



INVITES  
**mtp**  
GRUPA

**19-21.03.2024**

**POZNAŃ, POLAND**



Międzynarodowe  
Targi Poznańskie  
MTP Poznań Expo

**WORLD  
OF MEDICAL  
INNOVATION**

[www.salmed.pl/en](http://www.salmed.pl/en)



## THE ONLY COMPREHENSIVE MEDICAL FAIR IN POLAND

SALMED fair is an event organized every two years, with an established position on the market as the most important fair of medical devices and equipment for hospitals, clinics, doctor's offices and health care facilities in Poland.

## THE ARENA FOR NEW PRODUCTS AND MARKET PREMIERES

SALMED fair is also a unique opportunity for companies to present their market premieres and new products to the general public.



## JOIN THE LEADERS

### THEMATIC SCOPE OF THE SALMED FAIR

- medical apparatus and instruments
- AI in medicine
- equipment for hospitals, clinics, medical and rehabilitation offices
- equipment for laboratories, rehabilitation, physiotherapy
- equipment used in emergency medicine and emergency care
- outsourcing
- management of medical waste

## PROFESSIONALS AT THE SALMED FAIR

### PARTICIPANT'S PROFILE:

- managers of the most important organizations in the health sector
- medical facilities management staff
- doctors of private and public health care
- representatives of local and national authorities
- laboratory diagnostics
- physiotherapists
- paramedics
- nurses and midwives
- representatives of wholesalers and medical shops
- students of medicine

## POSITION

Purchasing and Public Procurement Manager	25%
President of the Management Board	19%
Medical Director	15%
Managing Director	14%
Doctor	8%
Representatives of state and local authorities	6%
Physiotherapist / Rehabilitant	5%
Nurse	5%
Others	3%

## STARTUP ZONE

The medical startup market is one of the most promising sectors for the development of Polish technological thought. The most promising startups supporting the development of modern medicine in many areas will be presented in a specially arranged exhibition space at SALMED.

## TRENDS AND CURRENT CHALLENGES

### EXPERTISE ZONE:

- specialized conferences organized by key health care institutions and organizations
- debates and discussions on current challenges in health care
- experts' lectures
- business meetings
- practical workshops
- presentation of new products and market premieres



## MTP GOLD MEDAL

This is one of the most **PRESTIGIOUS AND RECOGNISED** awards in the Polish market.

The MTP Gold Medal is an **EFFECTIVE PROMOTION TOOL** strengthening the market position of the award-winning product, and, as a consequence, building a positive image of the awarded company.

It is an expert confirmation of the **INNOVATIVENESS** of the awarded solution from the product development phase to its launch on the market.



**SUBMIT YOUR PRODUCT TO THE COMPETITION!**  
[www.zlotymedal.com](http://www.zlotymedal.com)

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**LET'S MEET AT SALMED 2024!**

[www.salmed.pl/en](http://www.salmed.pl/en)

JOIN US:  

Organized by

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GRUPA

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Belongs to:



Członek Polskiej  
Izby Przemysłu  
Targowego