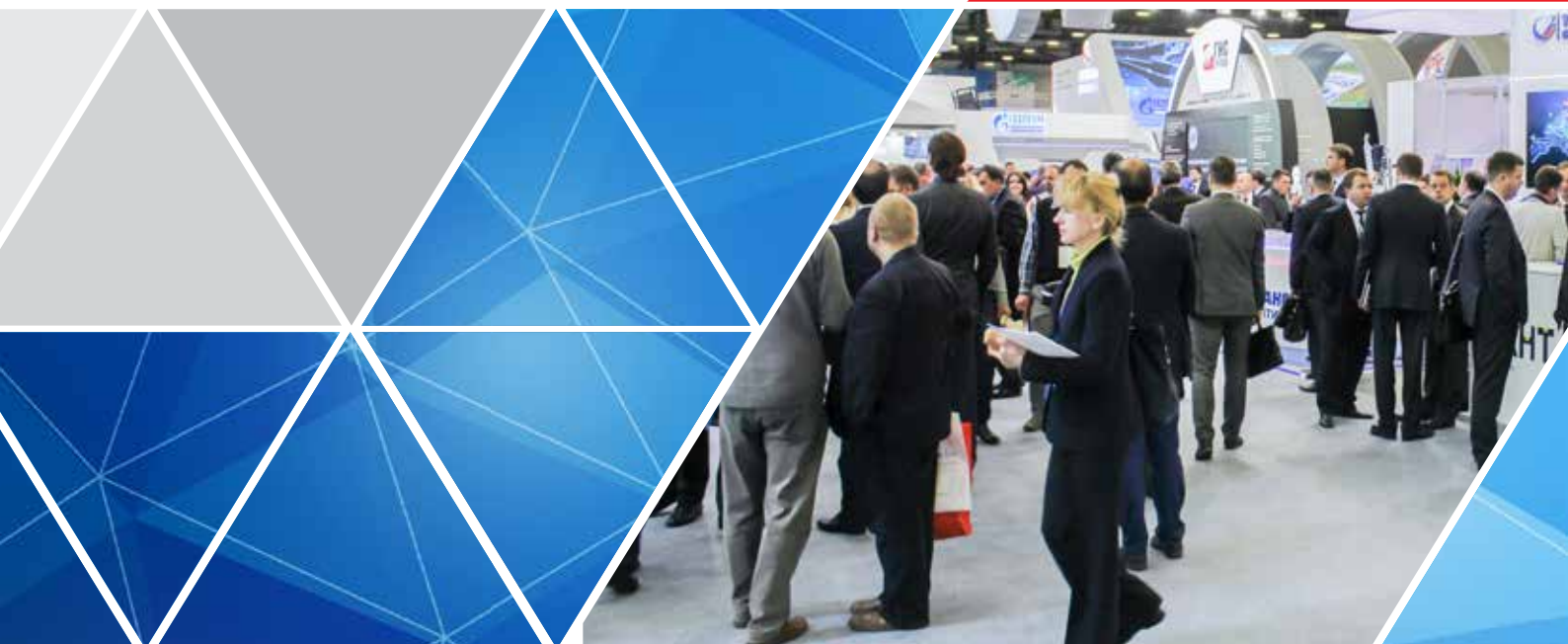




Bringing together the medical laboratory  
& diagnostics networks to Europe

**25-27**  
SEPTEMBER 2018

Fira Barcelona-Gran Via  
Barcelona, Spain



## 2017 POST SHOW REPORT

[medlabeurope.com](http://medlabeurope.com)

# WE WOULD LIKE TO THANK ALL OUR 2017 SPONSORS FOR THEIR SUPPORT

## PLATINUM SPONSORS

# GRIFOLS

## GOLD SPONSORS



AGAPPE



## SILVER SPONSORS



## MEDIA PARTNERS



## SUPPORTED BY



## ORGANISED BY

**informa**  
life sciences exhibitions

## Dear healthcare and trade professional,

The launch edition of MEDLAB Europe featured 72 companies showcasing the latest cutting edge technologies available in the industry as well as recent developments medical laboratory. MEDLAB Europe attracted more than 1,150 visitors and delegates over the 3 days, firmly placing the show as a must-attend event for the medical laboratory industry in the region.

