



# K-HOSPITAL

2015. 9. 10(THU) ▶ 13(SUN) **KINTEX**



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## Prepared by the actual Korean Health Care Providers

<b>DATE</b>	September 10 (Thu) – 13 (Sun), 2015
<b>VENUE</b>	KINTEX (Korea International Exhibition Center)
<b>HOST</b>	Korean Hospital Association
<b>ORGANIZER</b>	e-Sang Networks Co. Ltd Committee of Future Medical Industry
<b>EXH. SPACE</b>	16,935 m <sup>2</sup>
<b>CATEGORIES</b>	Covering the whole Medical-Healthcare Industry
<b>SPONSORES</b>	Ministry of Health&Welfare, KOTRA, Ministry of Culture Sports and Tourism, Korea Health Industry Development Institute, Korea Human Resource Development Institute For Health&Welfare, Korea Tourism Organization, Korea Pharmaceutical Manufacturers Association, Korea Academy of Medical Sciences, Korean Medical Women's Association, Korea Dental Association, Korean Nurses Association, Korea International Trade Association

### □ EXHIBITORS : 116 COMPANIES 301 BOOTHS

- Major companies (SIEMENS, RENOSEM, MINDRAY etc.) chose to participate only at K-Hospital Fair
- Differentiating Category (Hospital Build & Interiors)
- First time public display in Korea of Exoskeletons in rehabilitation robotics, surgical robots and medical 3D printers

### □ COLLABORATION ZONE

- First time in Korea, Hospital Model House was built to show cutting-edge operation room and patient room filled with exhibitor's products.



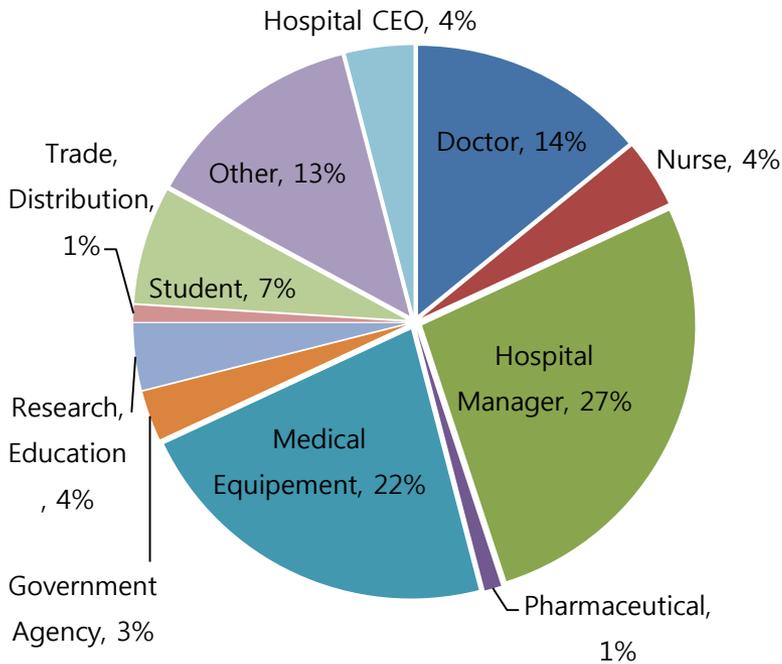
## □ SEMINARS : 23 MAIN SESSIONS 87 PROGRAMS

- High participation of medical professionals
- Differentiating contents on Medical disputes, Revision of privacy protection act, etc.
- Sessions of the newest issues Rehabilitation robots, 3D printers and Health applications



## □ VISITORS

- 50% are engaged in the Hospital Business
- Total 85% are from the Medical Industry.
- B2B focused K-Hospital Fair is the exhibitors Target Marketing place.



