Rehacare & Orthopedic China (Guangzhou) 2016
Invitation

25-27th March 2016
Poly World Trade Center,
Guangzhou, China.
In the process of rapid economic development, the gap between the highly developed economic and poor social welfare has caused great concern by Chinese government, and from then on, the government has made an unremitting effort to improve the social welfare. After the financial crisis and three devastating earthquake disasters, the Chinese government began to reform the national medical and welfare systems, especially in the rehabilitation industry, which has made the import amount of high-end rehabilitation equipments and facilities increase more than 35% since 2012. In the next few decades, the demand for the sophisticated rehabilitation equipments and facilities in China will definitely increase not only because of the increasing attention to the rehabilitation medicine by the public, but also because of the increasing needs of rehabilitation beds by the special communities.

According to the latest research, the people with functional disorders account for 10%-11% of the total population (1.35 billion) in China at present. While, 85 million disabled people, 65 million of whom are assisted device dependent, 8.9 million are disabled juveniles, as well as 24.6 million amputees. In order to encourage the disabled persons to integrate into social life and expand the public services coverage, the Chinese government will continue to increase the investment in the construction of the public barrier-free facilities in the next five years.—said by China Disabled persons Federation.

Based on governmental statistics in 2014, there are currently 200 million people over the age of 60, taking up 16% of the Chinese population. By 2050, the number will reach 400 million. There are 27 million elderly people are long-term bed-ridden and cannot take care of themselves in daily life, while 700 thousand are suffering hemiplegia. Besides, there are 800 thousand Alzheimer patients in China, 240 thousand of them are also suffering long-term bedridden. At present, community services for the elderly and beds in elderly care institutions are in server shortage. The inadequate, obsolete and underperforming facilities all contribute difficulties to deliver daily care, nursing and medical rehabilitation services to the elderly people, not to mention the emotional needs of them. Aging population has become one of the key social issues in the 21st century in China.—Chinese Ministry of civil Affairs.

There are more than 30 thousand public hospitals/ government hospitals in China, 3288 of them have rehabilitation departments, taking up only 24.6% of the total number of the national general hospitals. Consequently, only 20% of disabled patients can get the rehabilitation treatment. There are 338 specialized rehabilitation hospitals, only taking up 9.1% of the total amount of the national specialized hospitals, while the total number of authorized beds is 52047, occupying 1.18% of all beds in healthcare institutions. According to the 12th Five-year Plan, the Chinese government will accelerate the establishment of the rehabilitation departments of every new public hospital and the construction of various types of specialized rehabilitation hospitals.—Morning News from CCTV.

Having a great reputation producing high quality and inexpensive products, as well as embracing an exceptional ability to manage financial risks, China’s export markets has gained the advantage of variety of products, reasonable purchasing cost, exceptional reception capacity and low procurement risk. Thus, attracting more and more buyers from other developing countries in the world, China has become the largest purchasing and trading centre for healthcare products.

According to the Credit Suisse “2014 Global Wealth Report” one billion people around the world have been classified as the middle class, and not surprisingly, 30% are in China, with the number reaching to 300 million, double the statistics in 2000. The Boston Consulting Group, in a separate survey indicates that in 2014, the number of the families with a net worth of over $1m in China has increased to 4 million, ranking second in the world, just behind the USA, four times of which in Japan at the same time. In line with the definition determined by the Boston Consulting Group, "million dollars families" are the families possessing over one million US dollars, including cash, stock and other financial investment products, but not including real estate, collections, corporate shares or luxuries.

Nowadays, more and more overseas companies have entered or started to reposition the Chinese market, because they all realize that China is not only the world’s factory, but also the world’s biggest consumer market. Facing to such a large Chinese market, what are you waiting for? What still makes you hesitate?
Co-hosted by China International Center for Economic and Technical Exchanges (which is belong to The Ministry of Commerce) and Guangdong Provincial General Services in Developing and Supplying Aids for the Disabled, R&OC is organized by Guangzhou Golden Luster Exhibition Co. Ltd, which is held every year in March, at Poly World Trade Center, Guangzhou, China.

After five years, R&OC has become the largest and most effective rehabilitation medical and assistive devices import and export trade fair in China. The visitors are from eight independent governmental administrations in China, which include National Health and Family Planning Commission, Disabled Persons’ Federation, Ministry of Civil Affairs, human resources and social security departments, special education schools, sport rehabilitation institutions, Health Department of General Logistics Department of Liberation Army, as well as Department of Commerce. At the exhibition hall, R&OC 2016 will showcase physiotherapy, occupational therapy, rehabilitation hospital equipments, facilities and furnishings, daily living aids, mobility and walking aids, prosthetics & orthotics, pedorthics aids, personal care and hygiene, serving to promote the development of Chinese rehabilitation industry and introduce the world’s latest technologies to the Chinese market.