MEDLAB Europe hosted 5 multi-disciplinary CME-accredited conferences. Supported by **AEBM Medicina de Laboratorio**, **BIOCAT**, **the Spanish Federation of Healthcare Companies (FENIN)** and accredited by **the European Union of Medical Specialists (UEMS)**, the congress offered a multi-track programme covering a range of topics including laboratory management, histopathology, pathology, clinical chemistry, haematology and point of care testing (POCT).

This post show report summarises the 2017 event, and focuses on the strategies we use to deliver and expand the event year-on-year. As MEDLAB Europe continues to expand across the region's medical laboratory industry, the next edition of the event will be the perfect place to position your company directly in front of the industry's decision-makers.

We look forward to welcoming you to the Fira Barcelona Gran Via Convention Centre from 25-27 September 2018.

Tom Coleman  
Group Exhibition Director  
MEDLAB Series

**informa**  
life sciences exhibitions

**MEDLAB**  
SERIES

### SHOW SUMMARY:

#### EXHIBITION FLOOR SPACE:

**1,500SQM**

#### NUMBER OF TOTAL ATTENDEES:

**1,159**

#### NUMBER OF DELEGATES:

**404**

#### NUMBER OF EXHIBITORS:

**72**

#### EXHIBITING COUNTRIES:

**20**



**"The European medical lab market accounts for almost 30% of the global market share so it was important for us to be visible at this event. Looking at the trend of this year's edition the show will have long-term success!"**

**Jordi Sisquella**, Corporate Image Manager, **Biosystems S.A.**, Spain

# EXHIBITORS SUMMARY

The 1st MEDLAB Europe Exhibition hosted 72 exhibitors from 20 countries showcasing the latest innovations and advanced products available in the laboratory management and diagnostics market, to an audience of 1,159 medical laboratory and trade professionals.

