



PRESS RELEASE
February 2010

MEDICAL FAIR AUSTRALIA set to meet industry's needs

With the challenge to improve patient care and tightening up treatment procedures to relieve the burden of costs, all sectors of the Australian medical industry are being pushed to attain a truly high level of performance.

Couple that with the industry's high level of innovation and short product life cycles, it's becoming more and more important to stay on top of all the latest developments and get to know all the new players.

Your visit to MEDICAL FAIR AUSTRALIA 2010 will present the perfect opportunity to do just that - to keep one step ahead, make informed purchasing decisions, discover what's new, place orders and meet face to face with manufacturers, suppliers and distributors.

Set to feature over 160 manufacturers, wholesalers and distributors from exclusive small businesses to medium-sized companies and global players, much on show will have a dual effect of both improving treatment procedures and keeping costs down.

You'll see many of the innovations launched at MEDICA 2009 on show, the latest in global trends and have the opportunity to explore both new high-tech and familiar, reliable equipment, products and services used in the diagnosis, prevention, treatment and management of disease and disability.

It will all be there at MEDICAL FAIR AUSTRALIA - the entire range of out-patient and in-patient health care. From electrical medicine/medical devices, laboratory technology/diagnostics, physiotherapy/orthopaedic technology, medical supplies (essential supplies and consumables), textiles, medical furniture, furnishings, facility management and building services.

Due to the greater demand, in 2010 visitors will be able to explore all that's new in medical IT and test trendsetting software to control and link administrative and medical procedures in clinics, new telemedicine applications for the efficient remote monitoring of chronically ill patients, as well as soft and hardware to link up clinics and out-patient care units.

And to meet the increased health awareness and altered demands from patients in the fields of physiotherapy and orthopaedic technology you'll see new devices for physiotherapeutic treatment with the focus of attention increasingly not just on rehabilitation but also on prevention.

Jointly organised by Messe Düsseldorf Asia (Singapore) and locally-based Exhibition Management Pty Ltd, the Fair will showcase the entire spectrum of new products, services and procedures for use in public and private hospitals, day hospitals, doctors' surgeries, clinics and aged care facilities, all alongside the traditionally very popular fields of medical technology and electro medicine.

It's multifunctional – providing you and your staff with all the information, the know-how and the contacts pool to help you reach your potential, remain in-touch with technology and to keep up with the trends.

Special Focus for Medical Wholesalers & Distributors

If you are a wholesaler or distributor, you'll not want to miss this either! MEDICAL FAIR AUSTRALIA is structured to assist international distributors tap into the Australian market, and many are choosing it as the ideal platform to secure local distributors for new products and equipment.

If you are looking to expand your portfolio and secure distribution rights, this is the place to be!

Meet leading medical and healthcare manufacturers from more than 19 countries including Australia, China, Hong Kong, Germany, India, Indonesia, Italy, Korea, Malaysia, New Zealand, Pakistan, Portugal, Singapore, South Korea, Taiwan, Thailand, Turkey, United Kingdom and United States.

MEDICAL FAIR AUSTRALIA is well on the way to confirming its position as the Southern Hemisphere's largest medical fair and as Australia's hub medical event. While there will be exhibitor presented equipment workshops, MEDICAL FAIR AUSTRALIA is not a conference related event - just an unrivalled opportunity to take a look at the 1000's of products and equipment on show from over 160 exhibitors.

What are you waiting for?

ENTRY IS FREE! Simply log on to www.medicalfair-australia.com or call 03 9699 4699 and pre-order your FREE entry pass now.

Where and When?

Hall 5, Sydney Convention & Exhibition Centre, Darling Harbour, Sydney Australia

Tuesday 11 May, 9:00 am – 5:00 pm

Wednesday 12 May, 9:00 am – 5:00 pm

Thursday 13 May, 9:00 am – 4:00 pm

MEDICAL FAIR AUSTRALIA 2010 is Australia's second biennial trade fair in the series of "Medical Trade Shows" presented across four continents by the Messe Düsseldorf Group of Companies. These include MEDICA, the world's largest medical trade fair held annually in Germany.

Product Snapshots:

NEW Portable Isolation Chambers to be Launched

On show at MEDICAL FAIR AUSTRALIA 2010 will be the IsoArk Portable Isolation Chamber from Alytech Pty Ltd. Designed for rapid set up of a biologically isolated space from a clean outside environment, the IsoArk is a complete solution for turning any room or space into a biologically contained area, allowing for the isolation of infected or contaminated people and matter. The entire system meets and exceeds today's standards for airborne infection isolation and features quick exit through high flushing airlock which enables shortest dwell times. And better yet, set up of the IsoArk is simple and fast, with assembly not requiring tools.



Medical Waste Processing Breakthroughs On show

See demonstrations of on-site medical waste processing system, SteriMed from MCM Environmental Technologies, Inc. at MEDICAL FAIR AUSTRALIA. This compact, inexpensive on-site processing unit is designed specifically for hospitals, clinics, blood banks or any other facility producing infectious medical waste. Simultaneously shredding and disinfecting all types of medical waste, including intact red bags and sharps containers. The entire process takes less than 15 minutes with waste volume reduced by up to 90%, and it's on show at MEDICAL FAIR AUSTRALIA.



New Products fro Oxford EME

Oxford EME is a leading supplier of medical equipment to both government and private sectors. A feature product at MEDICAL FAIR AUSTRALIA will be the KING COT: FN20-3804 featuring electric trendelenberg, mediflex mattress, 4 IV sockets, lightweight side rails with squeeze grip handle, storage tray, leg buffers, 12.5cm wheels (2 locking) all built to Australian Standards and battery powered with charging unit. Keep your eye on this company who will be launching a range of new products at MEDICAL FAIR AUSTRALIA, including a first-of-its-kind release from the USA that will be a real conversation starter.



See the Volker Vis-à-vis Bed here first!

In addition to Volker's hospital & healthcare range of beds, visitors to MEDICAL FAIR AUSTRALIA will see the launch of the Vis-à-vis bed, designed for patients to enjoy more mobility, more participation, greater awareness and more independence for daily activity.

Patients who are unable or choose not to leave their beds are not always entirely immobile. In many cases it is medical interventions or discomfort that prevents them from getting out of bed. Often, more mobility is possible if the bed can be adjusted in such a manner that it forms a seat in which a patient's feet can be placed firmly on the floor. In most cases, depending upon the patient's ability to care for themselves, this allows for more mobility and the promotion of a patient living a more active life.

