

## **New Launch of “2009 China International Emergency Medical Expo” (CEME) by Reed Sinopharm Exhibitions and the People’s Government of Chengdu City**

February 5, 2009, Chengdu

Reed Sinopharm Exhibitions Co., Ltd., the leading exhibition and conference organiser in medical and health field in China, will join hands with Chengdu Municipal People’s Government to stage the “2009 China International Emergency Medical Expo” (CEME 2009 for short) on October 29-31 this year in Chengdu Century City New International Convention and Exhibition Center. The upcoming Exhibition, focused on the emergency medical assistance and supplemented by emergency management system, rescue tools and equipment, aims to serve government emergency management agencies, emergency rooms of hospitals, medical emergency centers, professional rescue teams, Red Cross at all levels and charitable organizations. The exhibition will provide product display, experience communication, academic research, related training and so on.

### **Emergency medical expo emerges as a reflection of the times**

China is among the countries with the most serious natural disasters in the world, with the disasters featuring various types, broad geographical distribution, high frequency, and serious losses. 5.12 Wenchuan Earthquake, a prime example, killed nearly 100,000 compatriots, and caused an incalculable loss of properties. President Hu Jintao stressed on various occasions that we need to vigorously strengthen the disaster mitigation and emergency response, and he pointed out particularly at the meeting of the academicians of the Chinese Academy of Sciences and Chinese Academy of Engineering: “We must redouble our efforts on the natural disaster forecast, prevention and mitigation work as a significant task related to the overall economic and social development.”

As an industry covering a broad range of services and product demands, emergency industry enjoys an enormous market potential. Calculated according to the level of rescue equipment in developed countries, China will generate an annual purchasing power valued at tens of billions of RMB, and create hundreds of thousands of jobs for those people engaged in emergency rescue and related professionals, representing an enormous employment and training market. In addition, this, together with the construction of medical relief, compensation of insurance, communication networks and so on, will create a huge industrial chain. Since China is an economic giant with large population, its domestic market will hit a potential of up to hundreds of billions of RMB each year, and the international demand is nearly one hundred billion U.S. dollars as well.

As a company with a high sense of social responsibility, after the “5.12” Wenchuan Earthquake, Reed Sinopharm Exhibitions made an active donation of money and materials, and successfully hosted the PHARMCHINA in December of the same year in Chengdu, playing an active role in promoting the regional economic recovery and development. In response to the call of the CPC Central Committee and the State Council on strengthening disaster prevention, disaster relief and emergency rescue, Reed Sinopharm Exhibitions will hold CEME 2009 for the first time in Chengdu. The Exhibition aims to promote scientific and technological progress of China’s disaster prevention and mitigation and rapid development of medical rescue, and promote the valuable spirit of the governments at all levels and the people in Sichuan to battle the serious natural disaster hand in hand and the outstanding achievement they have made.

### **A professional exhibition serving the industrial chain of emergency medical rescue**

CEME 2009 will include four parts, namely, mobile hospital and emergency medical services, earthquake relief equipment, post-disaster reconstruction and disaster early warning. Exhibits will cover hundreds of products in the following categories such as mobile hospital equipment, emergency medical products and services, first aid equipment, emergency vehicles, rescue drugs, emergency management system, and rescue tools and equipments. Professional buyers and visitors of the exhibition will be mainly the domestic and foreign government procurement agencies, hospital emergency equipment procurement delegations, charitable organizations at all levels, rescue teams, and distributors and agents of emergency rescue products at each level. The government procurement agencies will principally include national, provincial and municipal civil affairs departments, Red Cross at all levels, Ministry of Health, the Seismological Bureau, fire protection departments at all levels and government emergency offices etc.

The organiser will work together with various parties to hold “2009 China International Conference on Disaster Relief and Prevention” as a move to further strengthen international exchange and cooperation on disaster prevention and mitigation, probe into the organization and construction of the emergency management system in depth, extensively exchange emergency rescue practices and experience, introduce advanced rescue equipment, products and technologies, and promote China’s rapid development of disaster prevention and mitigation. The meeting will involve an array of fields such as disaster prevention, emergency rescue, first aid for tourism, emergency reserves and post-disaster reconstruction, and will set up main venues and subsidiary venues to arrange rich academic exchange activities. The main venue will include excellent content such as the situation on of the Wenchuan Earthquake relief, post-disaster reconstruction and introduction of domestic emergency management, communicating with international

rescue teams and sharing their experiences in international relief. The subsidiary venues will carry out a series of activities such as lectures, training and information release, etc. focusing on a theme of medical rescue and first aid, disaster relief practice and rescue equipment.

