



# Post Show Report

Hosted by  
Guangdong Provincial Services In Developing & Supplying  
Rids For The Disabled

Organized by  
Guangzhou Jiamei Jinye Exhibition Co., Ltd



International Rehabilitation Canton Forum 2023



Rehacare & Orthopedic China (Guangzhou) 2023



全国康复机构院长大会

Rehabilitation Organization President's Congress



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# Exhibition Profile



Rehacare & Orthopedic China concluded successfully on June 4, 2023, at the Poly World Trade Center in Pazhou, Guangzhou. This edition of the exhibition showcased cutting-edge products and the latest technological solutions, featuring nearly a thousand comprehensive products. The range included rehabilitation engineering equipment, modern traditional Chinese medicine instruments, rehabilitation therapy equipment, rehabilitation aids, accessible products, prosthetics and orthotics, home medical devices, rehabilitation care equipment, design and support products, among others. The event catered to eight major sectors, including the Health Commission system, disability system, civil affairs system, social security and work-related injury system, special education system, sports rehabilitation system, retired military personnel support system, and international import-export trade. It successfully achieved a seamless integration of rehabilitation across various domains. Distinguished guests and visitors from both domestic and international regions flocked to attend the three-day exhibition, creating a lively and vibrant atmosphere with a notable presence of exhibitors and attendees.



# Exhibition Profile



**SPACE**  
12000m<sup>2</sup>

**EXHIBITORS**  
102



**VISITORS**  
12965

**SESSIONS**  
18



# Exhibition Profile



## Development for All



R&OC 2023 is committed to creating an international platform for business and trade, bringing together government, industry, academia, and research. With over 100 domestic and international brand exhibitors, the exhibition showcases a wide range of rehabilitation products, including assistive devices, rehabilitation equipment, prosthetics and orthotics, as well as products for elderly health and well-being. At the event, numerous visitors gather at the booths, carefully observing and actively trying out the products. The import and export of rehabilitation equipment has yielded significant outcomes, fostering the coordinated development of the rehabilitation industry and promoting mutually beneficial growth without boundaries.

## Innovation Driven



To promote integration, international exchange, and invigorate the rehabilitation sector, the goal was to establish R&OC as a leading brand. The event was a thrilling three-day exhibition where exhibitors and visitors engaged in profound communication, creating a vibrant atmosphere. Attendees with disabilities experienced the showcased products, expressing surprise and engaging in discussions. Cutting-edge technologies like 3D printing, virtual reality, AI, bionics, rehabilitation robotics, cloud computing, and big data were integrated into the latest exhibits, setting industry trends and showcasing future possibilities for rehabilitation.



## Robust Revival

Being the first rehabilitation medical equipment trade exhibition after the easing of the pandemic, this year's event has witnessed significant growth in exhibitor and visitor numbers. Through collective efforts, the number of exhibitors has risen by 43.8% compared to last year, while visitor numbers have seen a remarkable increase of 63.1%. As the global economy gradually recovers, the rehabilitation industry is poised to regain its momentum. The majority of exhibitors are filled with confidence and excitement about the future prospects of R&OC 2023. In fact, more than 30 exhibitors have already secured booths for the 2024 exhibition on-site. This exhibition offers exceptional services and attracts high-quality attendees, making it a valuable platform for business and trade. Its success has garnered recognition and praise from industry peers and exhibitors alike.



## Global Involvement

Compared to previous editions, this year's exhibition elevated its standards, precision, and international presence. Over the course of three days, the event drew in nearly ten thousand visitors from both domestic and international regions. Among them, there were close to 300 overseas buyers hailing from 22 countries and regions, including Algeria, Argentina, Brazil, Bulgaria, Belgium, Germany, Russia, France, Malaysia, the United States, Bangladesh, Thailand, Spain, Singapore, Israel, Italy, India, and more. These buyers attended the exhibition specifically for on-site procurement. Additionally, disability federation units from various provinces and municipalities across the country also registered to take part in the event.

# Visitor Analysis



## Visitors Profile



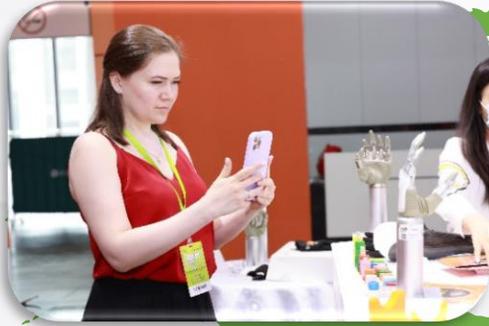
The three-day exhibition attracted nearly ten thousand visitors and participants from both domestic and international locations. Among them, there were 9,249 domestic visitors and 283 international buyers. The domestic professional attendees included four officials from provincial-level disability agencies and above, two officials from provincial-level civil affairs departments and above, 119 personnel from 14 county-level and city-level disability assistive devices and rehabilitation centers in Guangdong province, 53 personnel from local civil affairs prosthetic and welfare centers, 233 personnel from local human resources and sports departments, 96 hospital directors, 122 heads of rehabilitation departments, 569 rehabilitation clinical practitioners, 6,925 professionals from various social channels, and an additional 1,126 individuals from groups such as people with disabilities, patients' families, volunteer organizations, and charitable organizations.

# Visitor Analysis

A world map is centered in the background, rendered in a light green color. A horizontal band of a darker green color is overlaid across the middle of the map, containing the text. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia. The text is centered within this band.

The three-day exhibition drew in nearly ten thousand visitors from both domestic and international regions with the purpose of on-site procurement. Among them were approximately 300 overseas buyers from 22 countries and regions, including Algeria, Argentina, Brazil, Bulgaria, Belgium, Germany, Russia, France, Malaysia, the United States, Bangladesh, Thailand, Spain, Singapore, Israel, Italy, and India.