**1,500SQM**

EXHIBITION SPACE

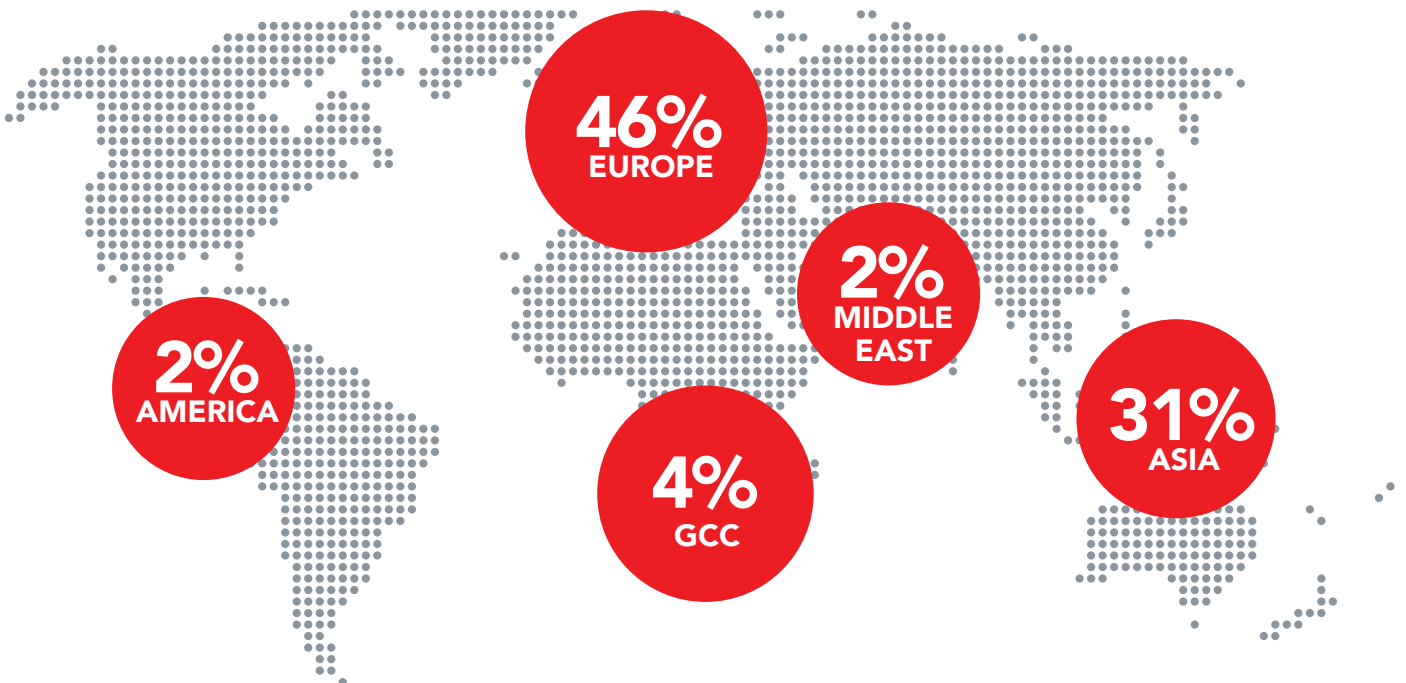
**72**

EXHIBITORS

**20**

EXHIBITING  
COUNTRIES

## EXHIBITOR BY REGION



**"MEDLAB Europe was a great chance to meet our local and potential clients. The show did not disappoint as it was a very well set platform to do business, it was certainly a great decision to participate."**

**Gemma Taracon, Marketing Manager, Grifols, Spain**

## 20 COUNTRIES REPRESENTED

The exhibition put up a bold statement as an international hub showcasing a truly international base of suppliers spanning across 20 countries worldwide.



