



全球医疗 健康中国



第七届北京国际高端健康医疗展

The 7th Beijing International Top Health & Medical Exhibition (BIHM)

国际医疗旅游与健康产业大会

International Medical Tourism and Health Industry Conference

2018年7月27-29日

中国国际展览中心(静安庄馆)

July 27-29, 2018

China International Exhibition Center, Beijing

www.bihmexpo.com

主办单位

振威展览股份

协办单位

中国国际科技促进会
北京生命科技产业协会
基因产学研资联盟

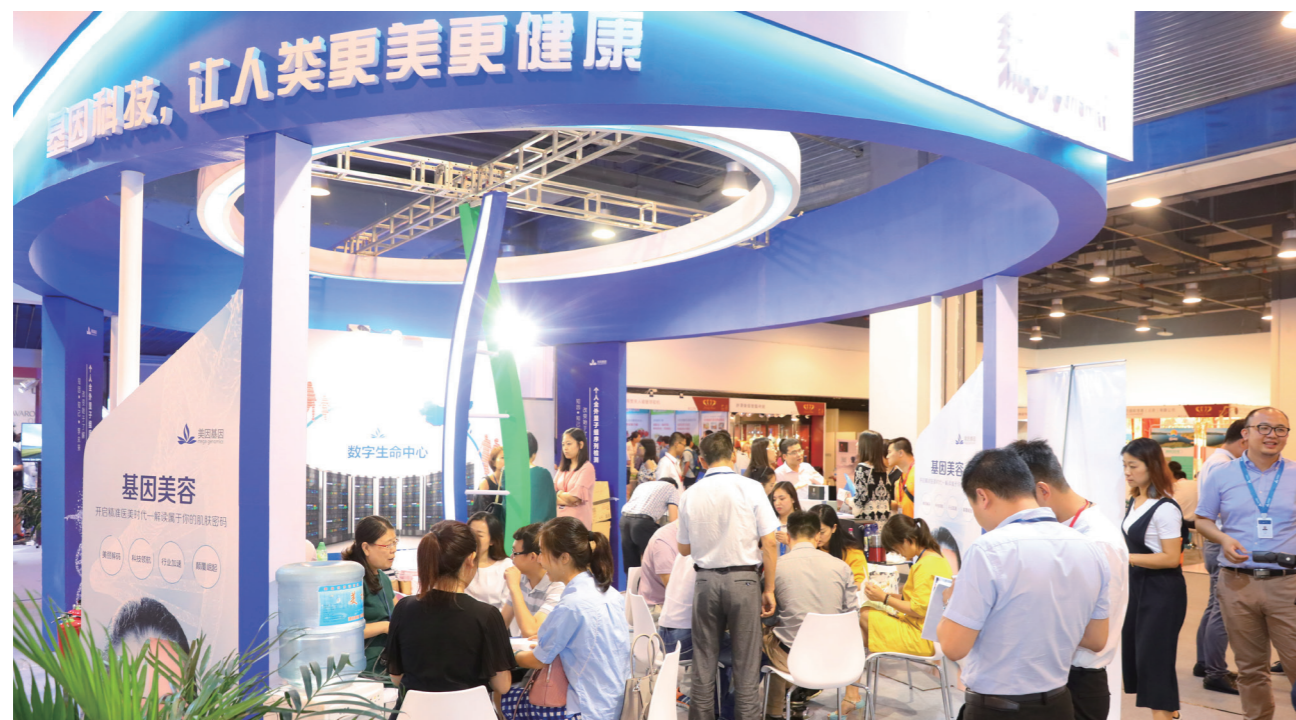
Organizers

Zhenwei Exhibition Corp.

