*Press release, October 28, 2021*

**The SALMED fair promotes Polish medtech**

**The medical industry had to wait almost four years for this event. The pandemic caused changes in the calendar of the most important meetings of the healthcare sector. However, on March 23-25, 2022, the heart of medicine will once again beat in Poznań, where the SALMED International Trade Fair of Medical Equipment and Instruments will begin.**

The sale of Polish medical products and equipment on foreign markets is constantly growing − exports doubled over the period of 5 years, reaching almost EUR 2.5 billion in 2019. It is worth mentioning that exports to non-EU countries almost equal sales to EU Markets, which dominated in previous years. This means that Polish products gain trust and recognition on new and promising markets.

**High marks for Polish equipment**

Polish medical equipment and devices are highly valued in the USA, Germany, Denmark, Great Britain, as well as in Russia, China and Mexico. According to the data of this year’s report of the Polish Agency for Enterprise Development (PARP) entitled: *“Medical Devices and Equipment in Poland,”* the international position of Polish manufacturers of medical equipment is evidenced by the fact that 60 percent of their sale comes from export.

*We are very pleased with such a good situation for Polish medical equipment. For years, at SALMED, we have been promoting the highest quality equipment and creating fertile ground for successful contracts. Many innovative solutions are already implemented in Polish health care facilities. Working with key organisations and leaders, we try to identify current trends at the fair. It is extremely important to ensure a smooth exchange of initiatives and experiences in the medical sector. The SALMED fair facilitates business contacts and expanding knowledge between representatives of the world of medicine, business and science. The programme of the next edition promises to be very interesting,* says Paulina Pietrzak, director of the SALMED fair.

**A good start for startups**

SALMED is the largest medical equipment fair in Poland gathering market leaders. During the next edition, manufacturers and suppliers of medical devices, instruments and equipment for hospitals, clinics and medical offices will present their offer. There will also be disinfection and sterilisation equipment as well as equipment for laboratories and rehabilitation.

A novelty planned for a long time will be the START-UP ZONE. This is where innovative products in the medical sector, which have already passed the testing phase and are ready for implementation, will be presented. The market of Polish startups was very well illustrated in the project: *“Top Disruptors in Healthcare − report on medical startups in Poland”* carried out this year by the Polish Federation of Hospitals and Young Medicine Managers. The SALMED fair took patronage over the project.

The document *“Top Disruptors in Healthcare”* is the only one in Poland that inventoried the domestic medtech market. It allowed for getting acquainted with innovative solutions offered by startups, which not only affect the development of the entire medical sector, but above all are created with the patient in mind. The report includes descriptions of startups operating in the increasingly dynamically developed areas of telemedicine and AI, but also supporting rehabilitation, clinical trials

and education.

There were also solutions using medical data or combining medicine with robotics.

Selected startups that appeared in the report will be available at SALMED 2022. The Polish Federation of Hospitals also substantively supports the programme of accompanying events for the upcoming edition of the fair.

*During the fair, we plan events devoted to, inter alia, modern management in health care facilities, telemedicine, AI in health or financing of medical equipment. Intensive work is underway on the detailed SALMED 2022 programme, which will be presented soon*, says Paulina Pietrzak.

The International Trade Fair of Medical Equipment and Instruments SALMED 2022 will be held on March 23-25, 2022 on MTP Poznań Expo fairgrounds.

The project is sponsored by key media and industry organisations, including: the Polish Federation of Hospitals, the National Association of Private Hospitals, the Agreement of Healthcare Employers, and the Wielkopolska Medical Chamber.

**Read more at:** www.salmed.pl

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