*Press release, 18 October 2023*

**SALMED Fair – The World of Medical Innovations**

**Market novelties from the medical industry, debates on current challenges facing the health care sector, as well as a presentation of the most promising startups on the medtech market – these are just some of the offers of the SALMED International Trade Fair of Medical Equipment and Instruments. The next edition of the biennial event will take place on 19-21 March 2024.**

More and more revolutionary medical innovations are appearing on the market, which have an impact on health care, not only in Poland but also abroad. During the SALMED fair, manufacturers of medical equipment and supplies will have the opportunity to present their latest solutions that improve the operation of medical facilities. The world of medical innovations – this is the slogan of this year's edition of the event.

**Varied exhibition and knowledge zone**

- *Manufacturers of medical devices are currently facing major challenges resulting from the increase in the costs of energy, labour, transport and raw materials, therefore it is necessary to develop mechanisms to ensure the further development of this promising market while ensuring the availability of these modern solutions in health care facilities at the European level. As organisers, we want the SALMED Fair to be a place not only for the presentation of premiere products, but also an arena for discussion and exchange of views between decision-makers and representatives of business, science and broadly understood medicine. Therefore, in the next edition, the impressive SALMED EXPO zone will be complemented by a programme of conferences, debates and workshops created together with key organisations from the health care sector* – assures Paulina Pietrzak, Director of the SALMED Fair.

During the SALMED Fair, conference stages will be created in specially arranged spaces where during 3 days discussions will take place on such topics as: green hospitals, AI in health care, telemedicine, cybersecurity, well-being of medical staff, current challenges in hospital management, investment financing. There will be plenty of examples of successful implementations of innovative solutions. The diversified programme will be addressed to hospital managers, practice owners, doctors, physiotherapists, paramedics and all interested people professionally involved in the medical industry.

**Startup expansion**

Following the example of the last edition of SALMED, an important part of the exhibition will be the medical startup zone. This market is one of the most promising sectors for the development of Polish technological thought. This is confirmed by this year's 'Top Disruptors in Healthcare' Report which is a review of the most innovative projects shifting the goalposts in the field of healthcare. The SALMED Fair has been supporting this initiative since the first edition. This is the first and only review of Polish medical startups in Poland. The unique nature of this publication is based on extensive analysis of the startup market and inspiring success stories. This year's edition of the report presented a total of 151 startups, of which 125 come from Poland and 26 from Central and Eastern Europe. - *One of the biggest challenges startups face is the lack of adequate financial resources. The fair is a place to connect the world of innovation with investors ready to develop businesses that go off the grid. Therefore, some of the solutions presented in the Report will be presented during the SALMED Fair.* We initiated the medical startup zone in the last edition of the fair and it was a hit. We are glad that we can contribute in this way to the development of this promising market – adds Paulina Pietrzak.

The authors of the Report are the industry partners of the SALMED Fair: the Polish Hospital Federation and the AI in Health Coalition, as well as a team of Young Medicine Managers and experts in Health.

The fair will take place on 19-21 March 2024 on MTP Poznan Expo fairgrounds. At the same time, the 2nd edition of the LABS EXPO Laboratory Equipment and Technologies Fair will be held, presenting equipment and state-of-the-art solutions for laboratories, which will significantly enrich the exhibition offer.

Read more at: www.salmed.pl