Co-Organizer

China International Association of Science and Technology
Beijing Association of Life Science and Technology Industry
Genomics Industry Alliance





上届展会精彩回顾

2016年8月底, 中央政治局召开会议, 由习近平总书记主持并审议了“健康中国2030”规划纲要, 这是未来十几年我国推进健康中国建设的行动纲领。可以说, 国家将健康产业提升到了前所未有的战略高度。目前我国健康服务产业规模接近5万亿, 按照国家规划, 到2020年将达到8万亿, 预计到2030年健康服务产业规模能达到16万亿! 从5万亿到16万亿还有很大的上升空间。

北京作为中国政治、文化、经济、信息交流中心, 拥有超过2300万常住人口, 且聚集了中国最顶级的社会精英和大量高净值人群, 这部分人群最感兴趣的话题为: 金融投资、健康养生、旅游度假, 高净值人群普遍希望得到高端医疗服务, 包括高端体检、健康管理等。

2018年7月27-29日, 由振威展览股份举办的第七届北京国际高端健康医疗展览会将在北京·中国国际展览中心(静安庄馆)盛大开幕。上届展会吸引了汉氏联合集团、韩国保健产业振兴院、北京中日友好医院、宝岛妇产医院、北京保平医院、俄罗斯索契十月疗养院、德国鲜活细胞治疗中心、深圳茵特里、壹舟健康、美因基因、爱贝基因、23Genebank、弘睿康生物、大千生物、益迈生物、瑞士SDS、翰康国际医疗、喜孕、梦美、美国费城生殖医疗中心、爱优选国际、赴美妈咪帮等知名企业前来参展, 展会经6年的发展壮大, 已成为亚洲最高端的健康医疗展。

Exhibition Information

At the end of August in 2016, CPC general secretary Xijiping presided over the meeting convened by the the Political Bureau of the Central Committee and made his deliberation on Health China 2030 plan which layed the guideline of building Health China in the next 10 years. It shows that the health industry has been promoted to an unprecedented height. At present, our health service industry has almost reached 5 trillion Yuan, and it will reach 8 trillion Yuan in 2020 according to the state planning. It is predicted that 16 trillion Yuan will be reached in 2030. There is a big rising space from 5 trillion Yuan to 16 billion Yuan.

Beijing is China's political, cultural, industrial and information communicating center. There are over 23 million permanent population. A large number of top social elites and high-net worth individuals gather here, whose most interested topics are about financial investment, health preservation and tourism. High-end medical services like high-end physical examination and health management etc is greatly expected by them.

The 7th Beijing International Top Health & Medical Exhibition (BIHM) organized by Zhenwei Exhibition Corp. will be held on July 27th - July 29th, 2018 at China International Exhibition Center. Many well-known enterprises were attracted to the last show, like H&B Group, Medical Korea, CHINA-JAPAN FRIENDSHIP HOSPITAL, BaoDao Healthcare Hospital, Beijing Baoping Hospital, Russia Sochi October Sanatorium, Germany Living Cells Treatment Center, Intellicell Biosciences Technology Ltd, E-Care, Mega Genomics, Aibay Gene, 23 Genebank, hcode, DAQIAO BIO-ENGINEERING, Asia Genomics, Swiss Deluxe Travel, HK Iinternational Medical, Swiss MRC, So Young Global, Yuhong Herbal Research Biology Group, ICRM, Main Line Fertility, HRC Fertility, IVFmami and so on. BIHM has become the top health medical exhibition of Asia after 6 years development.

2018.7.27-29
中国国际展览中心

28
个国家 Countries

126
家参展企业 Exhibitors

8000
平米展出面积 Exhibiting Space

17000
专业观众 Vistors

展示范围

▶ 健康管理及医疗旅游专题展

健康管理及体检中心、医疗旅游服务、国际综合性医院、医疗美容及抗衰老、医养结合产品及养老机构、互联网医疗、智慧医疗、医疗保险

▶ 精准医疗与基因测序专题展

精准健康管理、精准诊断、肿瘤个性化治疗、靶向治疗、早早癌筛查、基因测序技术、易感基因检测、遗传基因检测、微生物基因检测、干细胞治疗

▶ 辅助生殖与遗传优生专题展

试管婴儿、卵子和胚胎冷冻、产前基因检测、第三方辅助生育、婴幼儿基因检测、新生儿干细胞储存、生育服务及月子中心

Exhibits range

▶ Health Management and Medical Tourism Thematic Exhibition

Health Management and Physical examination Center, Medical Tourism Service, International general hospital, Medical beauty and anti-aging institution, health and medical related products and pension agency, internet medical service, Smart healthcare, Medical insurance.

