



# SALMED 2010

**Press release**  
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## **NEW CENTURY MEDICINE AT SALMED 2010**

**The twenty-third edition of SALMED International Medical Fair must be pronounced a success. On 10 – 12 March 2010, the fairgrounds of Międzynarodowe Targi Poznańskie were visited by nearly 6,000 professionals, including many healthcare managers, directors of medical facilities, physicians, laboratory diagnosticians, rehabilitation specialists, medical rescue personnel as well as nurses and midwives. As usual, SALMED was held under the honorary auspices of Ms. Ewa Kopacz, the Minister of Health.**

### **SALMED in response to the needs of the medical industry**

Contemporary medicine boasts incredible achievements in all its fields, constantly introducing increasingly effective methods for disease treatment and prevention. To a great extent, its development hinges upon technological progress that particularly manifests itself in medical equipment. For a more efficient healthcare operation, the level of both equipment and services provided by medical centres in Poland must follow patients' expectations and needs. The offer from SALMED exhibitors addresses the expectations of managers of both public and private healthcare facilities, creating an opportunity to provide technologically advanced medical equipment to these facilities up to standards of a 21st century hospital.

### **The largest trade fair of medical market leaders in Central and Eastern Europe**

SALMED is Poland's largest event of the medical industry, a professional platform of education and experience sharing. The trade fair of medical equipment was housed in MTP pavilion 5, one of the most modern and the largest exhibition pavilions in Poland, where **over 300 exhibitors from 29 countries from all over the world**, including USA, Great Britain, Germany, Italy, France, Japan, Sweden, Finland and Austria, presented their comprehensive offer on the exhibition space of **13,000 sq m**. In Poznań, leaders of the Polish and international medical markets showcased medical devices and instruments, equipment for hospitals, clinics and private practices, as well as laboratory and rehabilitation equipment.

### **Platform for presenting new products**

SALMED means first and foremost a platform for presenting newly launched products and trade fair debuts. There were over **100** specially marked new products presented to professional audience at SALMED for the very first time. These included the most cutting-edge ultrasound platforms, electrocardiographs, defibrillators, telemonitors, portable ventilators, soundproof testing booths, IT systems, hospital beds, operating tables and many other devices. The presentation of new products has provided a lot of interesting information about the latest technologies and trends in the medical industry. MTP grounds have turned into an impressive centre of contemporary medical technologies.

### **Medical know-how**

An indispensable element of the SALMED fair is a program of seminars and specialist conferences, along with workshops, lectures and many business meetings that enjoyed

great popularity with professional audience. The thematic profile of this year's edition of SALMED comprised the following conference modules: **Management, Laboratory, Rehabilitation, Emergency Medicine and Nursing**. The multidisciplinary exposition from suppliers of medical equipment was complemented by expert lectures on effective management of healthcare units and IT technologies (from keeping medical e-records to streamlining operational costs to on-line health accounts and patient relation management), project financing from European Union funds (training for managers of non-public medical facilities), service of medical products, conferences on laboratory diagnostics (involvement of a medical diagnostics laboratory in patient care), rehabilitation in oncology, rescue medicine (lectures, shows and workshops on procedures to follow in cases of life hazard in children and newborns) and nursing (contemporary health hazards in children and youth).

#### **Prestigious MTP trophies for the best**

The best products at SALMED 2010 have been traditionally awarded. Products showcased at the trade fair and boasting cutting-edge technological solutions and top quality were presented with **MTP Gold Medal – Gold Aesculapius**. This is one of the most prestigious quality awards in Poland that has been presented to medical products for over 20 years now. In 2010, these awards went to **10** products entered to the competition by 7 companies.

#### **List of products awarded with MTP Gold Medal – Gold Aesculapius at SALMED 2010 International Medical Fair**

##### **CliniNET Hospital IT system**

UHC Sp. z o.o., Lublin  
Pavilion 5, stand 61

##### **ANASTAZJA 7700 Apparatus for general anaesthesia**

Fabryka Aparatury Rentgenowskiej i Urządzeń Medycznych FARUM S.A., Warszawa  
Pavilion 5, stand 58

##### **Sonix TOUCH Ultrasound Scanner**

Ultrasonix Medical Corp. Canada  
Entered by: TRIMED sp. z o.o., Kraków  
Pavilion 5, stand 140

##### **Alteris II integrated RIS/PACS system supporting advanced postprocessing of medical images and teleradiology**

Alteris sp. z o.o., Katowice  
Pavilion 5, stand 51

##### **Patient care stand: ELEGANZA 3XC bed with accessories**

LINET spol. s.r.o. Czech Republic  
Entered by: KONKRET Dagmara Fik, Marcin Mazurkiewicz, Chełmno  
Pavilion 5, stand 4

##### **ECONOMY ALL IN ONE Patient transport stretcher**

SAVION INDUSTRIES Ltd, Israel  
Entered by: KONKRET Dagmara Fik, Marcin Mazurkiewicz, Chełmno  
Pavilion 5, stand 4

##### **TotalCare SpO2RT® Connect Bed system for intensive medical care**

HILL-ROM COMPANY INCORPORATED, USA  
Entered by: Richter Med. Sp. z o.o., Warszawa  
Pavilion 5, stand 68

**THE VEST® Airway clearance system**

HILL-ROM Manufacturing, Inc., USA  
Entered by: Richter Med. Sp. z o.o., Warszawa  
Pavilion 5, stand 68

**OB – GYN Maternity stretcher**

HILL-ROM COMPANY INCORPORATED, USA  
Entered by: Richter Med. Sp. z o.o., Warszawa  
Pavilion 5, stand 68

**Microprocessor-controlled anti-decubitus mattress for non-contact therapy of bed sores up to stage 5 (inclusive)**

**model: 88AGA**

REVITA Rafał Krutul, Podamirowo  
Pavilion 5, stand 47

Any success at trade fair hinges not only upon excellent products, but also on the way of presenting them. **Acanthus Aureus** awards went to **9** exhibitors whose stands were best designed and prepared for implementing their marketing strategy.

**List of stands awarded in the SALMED 2010 Acanthus Aureus competition**

**STOLTER Sp. z o.o., Stolno**

Pavilion 5, stand 40

**KONKRET Dagmara Fik Marcin Mazurkiewicz Sp. Jawna, Chełmno**

Pavilion 5, stand 4

**SIEMENS HEALTHCARE DIAGNOSTICS, Warszawa**

Pavilion 5, stand 14

**Alvo Grupa Gastrometal Barbara Staszczuk-Olszewska, Śmigiel**

Pavilion 5, stand 24

**ALTERIS Sp. z o.o., Katowice**

Pavilion 5, stand 51

**Systemy Informatyczne ALMA Sp. z o.o., Poznań**

Pavilion 5, stand 52

**UHC Sp. z o.o., Lublin**

Pavilion 5, stand 61

**Richter Med. Sp. z o.o., distributor of Hill-Rom Co., Inc. Warszawa**

Pavilion 5, stand 68

**Zakład Techniki Medycznej „Tech-Med.” Sp. z o.o., Bydgoszcz**

Pavilion 5, stand 99

**Media at SALMED 2010**

Międzynarodowe Targi Poznańskie entered into cooperation with a dozen or so magazines and industry portals on medicine and health protection. During SALMED, over **100 journalists** accredited at the MTP Press Centre. Both industry press and national radio and TV stations provided coverage from the trade fair.

**SALMED 2012**

We invite you to join the next, 24th edition of SALMED International Medical Exhibition scheduled for **March 2012**.

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