



**South Carolina**  
Department of Commerce

Just right for business.



# MEDICA 2020

## NOVEMBER 16-19, 2020

### DÜSSELDORF, GERMANY

**DEADLINE TO REGISTER: AUGUST 14, 2020**

Join the South Carolina Department of Commerce in the USA Pavilion at MEDICA 2020, the largest and most influential healthcare industry event in Europe. This show brings the leading healthcare manufacturers, wholesalers, distributors and organizations from around the world.

#### Qualified Exporters Receive:

- Individual kiosk within South Carolina booth, to display company graphics, products and marketing collateral
- Company listing in official MEDICA show catalogue and inclusion in all SCDOC show-related communications
- On-site trade advisor
- Networking opportunities
- B2B meeting support
- Preshow briefing
- Additional services include assistance with hotel rooms and logistics

#### Target Industries

- Electromedical Equipment/ Medical Technology
- Laboratory Technology
- Diagnostics
- Physiotherapy / Orthopedic Technology
- Commodities and Consumer Goods
- Information and Communication Technology
- Medical Services and Publications

**Participation Fee: \$8,000 per company\***

#### For more information:

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Norris Thigpen, International Trade Manager  
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Website: [www.medica-tradefair.com](http://www.medica-tradefair.com)

Companies will be responsible for hotel (reserved block) and airfare expenses.

\*Companies who qualify for the Export Incentive Program will be reimbursed after the event. Space is limited to four (4) South Carolina companies and will be sold on a first-come, first-served basis.



# South Carolina at **MEDICA: 2020**

## November 16-19, 2020 - Questionnaire

The South Carolina Department of Commerce is recruiting companies to join team South Carolina at MEDICA 2020. South Carolina will have 4 spots available as part of the South Carolina booth. For companies with fewer than 500 employees and headquartered in South Carolina Export Incentive funds are available to cover a portion of the cost.

Company Name:	EIN #
Street Address:	
City:	Zip Code:
County:	Website:
Primary Attendee:	Title:
Tel:	E-mail:
Second Attendee:	Title:
Tel:	E-Mail:
Company Activity: <i>(Please select all that apply)</i> Manufacturer                      Distributor                      Service Company Other _____	
Year Established:	Corporate HQ in SC:      Yes      No
Number of employees (FTE) in SC:	Number of (FTE) Employees Globally:
Please indicate the range of your company's annual sales: Less than \$250,000                      \$250,000 to \$500,000                      \$500,000 to \$1 Million \$1 to \$5 Million                      \$5 to \$10 Million                      \$10 to \$25 Million Over \$25 Million	
Approximate percentage of export sales: 0%              1-5%              5-10%              11-25%              26-50%              >50%	
What is your export experience?              New to Export (0 to 2 markets)              Experienced Exporter	
Who are your major competitors abroad?	
Brief Company Description:	

Describe the product/service(s) you seek to export, including its competitive advantages and unique selling proposition. Include its applications and unique features that differentiate your product from that of the competition.

Select the objectives you plan to achieve at this trade show.

Acquire market information/network with appropriate business leaders.

Meeting manufacturers

Find a distributor/agent to represent my product/service in this country.

Obtain contacts with direct end users

Raise my company's profile with existing clients or partners by participating in a state delegation

Other: \_\_\_\_\_

Have you/your company **attended** MEDICA or Arab Health? If so which show

Never

More than 3 times

Once Every session

Twice

Have you/your company **exhibited** at MEDICA or Arab Health ? If so which show

Never

More than 3 times

Once Every session

Twice

Are you willing to share your export sales numbers to SCDOC for reporting purposes? (*Information will be kept confidential*).      Yes      No

Please submit questionnaire to:

Anita Patel, SC Department of Commerce @ [apatel@SCcommerce.com](mailto:apatel@SCcommerce.com) or  
Norris Thigpen, SC Department of Commerce @ [nthigpen@SCcommerce.com](mailto:nthigpen@SCcommerce.com)