▶ Precision medicine and gene screening & testing Thematic Exhibition

Accurate health management, Individualized treatment of tumor, Targeted cancer therapy, Early Cancer screening, Gene-sequencing technology, Detection of predisposing genes, Detection of hereditary gene, Microbial genetic testing, stem cell treatment.

▶ Assisted Reproduction and Eugenics Thematic Exhibition

IVF, Egg Freezing, Sperm Freezing, Embryo freezing, Legal Assisted Reproduction with third party, Non-invasive Prenatal Testing (NIPT), Baby Genetic Test, Neonatal Stem Cell Storage, Fertility Services and Confinement Recuperation Center.

部分参展品牌 Parts of Previous Brands

H&B 汉氏联合

中日友好医院
CHINA-JAPAN FRIENDSHIP HOSPITAL

保平医疗
Bao Ping Medical

美因基因
mega genomics

爱贝基因
AIBAY GENE

e-care 壹舟健康
和健康的一切在一起

Intelli 茵特里
全球医疗 触手可及

BAODAO Healthcare
北京宝岛妇产医院

美年大健康
Health 100
中国体检行业领导者

慈铭体检
CIMING CHECKUP
只 为 健 康

SDS
Swiss Deluxe
Services

盛诺一家
SAINT LUCIA CONSULTING

hcode

生命雅
Life Safety
抗衰老防癌高端医疗

瑞士青春源
La Fontaine Suisse SA

伊森堡国际私人顶级健康医疗
Ithenburg International Private Health Medical

CLINIQUE LACLAIRE
Montreux Switzerland

Medical Montreux
Regeneration Centre

balier™

梦美
HRC fertility

美国费城
生殖医疗中心
Main Line Fertility

International
Centre for
Reproductive
Medicine
爱优选 ICRM

IVFmami
赴美妈咪帮

PERFECT PREGNANCY 美孕
Reproductive Partners

newlife
global network

SUNPINE
松桦健康諮詢

Han+X
北京韩啸

PURE BLUE
INTERNATIONAL

自然砒译

凯石科技
KAISHI TECHNOLOGY

伟力·圣韩美
WEB PARTNERSHIP

展商评价 Exhibitor's Estimate



壹舟健康 E care
 总裁 杨一舟 General Manager Yang Yizhou

针对高净值消费人群及代理商、服务机构的展会，我很高兴看到这样风向标式的展会出现。振威展览集团在服务领域做得很到位，科研院所、厂商和代理商都需要这样一个平台，我希望医疗展能够越来越优秀，成为代表性展会。

I am very glad to see such a bellwether exhibition for high net worth consumers and agents and service agencies. Zhenwei exhibition group has done a good job in the service field, and the Research institutes, manufacturers and agents need such platform to showcase their products or technologies, I hope that BIHM will become more and more excellent and become a representative health medical exhibition.



美因基因 Mega Genomics
 产品总监 郑乃中 Product Director Zheng Naizhong

这次展会的定位和我们要做的宣传是比较匹配的。我们希望在专业的展会，通过专业的方式呈献给我们的顾客、合作伙伴们一个专业的企业形象。

This exhibition orientation is well matched with what we need to do in propaganda. on this professional exhibition, we hope we can show a professional corporate image to our customers and partners through a professional way.



