

SRI LANKA **MEDICAL AND** **EQUIPMENT** **VIRTUAL** **EXPO**^{*} **2021** **16TH-19TH MARCH**

*** ONE-TO-ONE BUSINESS MATCHING**



ABOUT THE SHOW

The year 2020 has been one of increased focus on medical and healthcare. Countries across the world have realised that their healthcare systems need to be updated on a war footing. If there is one thing learnt, it is that the medical and healthcare industry needs to be ready and prepared for the future.

The Sri Lanka Medical and Equipment Virtual Expo has been designed as completely digital Expo keeping in mind that the 'new normal' in the Covid 19 and post-Covid 19 world is virtual interaction.

Set to take place from 16 – 19 March 2021, this online business matching week will bring you the latest medical technology and innovations, healthcare and diagnostic equipment, raw material suppliers as well as



related technology companies for the Hospital, Diagnostics, Pharmaceutical, Medical & Rehabilitation sectors.

This Virtual Expo will ensure that you are linked with top quality suppliers and meetings arranged at a suitable time, thus delivering all the benefits of a physical trade fair coupled with the safety of an online experience through our Bee2Bee Business Matching Platform.

The Sri Lanka Medical and Equipment Virtual Expo 2021 is a great opportunity for the Sri Lankan healthcare industry to interact with quality industry suppliers and fulfil their requirements from the comfort of their own locations.



WHY SRI LANKA

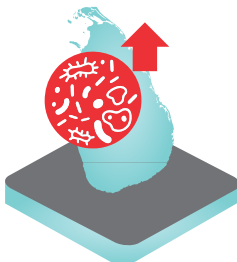
Increasing scope for medical & healthcare industry in Sri Lanka

Sri Lanka has the **fastest ageing population** in South Asia. Population over 60 expected to double in the next 25 years, impacting Sri Lanka's health profile

Rapid growth in Sri Lanka's private healthcare sector due to **growing middle and upper-middle-income classes**, who look for convenience in access to healthcare supported by increasing incomes and penetration of medical insurance.



Rising **demand for quality healthcare** with improving incomes and an ageing population



Non-communicable **diseases are on the rise** due to changing lifestyles.



With one qualified doctor for every 1,200 people and one nurse for every 570 people in the population, there is **demand for better and faster diagnostic equipment**.



WHY EXHIBIT

Sri Lanka Medical and Equipment Virtual Expo Provides You the Platform to...

1. Generate new business with one-to-one business matching
2. Increase your presence and brand exposure in an import oriented country
3. Explore business ties with manufacturers, distributors, medical and health industry buyers through our Bee2Bee Business matching platform
4. Directly interact with top industry buyers from related Chambers and Associations
5. Directly connect with healthcare management professionals, medical retail chains as well as stand-alone and hospital chains, and businesspeople
6. Strengthen intra-regional supply chains



BRIEF OVERVIEW OF SRI LANKAN MEDICAL MARKET

Overall Imports (in USD million)

Category	2015	2016	2017	2018	2019
Medical & Pharma	459.8	525.8	520.0	532.0	552.6

Sri Lanka Medical Imports

- ~80% of Sri Lanka's medical and pharmaceutical requirements are imported
- US\$ 552.6 million worth medical and pharmaceutical imports in 2019

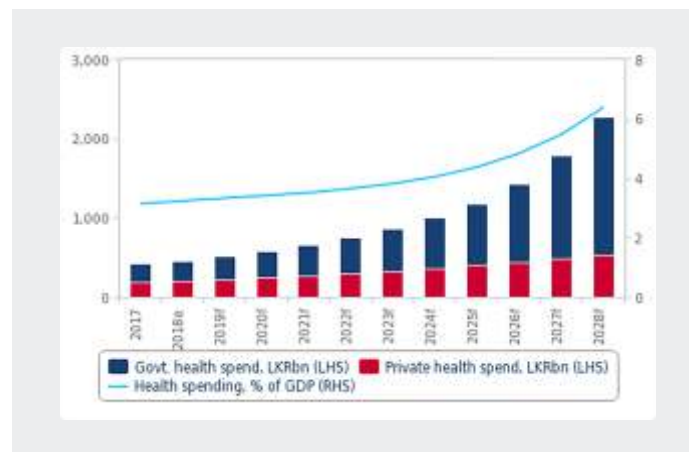
Sri Lanka Hand Sanitizer Market

- Huge demand for sanitizers in public places like hospitals, offices and shopping centres
- Demand offset by steady rise in prices of key components and ingredients

