

# Medical Fair India

March 2 - 4, 2012

Mumbai, India

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The 18<sup>th</sup> Medical Fair India was held in Mumbai from March 2 to March 4. Over 300 exhibitors participated and over 6700 visitors from India and neighboring countries came during the three days. This was the first time A&D participated in this exhibition.

The exhibition seems to be getting larger every year, which shows that more and more companies around the world are looking at the Indian market and its huge potential. In particular, Chinese companies were in full force, as they made up about 40% of exhibitors. Meanwhile, the Japan External Trade Organization (JETRO) led 10 accompanying Japanese companies in the participation in the exhibition.



Entrance of exhibition hall



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JETRO booth

We introduced blood pressure monitors for home healthcare, a fully automatic blood pressure monitor, and blood pressure monitors for medical ICT, and they received a great response. During the exhibition, a lot of visitors came to our booth to see our products, and one thing that surprised

me was that there were more people (and companies) interested in products related to medical ICT than I had expected. It made me realize that India is a country of IT industries. Visitors asked about our products for medical ICT with earnest. I think this exhibition was a good opportunity to introduce A&D, and it gave visitors a new option for medical and health products.



Blood pressure monitors (UA1000 series)



Products for medical ICT (in the background)

On the whole, this exhibition was great success for A&D, as we made our presence known in the India market.

Finally, I would like to say thank you for A&D Instruments India team as they energetically support us in operations of booth.



Picture with A&D Instruments India team