汉氏联合 H&B Group
 副总裁 韩之海 Vice President Han Zhihai

很好的品牌展示平台，组委会在展会细节服务方面做得很到位！现场高净值消费人群是主力，还有一些寻求合作的机构，取得了不错的效果！

This is a very good brand display platform, organizing committee has done a good job in the details service field. The main visitors is the high net worth consumers, there are also some agents for cooperation, we have achieved good results!



爱优选 ICRM
 高级妇产科医师 丹尼索娃·瓦伦蒂娜 Senior gynecologist Danisova valentina

作为一家进军中国市场的辅助生殖机构，本次展会为我们提供了一个很好的平台，展会现场人头攒动，观众络绎不绝，取得了很好的品牌宣传效果。同时观众的质量很高，很有针对性！对于此次参展非常满意！

As an assisted reproductive mechanism into the Chinese market, this exhibition provides a good platform for us, the exhibition scene is very crowded and visitors are in an endless stream, a good brand publicity effect is obtained. At the same time the quality of the visitors is very high and niche targeting, we are very satisfied with this exhibition!

国际医疗旅游与健康产业大会 International Medical Tourism and Health Industry Conference



2017 华夏国际医疗旅游与健康产业大会 7 月 8 日 -9 日在北京国家会议中心成功举办。大会开幕式邀请到了国家卫计委规划与信息司、国家卫计委医政医管局、中国医疗保健国际交流促进会国际医疗旅游分会主任委员等机构的 20 位领导嘉宾，来自欧美、日本、韩国和台湾地区的代表以及全国各省市健康医疗系统工作的代表等也应邀参加了此次盛会。大会共设置了四场重量级的高峰论坛，分别是“国际医疗旅游高峰论坛”、“健康医疗产业投融资论坛”、“医养健康文旅产业地产发展论坛”和“航空航天医学技术转化与发展论坛”。

2017 China International Medical Tourism and Health Industry Conference was successfully held at China National Convention Center on July 8th to 10th. More than 20 distinguished guests were invited to the conference opening ceremony, including Gui Yi, the director of National Health and Family Planning Commission Planning and Information Division; Fu Wenhao, the director of National Health and Family Planning Commission Hospital Authority; professor Liu Tingfang, the chairman of China International Medical Tourism Association, etc. Representatives who work for health medical system from Europe and America, Japan, Korea, Taiwan and some China provincial and municipal health care units all participated too. Four high-quality forums were set up at the conference, including International Medical Tourism Summit Forum, Health Medical Industry Investment and Financing summit forum, Real Estate Development Forum for Medical and Health Maintenance, Culture and Tourism industry, Transformation and Development of Aerospace Medical Technology forum.

会议 & 论坛演讲收费标准

2018 华夏国际医疗旅游与健康产业大会

演讲时间：8000 元 /25 分钟

参会费用：980 元 / 人（参会费、会议期间餐费、会议资料费）

Fee Standards

2018 China International Medical Tourism and Health Industry Conference

Speech time: RMB8000/25minutes

Registration Fee: RMB980 per person(participating fee, meal fee during the meeting, meeting material fee)



同期活动

医疗旅游示范基地与健康小镇发展论坛

全球医疗健康产业投融资大会

精准医疗与基因测序圆桌论坛

辅助生殖与遗传优生高峰论坛

Concurrent Event

Medical tourism demonstration base and healthy town development forum

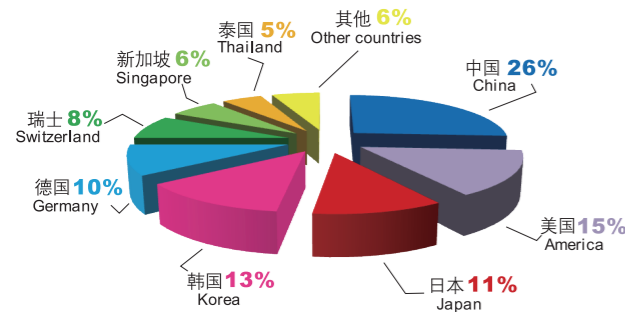
World Health Industry Investment and Financing Conference

