

中国·成都医疗健康博览会

Medical Fair Chengdu, China

时间：2020 年 7 月 24 日-26 日

地点：成都世纪城新国际会展中心

Date: July 24-26, 2020

Venue: Chengdu Century City New International
Convention and Exhibition Center

邀 请 函

Invitation Letter

“成都医疗健康博览会”经过十多年的不断发展，拥有西部医疗卫生行业庞大的数据资源，能为医疗行业提供更完善的采购解决方案，已经被成都市政府列为重点支持的品牌展会。博览会同期先后创立了医院管理干部培训班、民营医疗机构高峰论坛、医院信息化大会、医院建设大会、健康促进交流论坛等高端学术会，已成为西部地区医疗行业内最大的了解行业发展动态、交流学术、采购产品的重要平台。

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.

一、组织架构

I. Organization Structure

指导单位：

Guided by:

成都市卫生健康委员会

Chengdu Municipal Health Commission

成都市经济和信息化局

Chengdu Municipal Bureau of Economic and
Information Technology

主办/支持单位：

Hosted/Supported by:

四川省医院协会

Sichuan Provincial Hospital Association

四川省医疗器械行业协会

Sichuan Association for Medical Device Industry

四川省康复医学会

成都市民政局

Chengdu Civil Affairs Bureau

成都市市场监督管理局

Administration for Market Regulation of Chengdu

成都市博览局

Chengdu Expo Bureau

承办单位:

Organized by:

成都市康博会展服务有限公司

Chengdu Kangbo Exhibition Service Co., Ltd.

Sichuan Association of Rehabilitation Medicine

四川省医药行业协会

Sichuan Association of Pharmaceutical

成都市医疗用品及器材商会

Chengdu Chamber of Commerce of Medical Supplies
and Equipment

健康界

CN-Healthcare

二、展会日程

II. Exhibition Schedule

布展: 2020 年 7 月 22-23 日(9:00-17:00)

展览: 2020 年 7 月 24-26 日(9:00-17:00)

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

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

开幕: 2020 年 7 月 24 日上午 9:00

撤展: 2020 年 7 月 26 日下午 15:30 以后

Opening: 9:00 am on July 24, 2020

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

三、展出内容

III. Exhibition Contents

1、医疗设备展区: 影像设备、体外诊断试剂与仪器、消毒感控系列、医用电子设备、医用车辆、手术室及急救设备、医用耗材及手术耗材、医疗维修配件及耗材等;

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、医学检验展区: 医学分析系统、基因和生命科学仪器、实验室病例设备及耗材、临检设备及耗材、采血管理系统及输血用品、血液及细胞分析系统、临检设备配件及维修耗材等;

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、康复福祉展区: 感觉统合训练设备、残疾器具及用品、康复理疗设备、感官互动设备、辅助器具等;

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

auxiliary equipment, etc.;

4、医院信息化建设展区：医疗信息系统(HIS)软件及设备、放射科信息管理系统、药剂管理系统、药品流通系统、门诊信息网络系统、数据挖掘与 CDSS、住院管理系统等；

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、医院建设与管理展区：医院建设咨询/规划、医院建设新技术/设备/材料、医院安全设备与应急设施、医院运行保障及后勤服务、生命支持系统与医疗专业工程、环境空间设计等。











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.

四、上届展会信息回顾

IV. Information Review of the Last Exhibition

(1)基础信息回顾

(1) Review of Basic Information

 50,000 平方米展出面积	 12 场同期行业高端会议论坛
 50,000m ² exhibition area	 12 high-end industry conferences and forums in the same period
 1185 家参展企业	 3,579 余名不同渠道的专业参会人员
 1,185 exhibitors	 More than 3,579 professional participants from different channels
 35,826 位国内外专业观众	
 35,826 professional visitors at home and abroad	

(2) 2019 成都医疗健康博览会共有 35826 名国内外专业观众，关注医疗器械板块的观众类别分布如下：

(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:

观众类别 Visitor Category	经销商/代理商 Distributor / Agent	公立医院 Public Hospital	民营医院 Private Hospital	器械生产商 Equipment manufacturer	其他 Others	行业协会&政府采购 Industry Association & Government Procurement	养老机构 & 福利院 Pension Institution & Welfare Institution	康复及托护管理 Rehabilitation and Care Management	媒体 Media
占比 Proportion	31.86%	32.79%	15.36%	6.48%	4.8%	3.18%	3.33%	1.31%	0.89%

五、展会同期论坛活动

V. Forum Activities in the Same Period of the Exhibition

1、第十七期医院管理干部培训班

1. The 17th Training Course for Hospital Management Cadres

主办单位：四川省医院协会

Hosted by: Sichuan Provincial Hospital Association

大数据在医院与健康领域的应用	医疗机构怎样应对医保支付方式改革
Application of big data in the hospital and health field	How medical institutions deal with the reform of medical insurance payment mode
DRG 支付时代下的价值医疗	国家三级公立医院绩效考核的实践与思考
Value-based healthcare in the era of DRG payment	Practice and thinking of the performance appraisal of national tertiary public hospitals
党委领导下的院长负责制实践与思考	疫情后护理应急管理体系建设的思考
Practice and thinking of the president responsibility system under the leadership of the Party committee	Thinking on the construction of emergency management system for post-epidemic nursing
医疗管理助力学科发展	病案管理与医院高质量发展
Contribution of medical management to discipline development	Medical record management and hospital quality development
关于互联网医疗的思考	后疫情时期的医院业绩提升与绩效管理
Thoughts on Internet medicine	Hospital performance improvement and performance management in post-epidemic period
建立学习型团队提升医院管理质效	基本医疗卫生与健康促进法及相关新法解读
Establishment of a learning-oriented team to improve the quality and efficiency of hospital management	Interpretation of basic medical and health promotion law and related new laws
现代医院管理制度基层试点实践与思考	
Practice and thinking of grass-roots pilot project of modern hospital management system	

2、健康促进交流论坛

2. Health Promotion Exchange Forum

主办单位：中科大先进技术研究院、四川科门生物科技有限公司、香港尼斯国际集团

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

疫情后的行业发展	新抗衰与亚健康领域的作用
Industry development after the epidemic	The role of new anti-aging and sub-health field
成体细胞治疗	成体细胞在创伤科的应用与进展
	Application and progress of adult cells in trauma

Adult cell therapy

department

面向未来:中医药的国际化

成体细胞在中医领域的运用

Facing the future: internationalization of traditional Chinese Medicine

Application of adult cells in the field of traditional Chinese Medicine

健康行业投融资的现状与未来

颈部抗衰领域的一些新成果

Current situation and future of investment and financing in health industry

Some new achievements in the field of neck anti-aging

3、2020 西部医院信息化大会

3. 2020 Western Hospital Information Conference

现阶段国家智慧医院标准研究及趋势展望

医疗新基建与医院信息化规划实践

Research and trend of national smart hospital standards at present stage

Practice of new medical infrastructure and hospital information planning

·《四川省健康医疗大数据应用管理办法(试行)》对医院的要求及解读

·“互联网+医疗健康”实践

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

·“Internet+medical health” practice

临床信息系统的个性化诊疗应用实践分享

·互联网医院的现在与未来

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

·The present and future of Internet hospital

医疗大数据与临床研究探索

·人工智能赋能康复中心

Exploration of medical big data and clinical research

Artificial intelligence empowerment rehabilitation center

评级评价对医院信息化建设的要求

医学影像 AI 现状与趋势

Requirements of rating evaluation for hospital informatization construction

Current situation and trend of medical imaging AI

5G 时代的远程医疗应用探索

医院要不要大量应用新技术

Exploration of telemedicine application in 5G era

Do hospitals need to apply new technology in large scale

4、西南医疗检验&康复辅具新产品新技术分享会

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

检验专场:

康复专场:

Special Exhibition on Examination:

Special Exhibition on Rehabilitation:

微流控发光:从 500 公斤到 5 克的质变

功能性电刺激开创运动康复新篇章

Microfluidic luminescence: qualitative change from 500 kg to 5 g

Functional electrical stimulation creates a new chapter in sports rehabilitation

解析 PCR 实验室中存储设备的温度精准对样品安全的重要性

Analysis of the importance of temperature accuracy of storage equipment in PCR laboratory for sample safety

当下检验科在防疫工作的重要职能

The important function of laboratory department in epidemic prevention

中医诊疗设备的市场前景及临床意义

Market prospect and clinical significance of TCM diagnosis and treatment equipment

· 儿童语言障碍的评估与康复

· Assessment and rehabilitation of children with language disorders

· 《助残康复助力小康》西部的残康新征程展望

· Prospect of the new journey of disability rehabilitation in western China

5、2020 健康界峰会

5. 2020 CN-Healthcare Summit

主办单位：健康界/人民卫生出版社/四川省医院协会/四川大学华西医院/四川省人民医院/健康县域传媒/海南博鳌医学创新研究院

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

门诊专业质控管理

Professional quality control and management of outpatient department

后疫情时期医务管理新征程

New journey of medical management in post-epidemic period

新基建时代医联体建设创新

Innovation of medical alliance construction in the new era of infrastructure construction

中国智慧健康大会——重塑医院智慧大脑

Smart Healthcare China Summit- Reshaping the Wisdom Brain of Hospital

从战时到常态，现代医院管理思考与展望

Thinking and prospect of modern hospital management from wartime to peacetime

使命与担当——国家区域医疗中心建设十四五规划

Mission and responsibility: the 14th five-year plan for the construction of national regional medical center

医防融合 高质发展

Integration of medical treatment and prevention, high

· 健康为先 患者至上——区域医疗服务能力提升计划启动会

Health first, patient first- kick-off meeting of regional medical service capability improvement plan

· 平战结合、医防融合的医院建设之道

The way of hospital construction by combining peacetime with wartime and integrating medical treatment with prevention

· 疫情常态化下专科建设新策略

New strategies for specialty development under the normal epidemic situation

· “组合拳”发力 激活医院发展新动能(北京大学第三医院专场)

“Combination blow” to activate new momentum of hospital development (special session of Peking University Third Hospital)

· 智慧升级——医疗质量与患者安全

Smart upgrade: medical quality and patient safety

· DRG 时代医院高质量发展新赛道

New track of high-quality hospital development in DRG Era

quality development

探寻单体多院建设新航标

从“规模”到“价值”——引领医院经济运行模式变革

Exploration of new navigation mark of single multi-hospital construction

From “scale” to “value”- leading the reform of hospital’s economic operation mode

现代医院如何谋划大健康战略(四川省人民医院专场)

解密三级公立医院绩效国考

How modern hospitals plan their grand health strategy (special session of Sichuan Provincial People’s Hospital)

Declassifying the national examination of the performance of tertiary public hospitals

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六、展会优势

VI. Exhibition Advantages

(1)成都医博会作为西部地区医疗行业最具规模和影响力的展会平台，60,000 平方米展览面积，60,000 名专业观众，10 多位院士及副部级领导、500 多顶级行业专家将来做专题演讲、解读行业政策。

(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)定向邀约核心买家，提升合作竞争力

(2) Inviting core buyers to enhance cooperative competitiveness

核心买家是组委会根据参展产品，对川渝云贵地区的公立/民营医院、乡镇卫生院、医疗机构、各级经销商等有购买意图的优质买家进行邀请，使之展会现场与相应展商直接对接。

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)呼叫中心线上一对一邀请，确保观众到场率

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

组委会拥有数十年的医疗健康领域组展经验，并积累了 15 万+行业数据，拥有 30 余固定坐席的呼叫团队，通过电话、函件、短信等方式一对一邀约专业观众到医博会参观。

