

# WARSAW MEDICAL EXPO

3. EDITION

# POST SHOW REPORT 2025

25 - 27 | 11 | 2025 POLAND, WARSAW



A blue circular graphic containing the event title and edition number. It features a red ECG line graphic on the left side. The text is as follows:

**WARSAW  
MEDICAL  
EXPO**  
3. EDITION



# REVOLUTIONARY TECHNOLOGICAL SOLUTIONS IN POLAND

**Warsaw Medical Expo** is an event dedicated to healthcare professionals and manufacturers and suppliers of medical equipment, diagnostic technologies, and solutions for medical facilities. The fair presents a wide range of modern medical technologies—from diagnostic and therapeutic devices to telemedicine systems, digitization of services, and hospital equipment. The event provides a platform for presenting innovative solutions that support treatment effectiveness, patient safety, and the development of medical staff competencies. Warsaw Medical Expo integrates the medical, business, and technological communities, promoting the exchange of knowledge, the establishment of business relationships, and the development of modern healthcare.

## EVENT STATISTICS

**4 102**

Visitors

**132**

Exhibitors

**15 000M2**

Surface area



**Mazbit**  
OD 1992

*"I rate the organization of Warsaw Medical Expo 2025 very positively – we had many visitors, most of whom were valuable business contacts. I am also very satisfied with the quality of the presentations and the professional technical support. I also appreciate the progress made compared to previous editions, especially in terms of the quality of the equipment and the organization of the panels. We are definitely considering participating in the next edition."*



# WHO VISITS THE Warsaw Medical Expo 2025?

**The Warsaw Medical Expo** attracts a wide range of healthcare professionals, including doctors, medical facility managers, representatives of hospitals, clinics, and health centers, as well as distributors and industry investors. Visitors are looking for the latest medical technologies, innovative diagnostic, therapeutic, and digital solutions, as well as practical tools to improve patient care. The event provides a unique space for establishing business contacts, exchanging experiences, and following real-life implementations in modern medicine.



## SECTORAL INTERESTS OF VISITORS



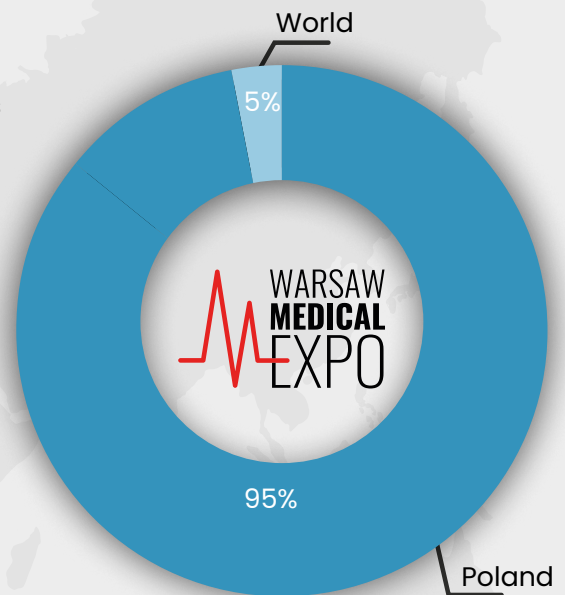
# VISITORS INCLUDED, AMONG OTHERS, REPRESENTATIVES OF COMPANIES



## INTERNATIONAL REACH OF THE EVENT

### Warsaw Medical Expo 2025

The **Warsaw Medical Expo 2025** trade fair attracted **4 102** participants from over **24** countries. The vast majority were visitors from Poland (**95%**). There were also representatives of foreign markets (**5%**), most often from Lithuania, Slovakia, the Czech Republic, Latvia, and Germany. There were also guests from the United Kingdom, Switzerland, and Turkey.



# THE MOST IMPORTANT PROFESSIONAL FUNCTIONS PRESENT ON WARSAW MEDICAL EXPO 2025



Doctor/Medical staff – 17.4%



Director of a medical facility – 31.8%



Purchasing manager – 30.2%



Biomedical Engineer / Technician – 10.0%



Healthcare IT specialist – 10.6%



## MAIN REASONS WHY VISITORS TAKE PART IN THE TRADE FAIR

- Learning about the latest technologies and trends – an opportunity to learn about innovations in medicine.
- Establishing business contacts – meetings with manufacturers, distributors, and industry experts from Poland and abroad.
- Direct testing of equipment and materials – an opportunity to see modern machines, devices, and medical materials in action.
- Participation in conferences and training courses – gaining practical knowledge from specialists, learning about case studies and quality standards and norms.
- Inspiration and benchmarking – an opportunity to compare market offers, find new suppliers and partners, and implement best practices in your company.

