

## Chennai gears up for India's largest B2B Medical Exposition

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The 13th edition of Medically is all set to be held in Chennai for three days beginning from July 31st to August 2nd, 2015. Medically serves as a marketing platform wherein the medical equipment manufacturers will showcase their products to hospital owners and other key decision makers in the medical fraternity.

In its 13th edition, Medically 2015 is said to be an international show with over 750 exhibitors from more than 20 countries and the event is expected to have more than 20,000 professional visitors.

This year, the event also features 'The Innovation Awards', which will honour worthy winners in Medical Equipment, Clinical and Surgical Practices, CSR initiatives in Healthcare and Apps, Social Media & ICT in Healthcare.

Speaking about the event, Dr. S Manivannan, Founder and Director of Kauvery Hospitals, Chennai, and promoter of Medically event, said, "Early in my career, I identified that nursing homes, small clinics and hospitals in tier 2 and 3 cities faced a distinct disadvantage in the market while procuring consumables and equipment for their business. They neither had the choice nor the price advantage that was enjoyed by the biggies. Thus Medically was born. This event will be a perfect getaway to meet one's peers; to compare and choose equipment; and best of all to refresh the knowledge base in the intellectually stimulating BrainStorm Medically session. We hope that this year too, the seminars and workshops will be a value add for the participants."

He further added, "Medically 2014 had witnessed participation from approximately 630 exhibitors from across the globe. Most of the exhibitors substantially increased the size of their stall and showcased more products during the 3-day exhibition. It was a true bazaar for hospital equipment and supplies, ranging from surgical gloves to the most sophisticated medical equipment used worldwide."

The organizers of Medical 2015 have put together seminars on topics that feature: Costing for Hospitals; Workshop on NABH Pre-Accreditation entry level for Hospitals; Succession planning; Lean Six Sigma; HR in Hospitals; IT: Workshop in Social Media, SEO and Mobile Apps for Healthcare.