at all levels in Sichuan, Chongqing, Yunnan and Guizhou regions, invited by the Organizing Committee according to the exhibition products, so that the exhibition site is directly provided for the corresponding exhibitors.

(3) One-on-one invitation on call center line to ensure visitor attendance

The Organizing Committee has decades of experience in organizing exhibitions in healthcare field, and has accumulated more than 150,000 industry data, and has more than 30 fixed seat call teams to invite professional visitors to participate in the Medical Fair through telephone, letter, SMS, etc.

(4) Local market promotion to expand industry penetration and breadth of Medical Fair

The local promotion team of the Organizing Committee of the Medical Fair will carry the exhibition materials to public/private hospitals, medical institutions and professional markets in many provinces and cities in southwest China for market promotion and invite them to visit the exhibition to enhance the industry penetration of Medical Fair Chengdu.

(5) Government units/industry organizations shall increase support and organize group visits to improve the professionalism of visitors

The epidemic has greatly increased the attention of the government and the public on health and safety. Relevant government units and industry organizations have increased their support for Medical Fair Chengdu and provided policy resource support. And, government units, industry associations/societies/chambers of commerce and other chief co-organizers will inform their subordinate units or member enterprises to visit the exhibition by issuing the documents for visiting the Fair.

(6) Improving the breadth and depth of all-media three-dimensional publicity with the help of industry resources

At present, Medical Fair Chengdu has cooperated with more than 100 media. The Organizing Committee will continue to dig into the media resources in the industry, innovate the publicity form and content, continuously strengthen the brand influence of the exhibition, ensure the quality of visitors present, and help exhibitors achieve win-win results in trade cooperation and brand promotion.

VII. “2020 CN-Healthcare Summit” to work together towards a new healthy era

(1) 2020 CN-Healthcare Summit & International Health Promotion Expo is jointly hosted by CN-Healthcare, People’s Medical Publishing House, Sichuan Provincial Hospital Association, West China Hospital of Sichuan University, Sichuan Provincial People’s Hospital, Health County Media and Hainan Boao Institute for Medical Innovation.

(2) Topics of the Summit include wisdom healthcare, Internet hospital, medical innovation, high-quality development of hospitals, modern hospital management and operation, medical service capacity improvement, medical alliance construction, etc. **6,000 visitors will attend the summit, including hospital directors across the country, government officials in the field of medical treatment and health, professionals, industrial talents and researchers from scientific research institutes, etc.**

(3) The Summit consists of five parallel conferences and more than 50 sub-forums. More than 500 industry guests, including academicians of the Chinese Academy of Sciences and Chinese Academy of Engineering, well-known hospital managers, scholars and entrepreneurs, outstanding discipline leaders and international celebrities, etc. will be invited to give speeches and communicate

knowledge.

(4) Healthcare promotes health and health leads healthcare. The future healthcare and scientific health exhibition area and health science popularization culture festival, including doctors' night running, famous doctors' live broadcast, free clinical treatment by experts, health literacy competition and other activities, will be arranged to attract **20,000 visitors**.

VIII. Participation Expense

Booth	Standard Booth in Area T (luxury)	Booth in Area A	Booth in Area B	Open Space Booth
Price	RMB 8,500 yuan/nos/exhibition period	RMB 7,500 yuan/nos/exhibition period	RMB 6,500 yuan/nos/exhibition period	RMB 900 yuan/m ² /exhibition period
Configuration	The standard booth (9m ²) is equipped with two exhibition boards, company name boards, one information counter, two chairs, two spotlights, and one 220V/5A power socket. Please specify in advance if power supply is required, and addition fees will be charged. Special booth is not equipped with any exhibition equipment and facilities, and special booth management fee and utilities charged by the exhibition hall will be borne by exhibitors themselves.			
Standard erection of cooperative truss	18 m ²	36 m ²	54 m ²	Note: including a set of negotiating tables and chairs, graffiti, carpets, spotlights, special booth management fees and electricity fees, etc.
	RMB 4,000 yuan	RMB 6,000 yuan	RMB 9,000 yuan	

※For details, please contact the (Organizing Committee)

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Visit consultation: 180 8011 5907

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Exhibition website: <http://www.healthcareexpo.cn/MEE/>

