



# Visitor profile data

## MEDICA 2008

World Forum for Medicine

### Results of the visitor and exhibitor survey MEDICA 2008

<b>No. of visitors</b>	<b>136.871</b>
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#### Origin of visitors

Germany	54 %
Abroad	46 %

#### Visitors from Germany

North	11 %
West	49 %
East	9 %
South West	15 %
South	16 %

#### Visitors from abroad

<b>Europe</b>	<b>56 %</b>
- EU	77 %
- Non-EU	23 %
<b>Non Europe</b>	<b>44 %</b>
- Asia	57 %
- Australia	4 %
- Africa	11 %
- Northamerica	15 %
- South- and Central America	13 %

#### Visitors attendance statistics

Trade visitors	97 %
First time visitors	34 %
Average days spent at MEDICA	1.8 days

#### Sector/Occupation

Medical practise	12 %
Physiotherapist practise	5 %
Other practise	1 %
Medical laboratory/institute	7 %
Hospital/clinic	21 %
Medical Care Centre	6 %
Rehabilitation centre/residential home/Government authority	3 %
Industry	17 %
Trade	20 %
Service	4 %
University/College/techn. college	1 %
In education/training	2 %
Public institution	1 %

#### Profession

Doctor	17 %
Non medical practitioner	1 %
Physiotherapist	7 %
Visitors with medical and pharmaceutical qualification	32 %
Others	43 %

#### Profile of Doctors/Area of activity

<b>In independent practice</b>	<b>51 %</b>
- General practioner	29 %
- Specialist	71 %
<b>Full -time occupation in hospital/clinic</b>	<b>37 %</b>
- Senior physician	17 %
- Assistant senior physician	20 %
- Ward physician	21 %
- Assistant junior physician	42 %
<b>Doctors in other non medical occupation</b>	<b>12 %</b>

#### Competence about decisions

Decisive authority	35 %
Co-decisive authority	37 %
Consultative capacity	20 %
Not involved in decision-making	8 %

#### 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	29 %
Diagnostics	27 %
Laboratory technology	23 %
Information and communication technology	29 %
First aid/emergency devices and equipment	12 %
Operating tables, medical support units, medical furniture	19 %
Physiotherapy/Orthopaedic technology	25 %
Publications	5 %
Clothing	8 %
Facility Management	4 %
Premises and building technology	4 %

#### General assessment

Satisfactory	98 %
Less satisfactory	2 %

Compiled by: Messe Düsseldorf, as at 12/2008  
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