Healthcare Spends

- Private healthcare spending reached USD1.9 bn in 2019. It is **expected to rise to USD2.4 bn by 2024**, showing a five-year CAGR of 10.4%
- Non-communicable chronic diseases (NCD) like diabetes, cancer and cardiovascular diseases are rising. Limited supply of medications and medical specialists will see increased **imports of required pharmaceutical medicines, diagnostic equipment and ancillary support supplies.**

Sri Lanka: Healthcare Market Forecast (LKRbn)



(Source: WHO, Fitch Solutions)

Bee2Bee
Business Matching Platform

Upload company brochures, presentations and corporate videos, product video demos, Product Posters, etc.

A dedicated Exhibitor Page with Virtual Booth

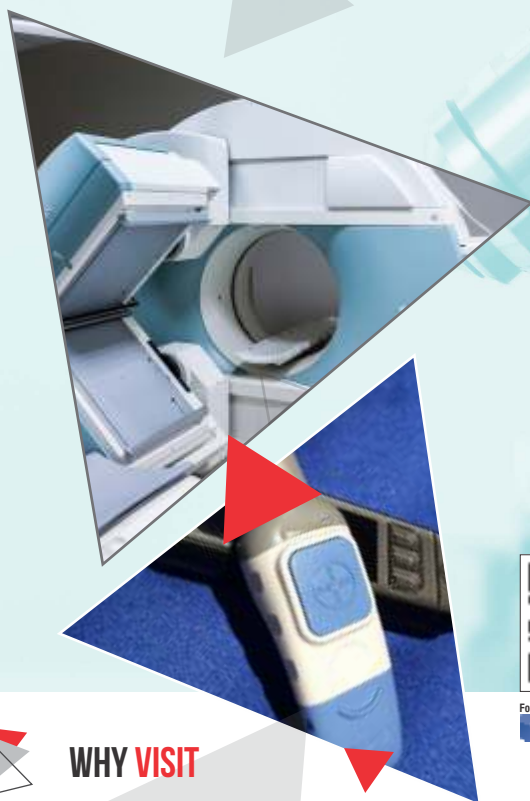
Pre-fixed Video Meetings through Zoom

Showroom of 30 Photos with product details

Real-time Chat with booth representatives

Exchange Business Cards

Request for a quote just like a real-time exhibition



Follow us on:



EXHIBIT PROFILE

- Hygiene and Sanitary
- Personal Protective Equipment (PPE)
- Diagnostic Supplies
- Disinfectant Supplies
- Disposables
- First aid and Care products
- Healthcare & Wellbeing
- Finished Pharmaceutical Formulations
- Imaging & Diagnostics
- IT Systems & Solutions
- Laboratory Equipment & Supplies
- Medical Equipment & Devices
- Pharmacy and Dispensary Supplies & Furniture
- Hospital Equipment & Furniture
- Surgical Instruments
- Testing Instruments & Supplies
- Wireless Health & Mobile Health
- Home Medical Equipment
- Facility Management
- Smart Medical Products
- Wellness Hotels & Resorts



WHY VISIT



Integrated regional platform with manufacturers, distributors, medical and health industry buyers at one location



Top industry suppliers with relevant chambers and associations for direct interactions



Directly connect with quality manufacturers and suppliers



Strengthen intra-regional supply chains



BUYER PROFILE

- Hospitals and Medical Institutions
- Clinics and Laboratories
- Hospitality, Hotels, Restaurants, Resorts
- Government Agencies and Associations

- Medical Device Distributors and Agents
- Importers
- Medical Device R&D Institutions and Manufacturers
- Investment Companies

- Pharmacies
- Universities and Research Institutions
- E-commerce and E-tailers
- and many more

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