- Doctor
- Nurse
- Hospital Manager
- Pharmaceutical
- Medical Equipement
- Government Agency
- Research, Education
- Trade, Distribution
- Student
- Other
- Hospital CEO

**Hospital  
CEO  
382**

**Nurse  
610**

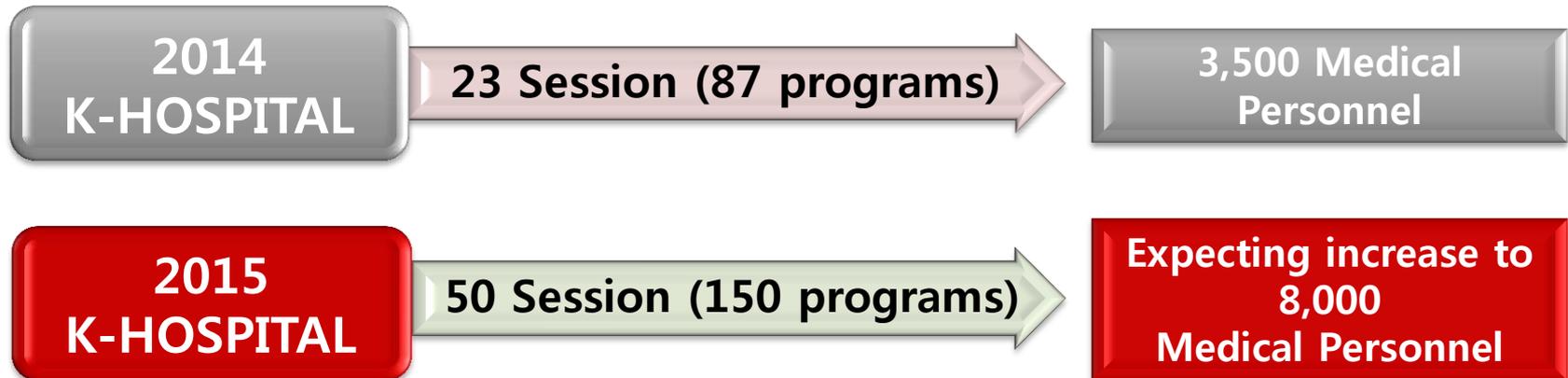
**Doctor  
2,135**

**Purchasing  
Manager  
4,118**

**HOSPITAL  
Authorities  
7,373**

## □ INCREASED SEMINAR PROGRAMS

- Additional Seminar Programs are added from bringing together numerous separate sessions held by each Medical Department.
- Currently 10 Seminars from each medical divisions are fixed and 100 under negotiation.



## □ ASSOCIATIONS IN THE MEDICAL INDUSTRY JOINING

- Korean Medical Association  **대한의사협회** with 100,000 physician members in Korea, is co-working with Korean Hospital Association preparing sessions for practitioners.
- A new gathering for purchase managers of hospitals is being organized by the Korean Hospital Association with numerous programs for the new members to join during K-HOSPITAL FAIR 2015.