Canada



Italy



Saudi Arabia



Turkey



China



Korea, South



South Africa



United Arab Emirates



Germany



Kuwait



Spain



United Kingdom



India



Netherlands



Switzerland



United States



Ireland



Poland

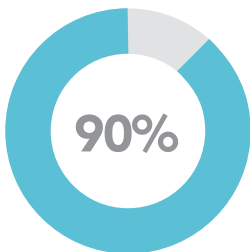


Taiwan

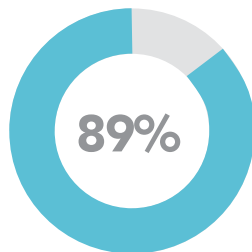


Japan

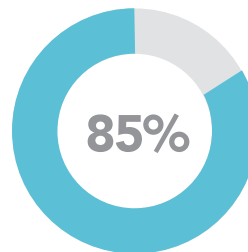
## EXHIBITOR FEEDBACK



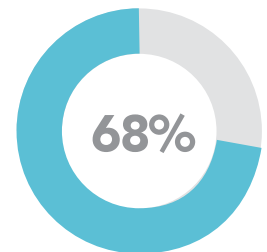
Rated the quality of the show as good



Generated new contacts for future business



Met their overall objectives



Have already booked for 2018



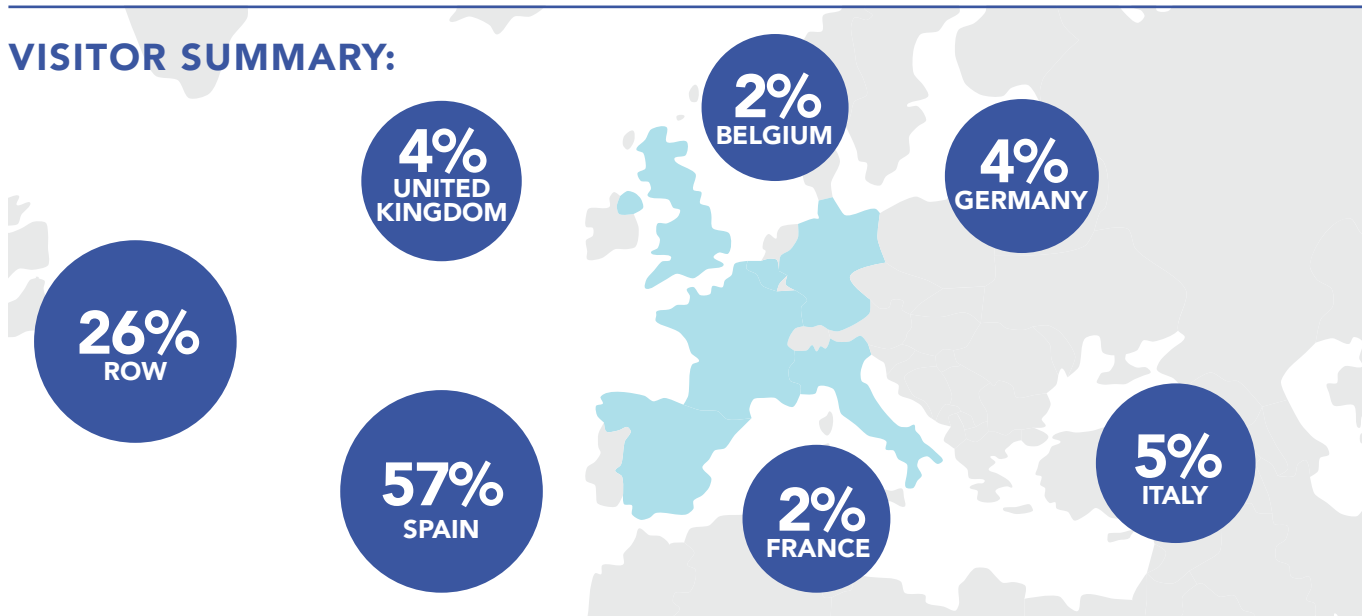
**"A great show for us. The inclusion of the POCT stream at MEDLAB Europe was extremely positive from our perspective. It was very well-attended and clearly is of interest across the spectrum of delegates."**

**Conor Cronin, Vice President Marketing and Medical Affairs EME, Alere**

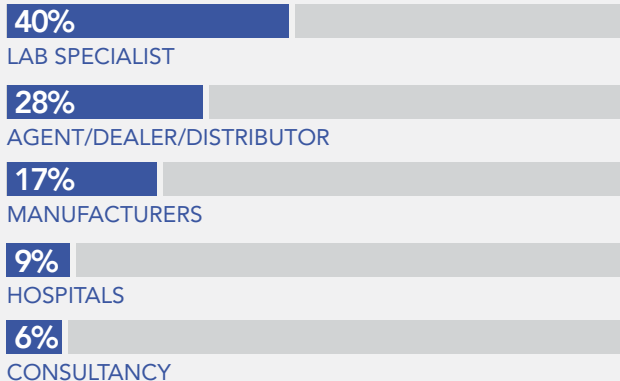
# VISITOR SUMMARY

Visitors from around the world came to MEDLAB Europe to interact with leading exhibitors to exchange knowledge and to meet with the manufacturers and dealers and distributors in the medical laboratory industry.

## VISITOR SUMMARY:



### AREA OF BUSINESS



### REASONS FOR VISITING:



**"The medical laboratory sector is an area of keen interest for us. The combination of scientific conferences and a trade show at MEDLAB Europe was a very interesting and refreshing blend, great to see such an esteemed event in the region."**

**Gerard Duch Moncusi, Commercial Manger - Medical Laboratory Devices, Miele Professional**

# WHAT VISITORS SAID:

**“Very good experience overall”**

Clinical Biochemist  
**Laboratorio Referencia Cataluña**



**“Contained vital industry updates”**

Analytical Project manager  
**Syneo Central Lab**



**“Very interesting meeting, it would be great to return next year”**

Pathology Quality Governance Manager  
**Northwest London Pathology**



**“Thank you MEDLAB Europe! Awesome experience”**

Medical Technologist  
**NRL-ICLDC**

**“Interesting, clear and practical”**

Supervisora Laboratorio  
**Hospital De Santa Creu I Sant Pau**



**“The Congress was great”**

Pharmacist,  
Specializing Medical  
**University Clinical Hospital Mostar**



**“Fabulous setting of bussiness and educaion”**

Business Intergration Manager, **SYNLAB**



**“Great experience - enjoyed it”**

Consultant A&E  
**Basildon Hospital - UK**

**“Everything was excellent”**

Medical Technologist  
**Al Ahsa Hospital**



**“I’ve attended many MEDLAB events in different countries, always a very good programme”**

Scientific Advisor,  
**ICTL-Ireland**



# DELEGATE SUMMARY

CME PROVIDER:



Uniquely focused on Point of Care Testing (POCT), Histopathology, Lab Management, Haematology and Microbiology, the multidisciplinary conference tracks provided the attendees a chance to enhance their skills, productivity, quality and sustainable care.

## Conference tracks included:

### CONFERENCES:

- POCT
- HAEMATOLOGY
- HISTOPATHOLOGY
- LAB MANAGEMENT
- CLINICAL MICROBIOLOGY

### ATTENDEE JOB TITLES:

- |                     |                  |                               |
|---------------------|------------------|-------------------------------|
| Emergency Physician | Histopathologist | Head of Lab                   |
| Trauma Physician    | Histologist      | Pathologist                   |
| POCT Coordinator    | Cytologist       | Microbiologist                |
| Haematologist       | Lab Manager      | Infectious Disease Specialist |
| Haema-pathologist   | Lab Director     | Infectious Disease Control    |
| Blood Bank Manager  | Lab Technician   |                               |

## 2018 PROGRAMME AT A GLANCE

MEDLAB Europe 2018 will introduce added educational opportunities to attract an improved quality and quantity of attendees, in line with the year-in-year growth. Topics of conferences are mentioned below and are in line with the healthcare industry's current challenges, demands and trends.

DAY 1	DAY 2	DAY 3
POCT	Lab Management	Clinical Microbiology
Immunology	Anatomic Pathology	Haematology
Advanced Pathology Course for Lab Technicians	Advanced Pathology Course for Lab Technicians	Advanced Pathology Course for Lab Technicians



**The event was a unique opportunity for industry professionals to exchange knowledge and keep up to date with technical developments. Even though it was the first edition, the congress proved to be a very much needed platform in Europe.**

**Dr Ernesto Casis Sáenz**, Clinical Laboratories Director, Hospital Universitari Vall d'Hebron, Barcelona, Spain



# MARKETING & PROMOTION

## Social Media



MEDLAB engaged through Facebook and Twitter to reach out to laboratory professionals from around the world. MEDLAB's Facebook has 7,138 likes and Twitter is followed by 800+ people

## Email Promotion



Our targeted email campaign included communicating with more than 33,164 people. We have carefully analysed the results and trends to build and grow the data for the 2018 event.

## Life Sciences Publication



With a circulation reaching more than 12,410 medical professionals globally, the four issues MEDLAB magazine provide readers with a unique insight into the latest laboratory issues and advancements throughout the year

## Sms Promotions:



SMS reminders and easy registration messages reached out to more than 11,843 contacts across Europe

## Website



Our websites provide the best online platform to communicate to a target audience of medical lab professionals across Europe. The show website attracted more than 72,845 visitors in the run up to the event

## Direct Mailing



Personal invitations were mailed to more than 12,572 medical lab and trade professionals across Europe highlighting the benefits of attending MEDLAB Europe 2017

## Tele-Invite



10,495 telemarketing calls were made to personally invite specific medical lab and trade professionals from across the region

## PR & Media Coverage



An extensive international Public Relations campaign was delivered through an experienced and specifically commissioned PR agency, focusing on the communication of clear, specific and targeted messaging to our core audience and media

**A must attend event. The show afforded us the opportunity to review state-of-the-art medical lab equipment from around the world and the chance to network and discuss business with exhibitors from Asia. Looking forward for next year.**

**Dolors Pelegri Santos**, Head of Biochemistry Clinical Laboratories,  
Vall d'Hebron Hospital, Barcelona

# MARKET OVERVIEW

The European medical laboratory industry is a market worth around €11 billion. Driven by research and development (R&D), 95% of the industry is comprised of small and medium size enterprises and approximately €1 billion per year is reinvested in R&D.