**About R&OC**

**R&OC 2015 Review**

The last event successfully attracted 186 outstanding overseas and domestic exhibitors of 481 booths from 21 countries and regions, which including Mainland China, the United States, Germany, Italy, Sweden, Denmark, Netherlands, France, Australia, Canada, Israel, Lithuania, Belgium, India, Finland, Austria, New Zealand, UK, Japan, Hong Kong and Taiwan.

R&OC and IRCF 2015 received 11 groups of overseas professional associations and trade buyers, as well as 13,393 professional visitors from 29 countries and regions.

**Visitors Identity Analysis 2015**

- Dealers, Distributors, agents, wholesale & retailers: 30%
- Hospital Buyers: 40%
- Government organizations: 6%
- Manufacturers, Suppliers: 10%
- Others: 4%

**Visitors Regional Analysis**

- Asia: 52%
- Europe: 10%
- Oceania: 6%
- North America: 5%
- Africa: 4%
- South America: 7%

**Quantitative Analysis of visitors and exhibitors in 2013 – 2015**

- **Number of exhibitors**
  - 2013: 129
  - 2014: 141
  - 2015: 188

- **Number of visitors**
  - 2013: 9183
  - 2014: 13291
  - 2015: 13393
What you can expect from R&OC 2016?
As great success for all parties concerned, featuring 250 exhibitors of 600 stands, 20,000 square meters including exhibition area and the forum. Besides, there are more than 25,000 domestic and overseas visitors are expected in R&OC 2016.

Products Catalogue

If you provide any of these products and services, you should be exhibiting at R&OC 2016:

- Physical training, physiotherapy, occupational therapy, speech therapy, rehabilitation equipment, facilities and furnishings
- Daily living aids and assistive products
- Mobility and walking aids
- Prosthetics & orthodontics, pedaetric services
- Aids for children
- Household, personal care and hygiene
- Associations, institutions, organizations and medias

Who You Will Meet at R&OC 2016?

Visitors by profession:
Social Welfare, Clinical Medicine, Medical Education, Manufacturers, International trading companies, domestic Wholesalers, distributors, retailers, agents, clinic and training institutes, associations, scientific research organizations, design services, publishers and medias, testing agency and certification authority.

Visitors by Position:
government officials, international organizations officials, welfare agency officials, scientific and educational institutions leaders, associations principals, directors of the rehabilitation centers, president of the hospitals, clinical department directors, chief physicians, clinicians, prosthetics, Orthopedists , PT/OT/ST/EPT therapists, head nurses and nurse, medical educators, research scholars, teachers in special education schools, rehabilitation fitness coaches, manufacturers, distributors, Wholesalers, retailers, agents, service providers, international traders, investment managers , NGO members, medical students, nursing staff, people with disabilities and their families.
Visitors from governmental administration systems

◆ **Specialized hospitals**
  (means the hospitals which are dedicate for specific disease or patient):
  Rehabilitation hospitals, Chinese medicine hospitals, children's hospitals, geriatric hospitals, orthopedic hospitals, psychiatric hospitals, Maternal and Child Health Hospitals.

◆ **General hospitals:**
  Rehabilitation department, physiotherapy department, neurology & neurosurgery department, orthopedics department, pain management, sports medicine, pediatrics, traditional Chinese medicine, geriatrics.

◆ **Basic medical institutions**
  (Means the hospitals or clinics which are near to the patients' location):
  Rural People's hospitals, rural Chinese medicine hospitals, rural maternal and child health centers, urban community health service centers, community rehabilitation centers.

◆ **Disabled Persons’ Federations(DPF) rehabilitation apartments:**
  Disabled Persons’ Federations of all cities, rehabilitation department of hospitals, assistive devices resource centers, rehabilitation centers, humanity hospitals, special education occupational schools. DPF rehabilitation apartments means the public welfare institutions that provide various rehabilitation services to the people with disabilities and other functional disorders, including vision, hearing, speech, physical, spiritual, mental and others. These rehabilitation institutes provide kinds of rehabilitation centers, hearing aids and speech recovery institutions, assistive devices resource centers and so on.

◆ **The civil affairs rehabilitation Centers:**
  Prosthetics and Orthodontics centers, rehabilitation hospitals, military hospitals, children welfare agencies, nursing homes, sanatorium for retired cadres, senior care centers etc.

◆ **Human resources and social security departments:**
  Work injury rehabilitation hospitals, work injury rehabilitation centers, work injury identification centers, designated rehabilitation treatment centers.

