

CMEF Spring 2013 Exhibition in Shenzhen

Reported by Masaki Ozawa,
Medical Business Development Division

The 69th CMEF (China Medical Equipment Fair) was held in the Shenzhen International Exhibition Center from April 17th to 20th. Over 2,700 companies participated and there were more than 130,000 visitors over the 4 days of the event. In not only the exhibition center itself, but also right across the city of Shenzhen, everywhere we went was crowded with many people from other countries and regions. We really felt the energy and dynamism of the Chinese people and economy.



A&D booth overview

The main theme of the A&D booth was “Bridging Home and Hospital”, through provision of devices for a network-based medical service. We introduced some new products to the Chinese market such as our UA-1000 series of home-use blood pressure monitors. Apart from displaying our latest products and introducing our history, we also used the opportunity to present other home-use products from our wide range at the booth.



New products display

Looking at other companies' booths, I think the market trends we saw developing could be summarized in one key phrase: "Smart Hospital". In this context, "smart" represents two growing patterns in new medical devices: their connection to health information networks through wireless technology such as Bluetooth or Wi-Fi, as well as the increasing development of environmentally friendly devices (e.g. the growing shift from mercury blood pressure monitors to electrical devices). These developments really match A&D's future product strategy.



Demonstration of Hospital BPM

We at A&D, as a pioneer of developing electric blood pressure monitors, need to lead the market by continuing to be sensitive to growing consumer needs and delivering more new products that meet those needs.



People lining up for buying A&D products