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)市场地推扩大医博会行业渗透力度与广度

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

医博会组委会地推团队将携展会资料去到西南地区多省市区的公立/民营医院、医疗机构及专业市场等，进行地毯式推广，面邀其到会参观，全力增强巩固成都医博会的行业渗透力。

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) 政府单位/行业组织加大支持，组团参观提升观众专业度

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

疫情使政府、民众对健康安全的关注度大幅上升，相关政府单位与行业组织相应加大对成都医博会的支持力度，提供政策资源等方面的支持。同时，政府单位、行业协会/学会/商会等主办协办单位将通过下发参观医博会文件通知其下属单位或会员企业组团到场参观交流。

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) 借助业内资源，完善全媒体立体宣传的广度与深度

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

目前，成都医博会合作的媒体已逾 100 家。组委会将继续深挖业内媒体资源，创新宣传形式与内容，持续强化展会品牌影响力，确保到场观众质量，助展商实现贸易合作与品牌推广双赢。

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.

七、携“2020 健康界峰会”同时举办，共建伟大健康新时代

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

(1) 2020 健康界峰会暨国际健康促进博览会由健康界、人民卫生出版社、四川省医院协会、四川大学华西医院、四川省人民医院、健康县域传媒、海南博鳌医学创新研究院共同主办。

(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) 峰会主题包括智慧医疗、互联网医院、医学创新、医院高质量发展、现代医院管理运营、医疗服务能力提升、医联体建设等，将有全国各地医院院长、医疗健康领域政府官员、专业人士、产业人士、科研院所等 **6000 人**到会。

(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)峰会包含 5 场平行大会和 50 余个分论坛。两院院士、知名医院管理者、知名学者、知名企业家、优秀学科带头人及国际知名人士等约 **500 名以上行业嘉宾**将受邀出席做演讲与分享交流。

(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)以医疗促进健康，以健康引领医疗。设未来医疗和科学健康展区、健康科普文化节，包括医者荧光夜跑、名医直播、专家义诊、健康素养大赛等活动将吸引 **20000 人次**参与。

(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**.

八、参展费用

VIII. Participation Expense

展位 Booth	T 区标展位(豪华) Standard Booth in Area T (luxury)	A 区展位 Booth in Area A	B 区展位 Booth in Area B	空地展位 Open Space Booth
价格 Price	8500 元/个/展期 RMB 8,500 yuan/nos/exhibition period	7500 元/个/展期 RMB 7,500 yuan/nos/exhibition period	6500 元/个/展期 RMB 6,500 yuan/nos/exhibition period	900 元/㎡/展期 RMB 900 yuan/m ² /exhibition period
配置 Configuration	标准展位 9 平方米搭建配置包括两面展板、公司名称楣板、咨询桌一张、椅子两把、射灯两只、220V/5A 电源插座一个，需特殊用电请事先说明，另行收费。特装展位不提供任何展具及设施，展馆收取的特装管理费、水电费由参展商自己承担。) 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.			
合作桁架 标准搭建	18 m ²	36 m ²	54 m ²	注：含洽谈桌椅一套、喷绘、地毯、射灯、特装管理费和电费等基本配置。 Note: including a set of negotiating tables and
	4000 元	6000 元	9000 元	

Standard erection of cooperative truss	RMB 4,000 yuan	RMB 6,000 yuan	RMB 9,000 yuan	chairs, graffiti, carpets, spotlights, special booth management fees and electricity fees, etc.
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※欲悉详情请联系(大会组委会)

※For details, please contact the (Organizing Committee)

参展咨询: 028-8548 2506

Exhibition consultation: 028-8548 2506

参观咨询: 180 8011 5907

Visit consultation: 180 8011 5907

会议及媒体合作: 135 4788 6170

Conference and media cooperation: 135 4788 6170

邮 箱: cdmee2013@163.com

Email: cdmee2013@163.com

微信公众号: tycdmee/西部医博会

WeChat Official Account: tycdmee/Medical Fair Chengdu

展会网址: <http://www.healthcareexpo.cn/MEE/>

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