## **Twin stars shine in Chengdu to demonstrate the medical technology progress**

In order to enhance the professional level and the exhibition effect of CEME 2009, the organiser will concurrently hold the 62<sup>nd</sup> China International Medical Equipment Fair (autumn) in the same place.

China International Medical Equipment Fair (CMEF for short), founded in 1979, is held twice a year - spring and autumn. It is currently a professional brand exhibition with the largest scale, the most complete exhibits and the highest reputation in the medical equipment industry in the Asia-Pacific region. In recent years, each exhibition set up more than 4,500 standard booths with a combined exhibition area of more than 90,000 square meters, and witnessed the arrival of over 2,000 exhibitors from nearly 20 countries and 120,000 professional visitors from over 100 countries.

The concurrent holding of CEME 2009 and CMEF will attract a large number of high-quality exhibitors and professional visitors, lay a solid foundation for the successful holding of CEME 2009, and definitely make a significant contribution to the development of the Chinese emergency medicine.

### **Related links:**

**Reed Sinopharm Exhibitions Co., Ltd.** (Reed Sinopharm Exhibitions), the leading exhibition and conference organiser in medical and healthcare field in China, is a constituent company of China Pharmaceutical Group Corporation, China's largest pharmaceutical group under the control of the central government, and Reed Sinopharm Exhibitions Group, the world-top conference and exhibition organiser. The business scope of Reed Sinopharm Exhibitions involves hosting and undertaking various nationwide exhibitions, exchange meetings, trade fairs, domestic and foreign symposiums and related conference services with respect to medicines, ingredients, medical equipment, chemical reagents, analytical instruments, glass apparatuses, laboratory equipment, pharmaceutical equipment, packaging materials, Traditional Chinese Medicine, health-care products and related technology and services in the pharmaceutical industry. Reed Sinopharm Exhibitions also participates economic and trade exhibitions in foreign countries and foreign economic and technological exhibitions in China. Adhering to the business philosophy of "serving the industry, seeking mutual development", Reed Sinopharm Exhibitions commits itself to building an effective platform combining business and academics. With its professional exhibition team, enormous information resources and perfect service system, it has attracted almost all of the leading enterprises of the industry, trade companies, R&D institutions and professionals to take part in a dozen of annual professional exhibitions and conferences. In 2008, the accumulative exhibition area topped more than 400,000 square meters, received 415,000 professional visitors, and held almost 100 professional meetings. Reed Sinopharm Exhibitions applies itself to constant innovation and the development of new projects to meet the market demand and promote the prosperity and development of the industry. The Company's various brands have become the most effective commercial platform for Chinese pharmaceutical and medical equipment business enterprises and R&D institutes and medical service field to demonstrate corporate images, exchange information, exploit the domestic and foreign markets, promote trade and industrial progress, and effectively advance the exchanges with foreign pharmaceutical industry.

**China International Medical Equipment Fair** (CMEF for short), founded in 1979, is held twice a year - spring and autumn. After the sound progress of nearly 30 years of constant innovation and self-improvement, it has secured the attention and recognition of related industries and all walks of society, and has currently stepped on the way to go international. In both domestic and international medical equipment industry, its reputation, professionalism, influence and radiation capacity as well as its own brand building have grown rapidly, just like the medical equipment industry it serves. Up to the present, CMEF is a professional fair with the biggest scale, the most extensive influence and the strongest brand in Asia-Pacific region. The Autumn Exhibition of the 62<sup>nd</sup> CMEF (autumn) will set up about 5,000 standard booths with an exhibition area of almost 100,000 square meters, and the exhibits covers more than 40 categories and tens of thousands of products, and provides comprehensive information and services of related fields.

### **Media Contact:**

Wei Qinghua  
Reed Sinopharm Exhibitions  
Tel: 010-62028899-3206  
Mobile: +86-13501191327  
Email: [qinghua.wei@reedsinopharm.com](mailto:qinghua.wei@reedsinopharm.com)  
Website: [www.ceme365.com](http://www.ceme365.com)