The industry is projected to show an annual growth rate averaging approximately 2% for lab services up to 2020. This assessment is based on analysis for Germany, France, Italy, Spain, Switzerland, Sweden, Norway, and Portugal, which show that the developed European lab market displays a constant growth that is independent of economic cycles.

## COUNTRY FACTS



### SPAIN

Spain is the ninth country in the world ranking of medical lab and healthcare product consumption. The diagnostics and single-use products sectors make up the majority of the Spanish market with a 70% share. Market growth is projected to reach US\$5.6 billion by 2019. Spain's reliance on imported devices makes it an accessible market for foreign manufacturers; especially European, American, and Asian companies.



### BELGIUM

The Belgian laboratory market grew by +3.1%, whereas reagent revenue growth was +4.0%. Medical laboratory expenditures in 2015 equalled €1,289 million.



### CZECH REPUBLIC

The Czech laboratory instrumentation market consists of around 250 importers and distributors representing over 1,500 manufacturers.



### FRANCE

The French Central Laboratory Market is estimated at €1.418 billion



### GERMANY

With a market value totalled at US\$ 2.18 billion in 2014, the market presented positive growth with an estimated value of US\$2.22 billion in 2015.



### HUNGARY

The modernization of several hospitals supported by the EU was completed in 2015. A large quantity of medical laboratory instruments was purchased in the frame of this project valued at 2500 Million HUF.



### ITALY

The Italian medical laboratory market is valued at €1,635 million



### PORTUGAL

Portugal, which recently experienced a rough economic period, showed a resilient +4.4% increase in medical laboratory expenditure



### UNITED KINGDOM

As private sector investment continues to increase in the medical laboratory market, the UK medical laboratory remains one of the top 3 in the region.

References: vdgh.de, ub.eduMedtechEurope

# MAKE SURE TO EXHIBIT IN 2018

Exhibiting at MEDLAB Europe 2018 provides an exceptional combination of networking and corporate branding opportunities and is a perfect opportunity to boost your company's profile to more than 1,500 decision-makers and influencers in the European medical laboratory industry.

Align your brand with this exceptional and exclusive global event, where you can present your products and services in a dynamic and interactive environment, to send a clear message to all your stakeholders and client prospects.

## SALES:

- Generate sales leads
- Build relationships with prospects
- Advance the sales cycle
- Meet spread-out buying teams at one time
- Recruit new distributors

## MARKETING COMMUNICATIONS:

- Build your brand
- Increase awareness
- Interview clients
- Generate publicity

## PRODUCT MARKETING:

- Launch new products
- Survey attendees about new product ideas
- Research competitor's products and messaging

## EXECUTIVE MANAGEMENT:

- Keep up on industry trends
- Meet with key clients
- Engage with key business partners
- Build your business' profitability
- Form new business networks



