



salmEd 2010

Press release

Poznań, 24 February 2010

SALMED International Medical Fair

Międzynarodowe Targi Poznańskie, 10-12 March 2010

SALMED 2010 – three days for the future of medicine

The 23rd edition of the SALMED International Medical Fair will be held in Poznań on 10-12 March 2010. Over three days, the grounds of Międzynarodowe Targi Poznańskie will be a magnificent exhibition venue for contemporary medical technologies, with professional visitors becoming familiar with a broad range of products displayed by exhibitors of medical equipment. Visiting SALMED, Poland's major trade fair of medical devices and supplies, will create an excellent opportunity to provide healthcare facilities with internationally recognized medical equipment in terms of cutting-edge technology and high quality of products and services. The high-profile event of the medical industry will be held under the honorary auspices of the Minister of Health Ewa Kopacz.

Trade fair of the medicine of tomorrow

The exhibition will be housed in a pavilion occupying a total area of 13,000 sq m and will involve nearly 300 companies from the medical sector, representing 29 countries, including leaders of the Polish and international medical markets. Exhibitors will include: ABB, Alpha Diagnostics, GE Medical Systems, Johnson & Johnson, Siemens Healthcare Diagnostics and leading Polish manufacturers. SALMED is Poland's largest event of the medical industry, a professional platform for gaining knowledge, forging strategic business relations and sharing experiences. The fair showcases products from manufacturers and suppliers of medical devices and instruments, equipment for hospitals, clinics and medical practices, as well as laboratory and rehabilitation equipment. In addition, over 50 companies will use SALMED as a venue for showing to professional audience more than 100 newly launched products and trade fair debuts which are at the core of the development of contemporary medicine.

For professionals

The majority of visitors coming to the Poznań fair are medical industry professionals: healthcare managers, directors of medical facilities, physicians, laboratory diagnosticians, rehabilitation specialists, nurses and midwives. The fair offers them an opportunity to become familiar with the latest technologies and trends in the medical sector.

Platform for meetings and education

The innovative formula of the fair is based on a multidisciplinary exposition of medical equipment exhibitors, complemented by a varied programme of events: specialist conferences, seminars, business meetings and workshops enjoying great popularity with the professional audience. The thematic scope of this year's edition of SALMED comprises several conference modules: **Management, Laboratory, Rehabilitation, Emergency Medicine and Nursing.**

Highlights in the programme include lectures devoted to management, prepared by experts from the Polish National Healthcare System (OSOZ) under the broad theme of **Medical facilities in the face of 2010 challenges**. The lectures will provide participants with specialist knowledge of medical e-documentation, improvement of cost management in healthcare centres, patients' medical records, loyalty programmes, health accounts and management of relations with patients.

Within the framework of the medical fair, the Chair and Department of Laboratory Diagnostics of the Poznań University of Medical Sciences, the Management Board of the Poznań Branch of the Polish Society of Laboratory Diagnostics and the College of Laboratory Medicine, in cooperation with Międzynarodowe Targi Poznańskie, will organize a **Scientific and Training Conference for Laboratory Diagnosticians and Clinicians**. The leading topic of the conference will be the contribution of the medical diagnostic laboratory to patient care. The conference will host outstanding guest speakers who will discuss the most current issues concerning the operation of medical diagnostics laboratories and their importance for medical care. Organisers have also invited representatives of diagnostics equipment suppliers who, during dedicated sessions, will give talks and demonstrate measuring and diagnostics instruments and laboratory equipment.

Progress in oncology rehabilitation is the main topic of the conference organized in collaboration with the Rehabilitation and Social Integration Committee of the Poznań Branch of the Polish Academy of Sciences (PAN). The Conference in the cycle "Promotion of Polish Rehabilitation" will focus on new trends in rehabilitation management in oncology. It will also be a good opportunity to debunk claims that oncology patients cannot be actively rehabilitated.

Children in emergency medicine will be a round of events providing expert knowledge of this aspect of emergency medicine. Partners of the event are: Department of Emergency Medicine of the Poznań University of Medical Sciences, Wielkopolska-Lubuskie Branch of the Polish Society for Emergency Medicine and Medline Sp. z o.o. Trade fair visitors will have an opportunity to take part in workshops aimed at developing practical skills required in medical emergency situations in the newborn and children, and to complete courses certified by the European Resuscitation Council (ERC) – European Paediatric Life Support (EPLS), and American Heart Association (AHA) – Paediatric Advanced Life Support (PALS), training professionals in how to perform advanced resuscitation and life-saving procedures in children. Specialist seminars will be accompanied by the presentation of "Medycyna ratunkowa dla rodziców i opiekunów" (Emergency medicine for parents and carers), a book published by the MEDIA RODZINA publishing company.

Unique knowledge of **contemporary health risks affecting children and adolescents** will be shared during the conference organized by the District Chamber of Nurses and Midwives in Poznań.

Professional visitors will be welcome to take part in many other interesting industry events including the **Development of medical facilities with EU funds**, a training session addressed to managers of non-public healthcare facilities; **Funding of investment in non-public healthcare institutions**, a discussion panel of the POLMED Chamber of Commerce of Medical Devices; **Repair service of medical devices in the light of Polish and EU laws and in the assessment of users. Assumptions of the draft law on medical devices; Changes to the Medical Device Directive 93/42/EEC introduced by Directive 2007/47/EC – analysis and interpretation; Quick search for medical equipment – purchasing via on-line auctions;** General Meeting of Members of the Polish Private Hospitals Association (OSSN).

Online registration

Medical industry professionals are welcome to register online in the MTP visitor service at www.mtp24.pl or in one of MTP ticket offices.

Registered visitors will be able to buy a Salmed admission ticket at a very attractive price.

Opening hours for visitors:

Wednesday – Friday: 9.00 am - 5.00 pm

Entry to the trade fair grounds:

Eastern Entrance – ul. Głogowska

Northern Entrance – ul. Bukowska

Pavilion 5

Additional information is available from: www.salmed.pl

Organizer: Międzynarodowe Targi Poznańskie sp. z o.o.