◆ **Special education organizations:**
  Special education departments, the blind, deaf, dumb, mentally disabled special education schools; rehabilitation and nursing care institutions for children with autism.

◆ **Sport Rehabilitation institutions:**
  Sports Bureaus, sports hospitals, individual sports training centers, sports academies, sports workers groups, athletic clubs.
Specialized hospitals:
(means the hospitals which are dedicate for specific disease or patient):
Rehabilitation hospitals, Chinese medicine hospitals, children's hospitals, geriatric hospitals, orthopedic hospitals, psychiatric hospitals, Maternal and Child Health Hospitals.

General hospitals:
Rehabilitation department, physiotherapy department, neurology & neurosurgery department, orthopedics department, pain management, sports medicine, pediatrics, traditional Chinese medicine, geriatrics.

Basic medical institutions:
(Means the hospitals or clinics which are near to the patients' location):
Rural People's hospitals, rural Chinese medicine hospitals, rural maternal and child health centers, urban community health service centers, community rehabilitation centers.

Disabled Persons’ Federations (DPF) rehabilitation apartments:
Disabled Persons’ Federations of all cities, rehabilitation department of hospitals, assistive devices resource centers, rehabilitation centers, humanity hospitals, special education occupational schools. DPF rehabilitation apartments means the public welfare institutions that provide various rehabilitation services to the people with disabilities and other functional disorders, including vision, hearing, speech, physical, spiritual, mental and others. These rehabilitation institutes provide kinds of rehabilitation centers, hearing aids and speech recovery institutions, assistive devices resource centers and so on.

The civil affairs rehabilitation Centers:
Prosthetics and Orthodontics centers, rehabilitation hospitals, military hospitals, children welfare agencies, nursing homes, sanatorium for retired cadres, senior care centers etc.

Human resources and social security departments:
Work injury rehabilitation hospitals, work injury rehabilitation centers, work injury identification centers, designated rehabilitation treatment centers.

Special education organizations:
Special education departments, the blind, deaf, dumb, mentally disabled special education schools; rehabilitation and nursing care institutions for children with autism.

Sport Rehabilitation institutions:
Sports Bureaus, sports hospitals, individual sports training centers, sports academies, sports workers groups, athletic clubs.

Health Departments of General Logistics Department of Liberation Army:
Military units and joint logistics departments, logistics departments, resident military hospitals, nursing homes, military institutes, physical training center camps.

Medical Colleges:
Rehabilitation department in medical colleges; affiliated hospitals, research institutes, training schools, physical therapy and clinical nursing in nursing schools.
Visitors from trading and social area

**Domestic traders:**
Rehabilitation equipments/devices/ facilities distributors, Wholesalers, retailers, agents, service providers and trading companies, OTC channel distributors, rehabilitation supplies network operators.

**International traders:**
International trade groups, Specific Product suppliers, Specific field suppliers; purchasing alliance; medical device import and export companies.

**International trade terminals:**
Rehabilitation services providers; international chain shops, medical device leasing companies, network direct-marketing companies; purchasing agents.

**OEM and ODM:**
Overseas medical device manufacturers and brand merchants; medical equipment importers, supermarkets.

**Media and services providers:**
International consultancy; investment management institutions; publications and academic media; international certification and logistics; barrier-free design companies.

**Associations or organizations:**
Official and non-official international welfare organizations, domestic rehabilitation societies and associations, organizations of disabled persons, disabled NGO organization

---

**International Rehabilitation Canton Forum (IRCF)**

Recognized as the largest academic conference in the Chinese rehabilitation industry, hosted by International Society of Physical and Rehabilitation Medicine, International Rehabilitation Canton Forum (IRCF) will be held at the same period with R&OC, aiming at the theme of “Inter-science Innovation for Rehabilitation Development”. With the idea of “cross-border, cross-discipline, cross-organization”, the forum is expected to invite 300 illustrious experts from home and abroad to share their latest academic achievements, knowledge and experiences, to deepen the international exchange and integration between China rehabilitation medicine field and the world’s, to promote greater development, and to build a brilliant future for the rehabilitation filed. This is intended to attract more than 2000 professional audiences, IRCF 2016 will establish a keynote speech and over 20 parallel sessions for professionals in various fields of rehabilitation. Meanwhile, the forum will dedicate a number of sponsorship programs, providing sponsor companies an interactive environment to showcase their new products and services, to increase brand awareness, and to generate new business with direct, face-to-face access to senior decision makers. IRCF 2015 forum triumphantly invited 127 renowned domestic and overseas experts to make academic speeches and share their latest researches to 1362 professional audience, which had caused strong repercussions in rehabilitation industry in China.