Precision Medicine and DNA Sequencing Roundtable

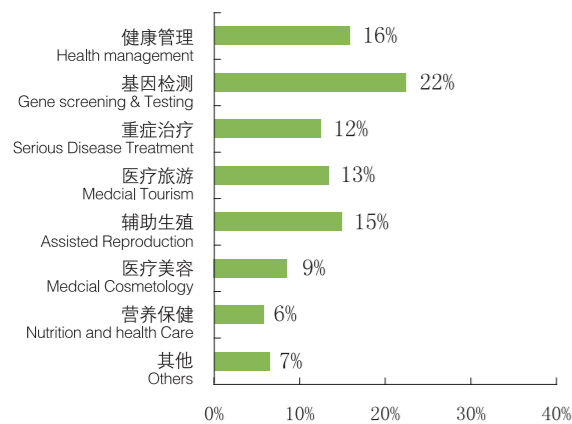
Assisted Reproduction and Eugenics Summit

数据分析 Data Analysis

参展商分布国家 Exhibitor by country



参展商划分 Exhibitors Categories



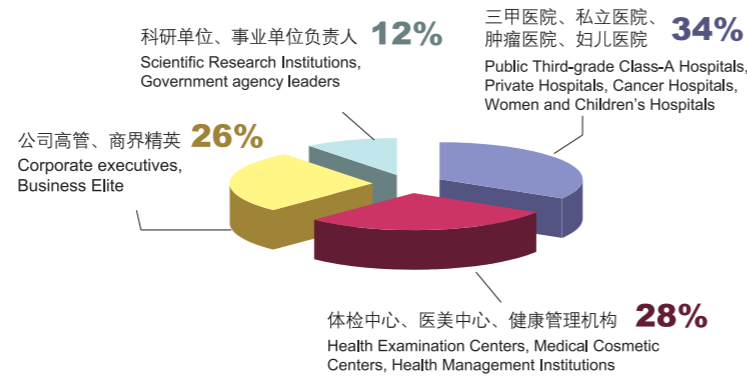
展览会日程

报到布展:			
2018年07月25日	星期三	08:30-17:00	
2018年07月26日	星期四	08:30-20:00	
展示交易:			
2018年07月27日	星期五	09:00-17:30	
2018年07月28日	星期六	09:00-17:30	
2018年07月29日	星期日	09:00-14:00	
闭幕撤展:			
2018年07月29日	星期日	14:00-20:30	

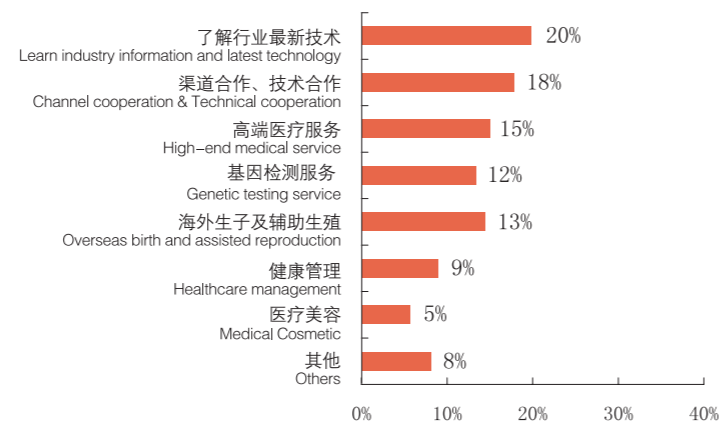
展位费用

- ★ 26000元 / 个 (9m²/个); 展位包括地毯、三面围板、公司名称楣板、咨询桌一张、洽谈桌一张、椅子四把、日光灯三支、电源插座一个、垃圾篓一个。
- ★ 32000元 / 个 (12m²/个); 展位包括地毯、三面围板、公司名称楣板、咨询桌一张、洽谈桌一张、椅子四把、日光灯四支、电源插排一个、垃圾篓一个。
- ★ 空场地费用: 2500元 / m² (36m²起租); 空场地不带任何展架及设施, 参展商可自行安排特殊装修工作或委托组织单位推荐的搭建公司。

