



MEDICA 2007
World Forum for Medicine

Visitor profile data*

Compiled by: Messe Düsseldorf, as at 12/2007

Subject to change without notice

No. of visitors 136.458

Origin of visitors

Germany	57 %
Abroad	43 %

Visitors from Germany

North	10 %
West	50 %
East	8 %
South West	16 %
South	16 %

Visitors from abroad

Europe	57 %
- EU	77 %
- Non-EU	23 %
Non Europe	43 %
- Asia	57 %
- Australia	4 %
- Africa	10 %
- Northamerica	16 %
- South- and Central America	13 %

Visitors attendance statistics

Trade visitors	97 %
First time visitors	33 %
Average days spent at MEDICA	1.8 days

Sector/Occupation

Medical practise	12 %
Physiotherapist practise	4 %
Other practise	1 %
Medical laboratory/institute	8 %
Hospital/clinic	22 %
Medical Care Centre	5 %
Rehabilitation centre/ residential home/Government authority	3 %
Industry	16 %
Trade	21 %
Service	4 %
University/College/techn. college	1 %
In education/training	2 %
Public institution	1 %

Profession

Doctor	17 %
Non medical practitioner	2 %
Physiotherapist	6 %
Visitors with medical and pharmaceutical qualification	31 %
Others	44 %

Profile of Doctors/Area of activity

In independent practice	52 %
- General practioner	29 %
- Specialist	71 %

Full -time occupation

in hospital/clinic	37 %
- Senior physician	17 %
- Assistant senior physician	20 %
- Ward physician	21 %
- Assistant junior physician	42 %

**Doctors in other non
medical occupation 11 %**

Competence about decisions

Decisive authority	34 %
Co-decisive authority	37 %
Consultative capacity	20 %
Not involved in decision-making	9 %

**Exhibit Area according to interest
expressed/Visitors interests**

(more than one response possible)

Electromedicine/ medical technology	49 %
Requisites and consumer durables for practices and hospitals	31 %
Diagnostics	26 %
Laboratory technology	23 %
Information and communication technology	28 %
First aid/emergency devices and equipment	11 %
Operating tables, medical support units, medical furniture	19 %
Physiotherapy/ Orthopaedic technology	23 %
Publications	7 %
Clothing	8 %
Facility Management	5 %
Premises and building technology	4 %

General assessment

Satisfactory	98 %
Less satisfactory	2 %

* preliminary facts

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