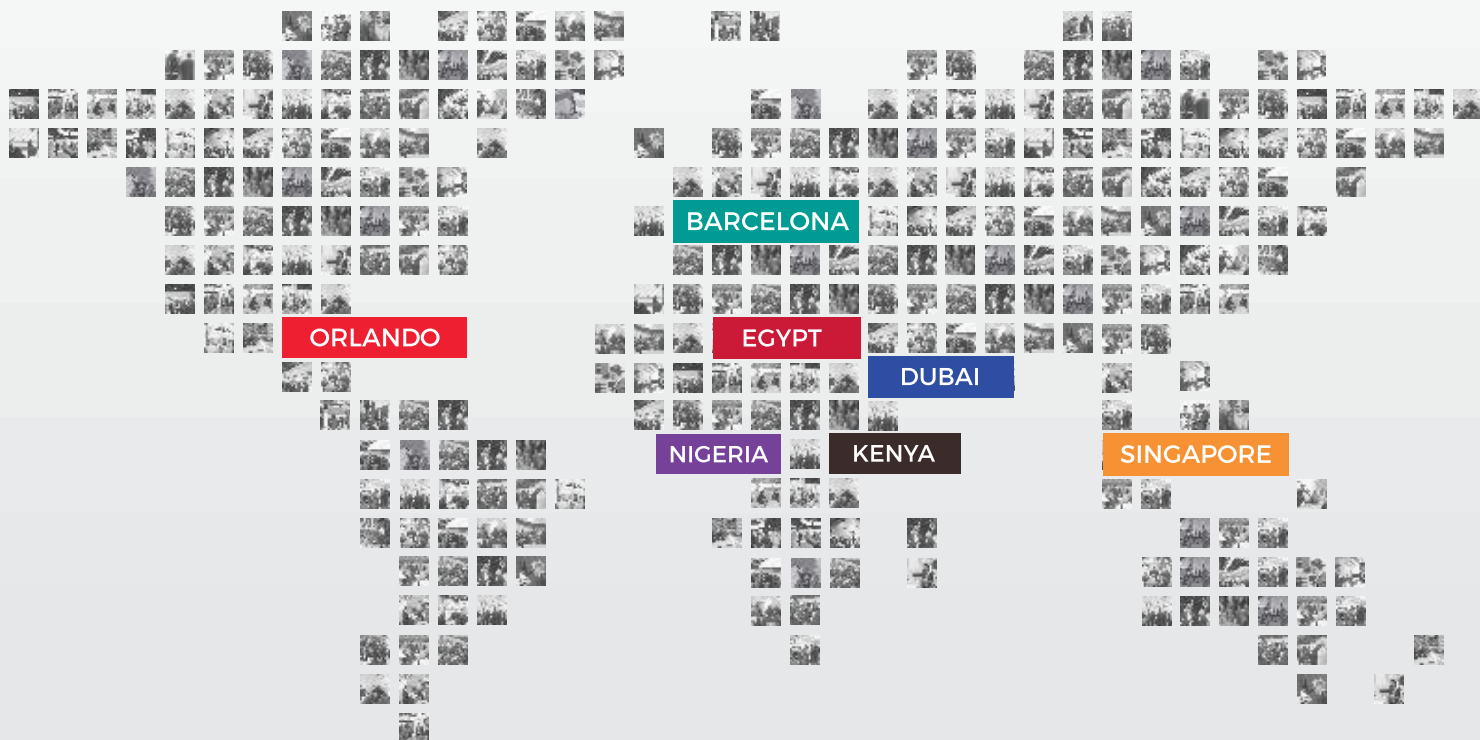
**DON'T DELAY!**

**ENQUIRE TODAY**

**[medlabeurope@informa.com](mailto:medlabeurope@informa.com)**

# THE MEDLAB SERIES

SERVING LABORATORY MANAGEMENT & DIAGNOSTIC NETWORKS GLOBALLY



## ORLANDO



17-19 JULY 2018

## DUBAI



5 - 8 FEBRUARY 2018

## NIGERIA



8-10 OCTOBER 2018

## BARCELONA



25-27 SEPTEMBER 2018

## SINGAPORE



2 - 4 APRIL 2018

## KENYA



25-27 SEPTEMBER 2018

## EGYPT



14 - 16 APRIL 2018

 [medlabseries.com](http://medlabseries.com)

 [/MEDLABseries](https://www.facebook.com/MEDLABseries)

 [@MEDLABseries](https://twitter.com/MEDLABseries)

 [medlabseries@informa.com](mailto:medlabseries@informa.com)

Organised by:

**informa**  
life sciences exhibitions

Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 26 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 150,000 healthcare professionals worldwide and offering a range of marketing solutions for companies involved with the healthcare sector. Over 100 congresses take place in parallel with the exhibitions.

Informa Life Sciences Exhibitions have a number of digital and print offerings, publishing a variety of healthcare magazines and medical directories, with a readership of top decision-makers in the MENA region's healthcare industry. Additionally, Omnia, the global medical directory, is a unique digital platform providing company and product information 365 days of the year, allowing users to connect with exhibitors and products in one simple click.

**For more information visit: [www.informalifesciences.com](http://www.informalifesciences.com)**