### 2015 Additional Medical Department Sessions to be combined

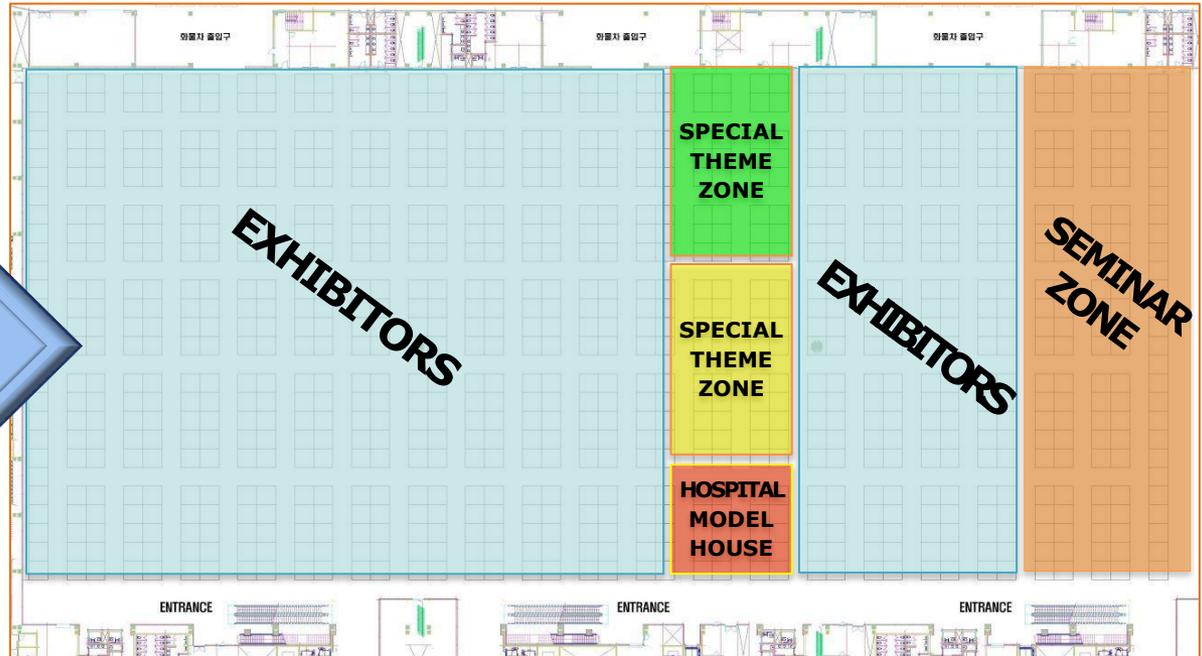
Korean Association of Internal Medicine	Korean Surgical Society	Korean Society of Obstetrics and Gynecology	Korean Academy of Rehabilitation Medicine	Korean Society of Pathologists
Korean Society of Pediatrics	Korean Society for Thoracic & Cardiovascular Surgery	Korean Ophthalmological Society	Korean Society of Anesthesiologists	Korean Academy of Family Medicine
Korean Neurological Association	Korean Orthopaedic Association	Korean Society of Otorhinolaryngology-Head and Neck Surgery	Korean Society of Radiology	Korean Society of Emergency Medicine
Korean NeuroPsychiatric Association	Korean Neurosurgical Society	Korean Urological Association	Korean Society for Radiation Oncology	Korean Society of Nuclear Medicine
Korean Dermatological Association	Korean Society of Plastic and Reconstructive Surgeons	Korean Academy of Tuberculosis and Respiratory Diseases	Korean Society for Laboratory Medicine	Korean Society of Occupational & Environmental Medicine

## EXHIBIT AREA EXPANDED

- From 6,700m<sup>2</sup> to 17,000m<sup>2</sup> triplicating previous event's exhibit area.
- Subdividing categories such as Diagnosis, Emergency Equipment, disposable Supplies, etc. increased new participators entry.
- Previous exhibitors decision to increase number of exhibit booths.



<2014 Layout>



## □ CONCURRENT EVENTS

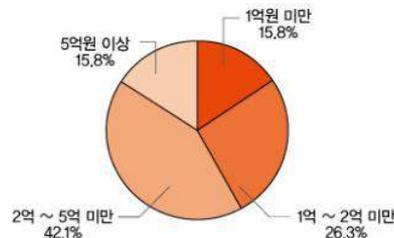
### (SPECIAL THEME ZONE / COLLABORATION ZONE)

#### HOSPITAL BUILD & INTERIOR ZONE

- Hospital CEOs highest spending is in building & interior expense.
- Maintenance, Energy efficient facility is top issue
- Participation of exhibitors from the building sectors will show a new model in hospital designing.

- Hospital interior design
- Hospital walls, roof, floor and other construction materials and coatings
- Hospital furniture, bed, door, window, sunshade
- Sanitary appliances, shower

**3500 new hospitals & clinics open every year**  
**Average \$200,000 is spent for interiors only**



#### EMERGENCY ROOM MODEL COLLABORATION ZONE

- Introducing a new model of Emergency room built in K-Hospital model house presenting new infrastructure and systems.