The combination of International Rehabilitation Canton Forum (IRCF) and the three-day exhibition will make R&OC an optimal trading and dialogue platform for professionals, market leaders, suppliers, dealers and innovative newcomers from Mainland China and all across the world.

Forum site offers simultaneous translation.
It is important to grasp the vast characteristics of the Chinese market.
China is one of the largest countries in the world, has an area of over 9.6 million square kilometers and consists of 34 administrative divisions, including 23 provinces, 5 autonomous regions, 4 municipalities and 2 special administrative regions. Having a total population of more than 1.3 billion, taking up one fifth of the world population, the majority of the province’s population in China is over 30 million, and Guangdong, as the largest population province, has 104.3 million people.

Rehabilitation industry in China is administrated by eight governmental administration systems, which are all independently supervised. It is the unique Chinese market feature that makes an overseas company very difficult to sell his products or services to every different province or every independent administration system just through one agent or business partner. Therefore, it is necessary and more effective to develop more than one agent or partner for overseas companies to occupy different systems and provinces in China.

About China Rehabilitation Equipments Agents Union
China Rehabilitation Equipments Agents Union (Agents Union) annual meeting will be first held in R&OC 2016 and continue to be held with the exhibition and the forum in the future.

Participants in the “Agents Union” are limited to the people who are executive officers (“directors”), shareholders or special authorized representatives of corporate agents in different regions or fields. Additionally, only 100 excellent representatives from 100 different corporate agents are invited each year, and at least half of them will be replaced in the next meeting.

The Promotion Campaign for the overseas exhibitors
The overseas exhibitors will have the unique opportunity to promote their products or services at the “Agents Union”, dedicating to look for new business partners. As the agents are from different regions or serving different fields, the overseas exhibitors may find more than one business partner at a time, and through later annual sales revaluation and market analyses, then to determine long-term cooperators eventually.

---

### Package Service Price

#### Package 1: USD 2500

1. **Standard booth 9sqm (3m X 3m)**  
   Stand furnishing includes: one conference table, two folding chairs, two spotlights, one 500W power socket, one wastepaper bin, fascia board, carpet

2. **Banner promotion on the homepage of R&OC for a year**

3. **Two free gala dinner tickets (accompanied person: USD 100/person)**

4. **Free coffee during the fair**

5. **Free airport pick-up service**

6. **Free shuttle bus to the hotel**

#### Package 2: USD 2800

1. **Standard booth 9sqm (3m X 3m)**  
   Stand furnishing includes: one conference table, two folding chairs, two spotlights, one 500W power socket, one wastepaper bin, fascia board, carpet

2. **15 minutes product promotion at Agents Union 2016 (simultaneous translation provided, see more introduction about Agents Union from below Exclusive value-added services for Package 2 exhibitors)**

3. **Full page colored advertisement inside the Dealers Union 2016 contact brochure**

4. **Banner promotion on the homepage of R&OC for a year**

5. **Two free gala dinner tickets (accompanied person: USD 100/person)**

6. **One free IRCF ticket (accompanied person: USD 250/person)**

7. **Free coffee during the fair**

8. **Free airport pick-up service**

9. **Free shuttle bus to the hotel**

---

### Tips

- All the overseas exhibitors can get an entrance ticket to “Agents Union”. The overseas exhibitors should hand in all the slides to the appointed email 10 days before meeting (until March 15, 2016).

- The overseas exhibitors should hand in all the brochures and souvenirs to the organizer 24 hours before meeting.
As the center of South China, Guangzhou is the capital city of Guangdong. And Guangdong, the most economically developed province in China, has a population of 104.3 million and the GDP of it is three times more than that of Shanghai, and five times more than Beijing’s. It is generally known that Beijing is the government center, Shanghai is the financial center, while Guangzhou is the commercial and trade centre.

As the daily throughput rate of international flights in Hong Kong airport is more than three times the total of Beijing and Shanghai airports, and Guangzhou is adjacent to Hong Kong, which only takes two hours by drive, so the most well-known top five Chinese cities to foreigners should be Hong Kong, Beijing, Shanghai, Guangzhou and Shenzhen, but simultaneously, the top five most-accessed cities by foreign businessmen is Hong Kong, Guangzhou, Shanghai, Shenzhen and Yiwu. Being the window of the import and export trade in China, the worldwide famous Canton Fair is held twice a year in Guangzhou.

Guangdong has the highest expense of public medical insurance among all the provinces in China. Among the total exportation of rehabilitation products in China, 65% of assistive products, 50% of rehabilitation equipments, 50% of orthotics and 25% of prosthetics are all made in Guangdong.

Combined the abundant manufacturing capacity with the excellent international trading business advantages, Guangzhou has gradually become an international trade hub of medical rehabilitation equipments and welfare rehabilitation products in China.