# STRONG INDUSTRY REPRESENTATION



full list of exhibitors

## MEDICAL EQUIPMENT AND FACILITY FURNISHINGS:



## DIAGNOSTIC EQUIPMENT/LABORATORIES:



## REHABILITATION AND PHYSICAL THERAPY:



## DISPOSABLE MATERIALS, MEDICAL CLOTHING, AND FOOTWEAR:



## OTHER:



# THIS IS WHAT THOSE WHO HAVE ALREADY BEEN WITH US SAY

**AIDIAN**

*This is our first time at the fair, and we have a very positive opinion of this year's edition—it offers great opportunities for development and presentation of our offer. We most value the relationships with visitors to our stand and the opportunity to build long-term cooperation. We were also impressed by the atmosphere of the event and the commitment of the organizers. We are definitely considering participating in future editions and plan to implement new ideas as early as next year.*



*The positive opinion about the fair was influenced by the good atmosphere, the wide opportunity to get acquainted with the Polish market, and the very good organization. We are considering returning to the next fair, but it depends on the demand for our products on the Polish market.*



HOHENSTEIN

*Our motivation for exhibiting was to familiarize ourselves with the competition and present our solutions. In terms of organization, the stand was prepared in a sensational way, and we are considering participating in the next edition.*

**OMNI+OXY**

*I think this is a very successful fair, we have a lot of customers, we are positively surprised. I definitely recommend it to both exhibitors and visitors.*



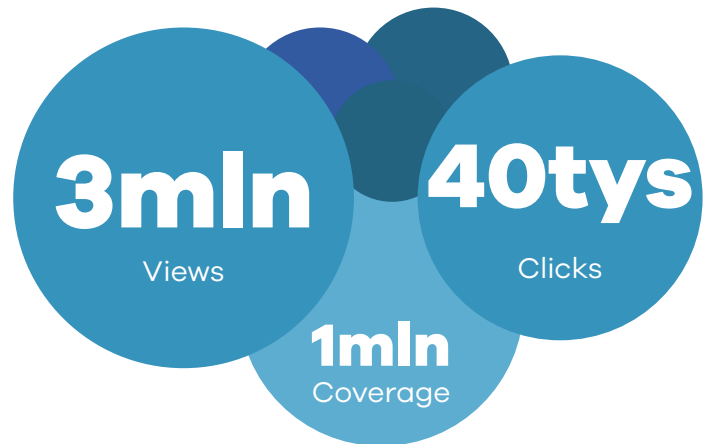
## MARKETING AND PR

We promote each event in a comprehensive and multi-channel manner – we carry out modern marketing campaigns in the digital space, including advertising on Google, Facebook, and Instagram, and we actively maintain a YouTube profile. We send mailings, newsletters, and text messages, prepare elegant paper invitations, and contact potential visitors directly by phone. We research which countries have the greatest demand for this type of event and direct our promotional activities there in order to reach the right audience with our advertising.

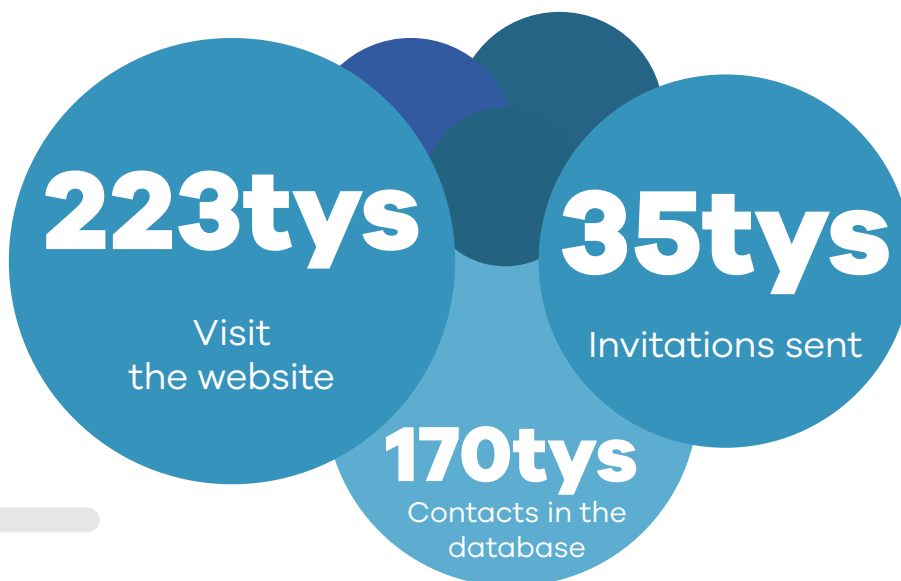
### GOOGLE



### FACEBOOK



### GENERAL INFORMATION



## PARTNERS AND PATRONS

However, marketing our events is not just about advertising campaigns and sending invitations – it also involves strategic cooperation with key players in the industry. We cooperate with institutions representing the sector, industry media, prestigious magazines, and creators of specialist blogs in Poland and abroad. Thanks to this, we effectively attract professional visitors and provide our exhibitors with maximum reach and measurable business results.