- First Aid, Ambulance, Rescue Equipment, Emergency Care equipment, AED, Monitoring System etc.

**Ministry of Health&Welfare announces**  
**41 Emergency Centers to be expanded in 2015**



## □ CONCURRENT EVENTS

### (SPECIAL THEME ZONE / COLLABORATION ZONE)

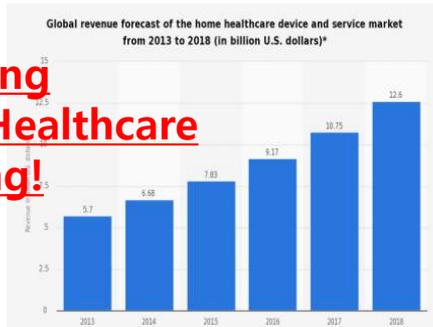
#### HOME HEALTH CARE ZONE

- As Korea is to become most aged society in OECD countries, target the health-conscious consumers.
- Visitor events such as DNA testing and diverse test kits experience will be held.
- Physiotherapeutic equipment
- Walking and mobility aids
- Massage equipment
- Training equipment
- Self-monitoring gadgets
- Nursing supplies

#### SELF MEDICATION ZONE

- The 'Drugstore' boom resulting in high demand of OTC drugs & health conscious lifestyle products.
- Meet the major pharmaceutical companies in Korea
- Over-the-Counter Medicines
- Health supplements, foods
- Bio Cosmetics
- Drugstore
- Self-diagnosis devices
- Personal care products

**Increasing Home Healthcare spending!**



Ratio of Senior Citizens to Population in 2050 (%)

Country	Ratio (%)
Korea	38.2
Japan	37.8
Italy	33.3
Spain	31.8
France	26.9
Canada	25.5
China	23.3
Mexico	22.1
U.S.	21.6

Source: NSO

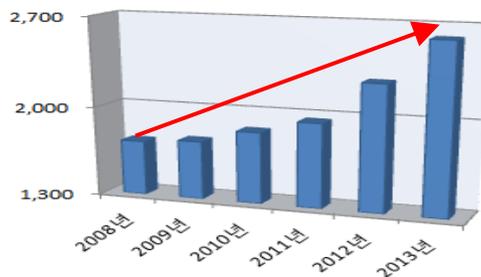


## □ CONCURRENT EVENTS

(SPECIAL THEME ZONE / COLLABORATION ZONE)

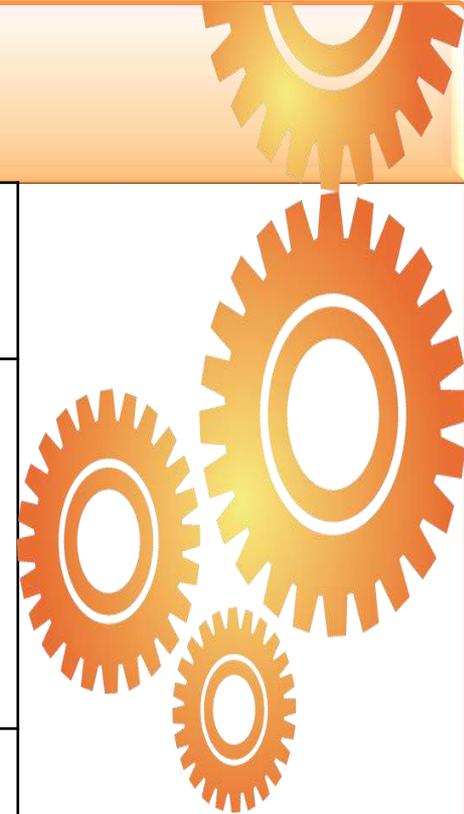
### MEDICAL TECHNOLOGY COMPONENT & SERVICE ZONE