观众来源分析 Visitor source analysis



观众参观目的统计 Purpose of Visit



Schedule & Venue

Registration & Setting up:			
July 25 th , 2018	Wednesday	08:30 am -17:00 pm	
July 26 th , 2018	Thursday	08:30 am -20:00 pm	
Exhibition & Trade:			
July 27 th , 2018	Friday	09:00 am -17:30 pm	
July 28 th , 2018	Saturday	09:00 am -17:30 pm	
July 29 th , 2018	Sunday	09:00 am -14:00 pm	
Closing & Dismantling:			
July 29 th , 2018	Sunday	14:00 pm -20:30 pm	

Space with Shell Scheme

- ★ RMB26000/9m² This option includes back & inside walls, Carpet, one consulting desk, one negotiation table, four chairs, three lights, one dust basket, and one panel of power outlets (220V, 5A)
- ★ RMB32000 /12m² This option includes back & inside walls, Carpet, one consulting desk, one negotiation table, four chairs, four lights, one dust basket, and one panel of power outlets (220V, 5A)
- ★ Raw Space: RMB2500 /m² (Minimum 36m²) Excluding any facility and power source, the participant shall design by himself.

宣传机会 Publicizing Opportunity

● 商务邀请函

这是吸引观众去参观贵公司展台的一个非常有效的方法! 50,000张商务邀请函将通过我们的合作单位, 即各大银行、各大商会、各大京城高端俱乐部及我们庞大的数据库发到高端参观人群手中, 铺开第七届北京国际高端健康医疗展览会前推广活动, 为您在整个活动中提供最大程度的曝光度。



● Business invitations

This is the most effective way to attract visitors to your booth for your company. 50,000 invitations will be sent to professional visitors by private banks, chambers, golf clubs, jockey clubs, yacht clubs, aviation clubs who had cooperation with us. invite Directly VIP clients so as to build Asia's professional Top Health & Medical Exhibition.

项目 Items	规格 Size	广告形式 Advertising Forms	价格 Price
商务邀请函 Invitations	(210mm × 110mm)	背面全版广告 Back Cover	¥ 50,000 (50,000张 Copies)



● 资料袋

所有观众都将得到印有展会标识和贵公司广告的资料袋! 独一无二的宣传计划。资料袋会派送给观众, 用以携带会刊以及其他在展会上收集的资料, 为您推广贵公司的形象及项目, 增加曝光度。

● Visitors' bags

All professional visitors will get the visitors' bags with your company logo. That is the exclusive publicizing opportunity for your company. The visitors' bag will be distributed to professional visitors that they will take them during the exhibition so as to increase your company's visibility.

尺寸 (毫米) Size (mm)	颜色 Color	价格 Price	标注 Remark
340*240*80	红白 Pink and White	¥ 50,000 (10,000个 Copies)	独家赞助 Sole Sponsor

备注: 每组10000个, 共三组。

● 会刊广告

在展会期间及展会后与您的买家保持联系! 会刊将分发给展商、专业观众, 这将为贵司创造持续的商业机会。

● Catalogue advertising

We will keep in touch with the professional visitors during the exhibition and afterwards. The catalogues will be distributed to exhibitors and professional visitors which will create sustainable business opportunities for your company.

广告版位 Catalogue Ad.	尺寸 (毫米) Size (mm)	价格 Price
封底 Inside front Cover	200 (W) * 200 (H)	¥ 30,000
封二 Inside back Cover	200 (W) * 200 (H)	¥ 30,000
封三 Head Page	200 (W) * 200 (H)	¥ 20,000
扉页 Back Cover	200 (W) * 200 (H)	¥ 20,000



微信二维码



网站二维码

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Website: www.bihmexpo.com