**The Association of Healthcare Managers** is a nationwide organization bringing together the management staff of medical facilities. Its goal is to support the professionalization of healthcare management through training, exchange of experiences, and expert activities. The Association actively cooperates with public institutions and the medical industry, influencing the development of the healthcare system in Poland.



**The Medical Purchasing Group** is an entity that supports healthcare facilities in optimizing purchasing processes and negotiations with suppliers. Thanks to its group model, it enables better commercial terms, standardization of purchases, and real savings for hospitals and clinics. The organization integrates the market by combining medical needs with purchasing experience, which translates into efficiency and economic security for facilities.



**The Collegium Medicum of Cardinal Stefan Wyszyński** University in Warsaw is a modern academic institution educating future doctors and medical specialists. The university combines a clinical approach with high ethical standards based on the traditions of UKSW. The faculty is dynamically developing its scientific facilities and cooperation with medical institutions, which provides students with practical and professional preparation for work in healthcare.



# MEDIA SUPPORTING THE FAIR

## Warsaw Medical Expo 2025

**ALERT**  
medyczny

 **Biotechnologia.pl**

 **dla szpitali.pl**  
SERWIS OPM

 **DOMY SENIORA.PL**

PRAKTYCZNA  
**fizjoterapia & rehabilitacja**

medycyna **praktyczna**

 **MEDYCZNY**  
magazyn

**MED tube** sharing  
medical  
knowledge™

 **PCPM**  
Fundacja Polskie Centrum  
Pomocy Medycznej

 **POLAND  
EMERGENCY  
MEDICAL  
TEAM** PCPM

**poradnikzdrowie.pl**

**strona zdrowia**

**WYROBY**  
medyczne

 **N-MEDICA**

**Kosmetologia  
Estetyczna**

 **TECHNOMED**  
ORGANIZACJA PRACODAWCÓW  
PRZEMYSŁU MEDYCZNEGO

 **nami!** naszemiasto.

*Głos*  
**SENIORA**



# CONFERENCES AND ACCOMPANYING EVENTS

- **The conference organized by STOMOZ entitled “Management in non-stationary, primary, and outpatient healthcare – modern models, quality, and cooperation” took place on November 26, 2025.**

Conference devoted to modern management models in primary care, outpatient care, and ambulatory care. Speakers included Dariusz Rajczyk, Alicja Krudysz, Dorota Grądzka, Małgorzata Zaława-Dąbrowska, Piotr Karniej, Maciej Sokołowski, and Michał Jeska – discussed the profitability of open healthcare, challenges in service availability, quality standards in primary care, prevention, and the implementation of innovations in non-stationary care. The conference ended with an expert panel discussion with representatives of public health and facility managers, focusing on trends and needs in the outpatient care system.

- **A conference organized by the Polish Association of Private Hospitals entitled “New Horizons in Ophthalmology” was held on November 25, 2025.**

A conference devoted to current challenges and directions in the development of ophthalmology in Poland. Speakers, including Prof. Marek Rękas, Dr. Andrzej Mądrala, and Katarzyna Fortak-Karasińska, discussed legislative changes affecting optometrists, the digitization of ophthalmological services, cybersecurity, and the potential for using artificial intelligence in diagnostics. The presentations also highlighted issues such as medical tourism, financing of services, and preparing the system for crisis situations. The conference provided an opportunity for experts, facility managers, and clinicians to exchange experiences, identifying the main areas of development for the ophthalmology sector.



# WINNERS OF TRADE FAIR MEDALS



## AWARDS FROM THE POLISH FEDERATION OF SMALL AND MEDIUM-SIZED ENTERPRISES





# RESERVE YOUR STAND

SEPTEMBER 1-3, 2026  
POLAND, WARSAW



## UFI

The Global Association  
of the Exhibition Industry

UFI is the global association of the world's leading trade show organisers and fairground owners, as well as the major national and international exhibition associations. UFI endorses Ptak Warsaw Expo as an organiser of international trade fairs.

## CONTACT WITH OUR TEAM

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Social Media Channels