- This year's new theme zone is to provide diverse range of materials within the process chain for medical devices to both medical technology exhibitors and specialist visitors (heads of R&D departments, Quality managers, Process engineers, Technical procurement managers).
- K-HOSPITAL aims to develop this category and continue this zone for the interaction between manufacturers, suppliers and system partners.
- Medical device Packaging & Service, Raw materials, Pre-products, High-tech solutions



### GLOBAL DEMAND FOR MEDICAL DEVICE COMPONENT & SERVICE \$ 723 million

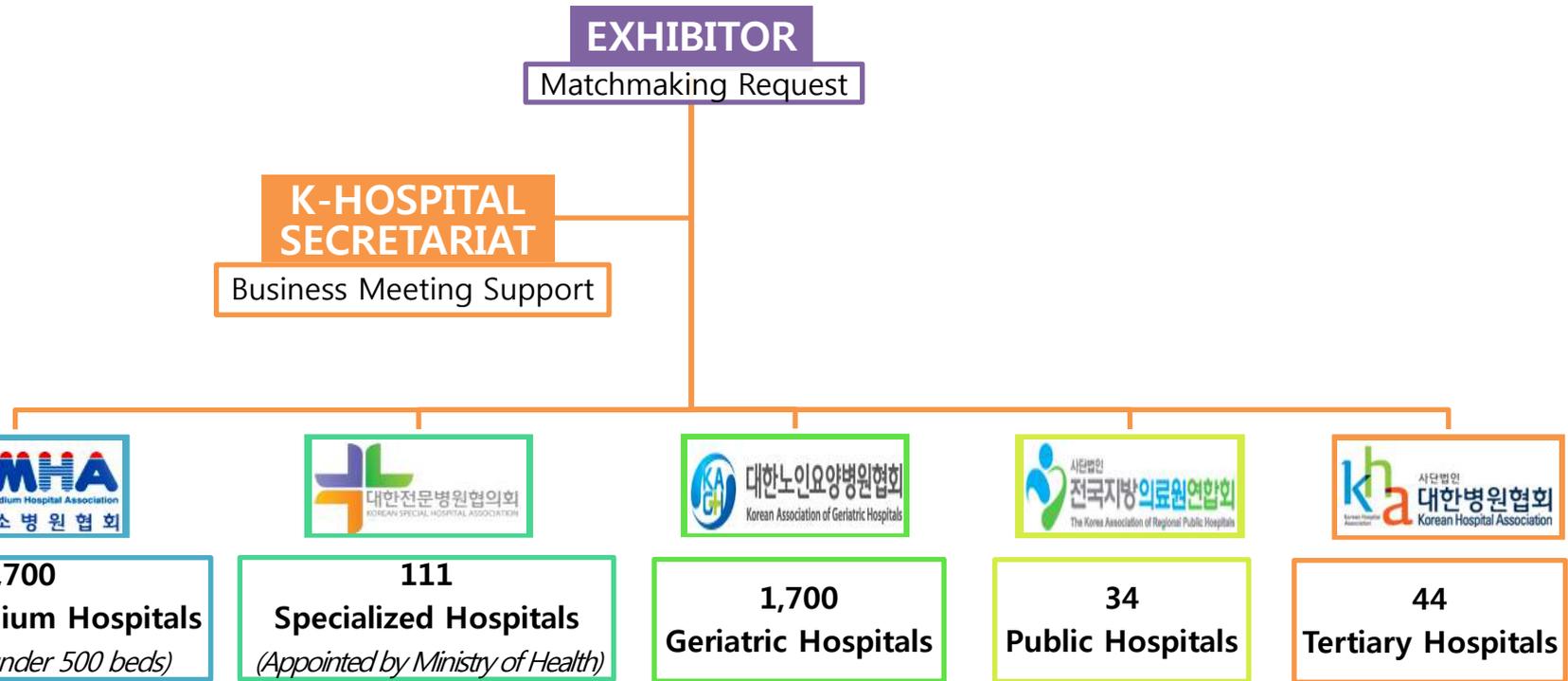
Domestic demand for components are \$ 274 million due to the increasing growth of medical device manufacturers in Korea.



## WHY K-HOSPITAL FAIR ?

# MATCHMAKING SERVICE FOR EXHIBITORS

Difficulty in distinguishing visitors? K-HOSPITAL brings the buyer to you.



## WHY K-HOSPITAL FAIR ?

### MONTHLY NETWORKING OPPORTUNITY through Associate Membership Program

#### Medical Industry Oriented Associate Members

##### Manufacturer, Distributor, Pharmaceutical, Construction, Consulting

*Daiwha Corp. Ltd., DK Medical Solutions, Listem,*

*Ace Hinge Tech, Infopia, GE, Chosun Medical Instruments,*

*Philips, JW Medical, Siemens, Fursys,*

*Chong Kun Dang Pharm, etc.*

**48 Associate Member of  
Korean Hospital Association**

#### Domestic Hospital CEOs as Board Members

*The Catholic University of Korea ST. Mary's Hospital,*

*Kangnam General Hospital, Godoil Hospital,*

*Samsung Medical Center, Asan Medical Center,*

*Yonsei University Severance Hospital,*

*Seoul National University Hospital, Myongji Hospital,*

*Seoul Sungsim General Hospital, Inje University Paik Hospital, etc.*

**118 Board Member of  
Korean Hospital Association**

- Monthly Meeting
- Global Voluntary Service
- Friendly Rally for Unity
- Seminars on Issues in the Medical Industry

Over 12 events held  
for networking  
every year.

## WHY K-HOSPITAL FAIR ?

# B2B FOCUSED MEDICAL EXHIBITION & CONFERENCE

Meet the hospital decision makers face-to-face

**Over 90% of medical devices  
 in Korean Hospitals are imported.**

(Oriental medicine hospitals not included)

< 2013년 의료기관별 국산 및 외산 의료장비 사용현황 >

구분	보유대수			비중	
	국산	외산	계	국산	외산
전체	353,961	254,382	608,343	58.2	41.8
상급종합	2,735	31,632	34,367	8.0	92.0
종합병원	12,924	53,040	65,954	19.6	80.4
병원	36,913	33,713	70,626	52.3	47.7
요양병원	25,210	9,686	34,896	72.2	27.8
치과병원	1,146	1,398	2,544	45.0	55.0
한방병원	5,697	1,305	7,002	81.4	18.6
의원	167,122	91,711	258,833	64.6	35.4
치과의원	34,827	27,214	62,041	56.1	43.9
한의원	67,387	4,638	72,025	93.5	6.5

Source: [Korea Health Industry Development Institute 2013]

## WHY K-HOSPITAL FAIR ?

### BUYING DECISION MAKERS IN KOREAN HOSPITALS

Hospital Presidents  
700

Purchasing Managers  
5,300

Doctors  
3,500

Nurses  
1,500

**1. HOSPITAL CEO (40.9%)**

**2. Purchasing Manager of the Using Department (32,7%)**

(단위 : 개, %)

구분	조사 기관수	조사 사례수	병원장 (최고 경영층)	의료장비 심의 위원회	구매부서 책임자 (부서장)	사용부서 책임자 (부서장)	구매 부서원	사용 부서원
전 체	119	503	40.9	13.5	6.9	32.7	0.4	5.7
초음파영상진단장치	116	116	41.4	13.8	7.8	31.0	-	6.0
디지털진단용엑스선촬영장치	110	110	37.3	14.5	5.5	37.3	-	5.5
자기공명전산화단층촬영장치	113	113	43.4	13.3	6.2	31.9	-	5.3

Source: [Korea Health Industry Development Institute 2014.4.7] Medical Imaging Device in Hospitals Report