# Visitor Analysis



# Visitor Analysis



## Why Visits?



80%

Decision makers

35%

Owner/President/  
VP/Executive  
Manager

65%

Purchasing  
person/project  
supervisor/depart  
ment director

# Exhibitor Analysis



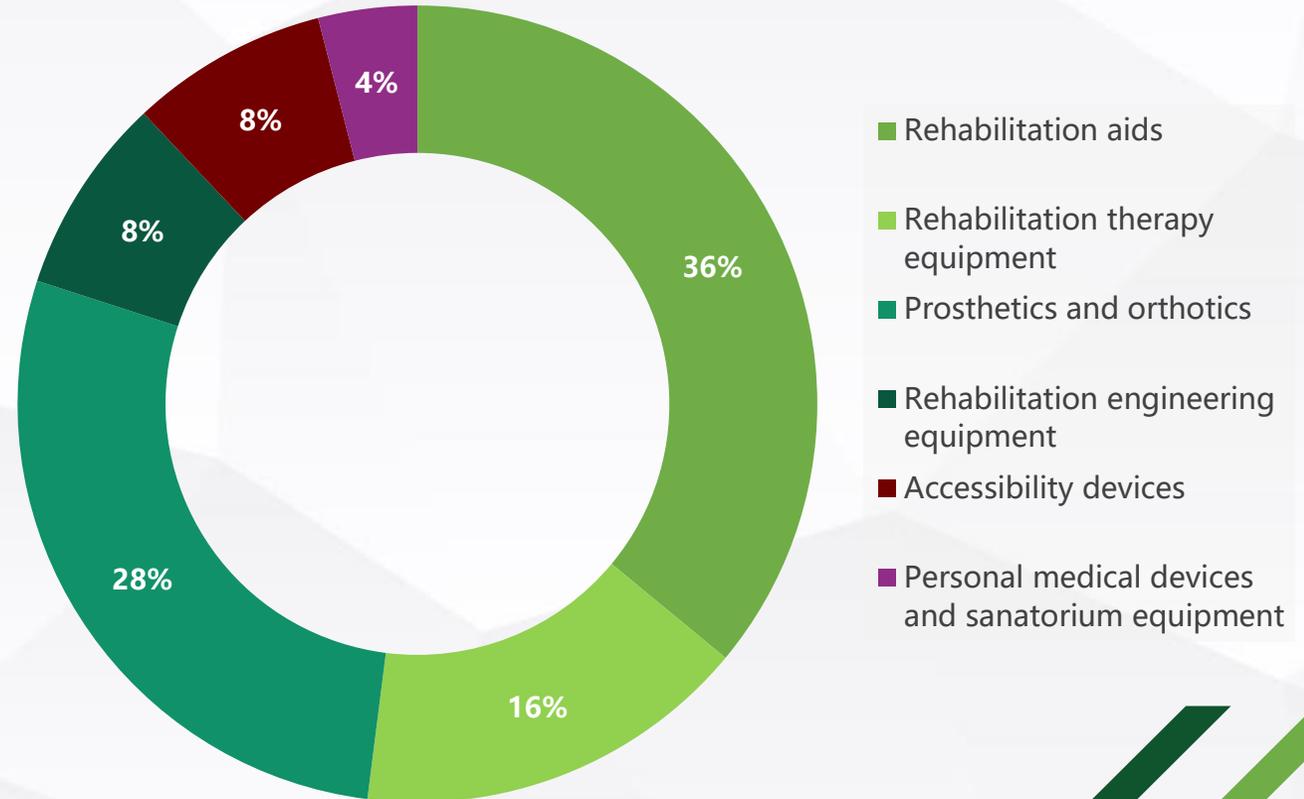
Rehacare & Orthopedic China 2023 saw the active participation of 103 companies, both domestic and international. Out of these, 100 exhibitors hailed from mainland China, representing 8 provinces including Guangdong, Fujian, Jiangsu, Zhejiang, Shandong, as well as the municipalities of Beijing, Shanghai, and Tianjin. These mainland Chinese exhibitors constituted 97% of the total participating companies. Specifically, Guangdong province contributed 28 exhibitors, accounting for 27.1% of the total, while the remaining 72 exhibitors represented other provinces in China, making up 70% of the total. Additionally, there were three international exhibitors, including companies from Hong Kong and Taiwan, making up 2.9% of the overall participation.

# Exhibitor Analysis



## Exhibits Profile

The exhibits of R&OC 2023 include a wide range of rehabilitation equipment, including rehabilitation aids, rehabilitation engineering equipment, rehabilitation therapy devices, prosthetics and orthotics, accessibility equipment, personal medical devices, and sanatorium equipment. These products primarily target the rehabilitation treatment and care for people with disabilities, elderly individuals, and partially disabled patients. They showcase various new products, technologies, and therapies, encompassing the application of different therapeutic devices and auxiliary techniques in physical therapy and rehabilitation medicine. The exhibition aims to promote international trade expansion and exchange of experiences in pursuit of new products, new technologies, and new channels. It also strives to accelerate the establishment of China's position as an international hub for rehabilitation products and foster the development of an inclusive rehabilitation community without boundaries.



# Exhibitor Analysis



It is worth mentioning that this exhibition features a special **"Entrepreneurship Zone for People with Disabilities"** which is emphasized by the theme slogan: "Promoting Independent Living, Sustainable Entrepreneurship, and Dignity." We have invited six disability-owned enterprises and teams, including Guangdong Lisi Assistive Device Rental Experience Center and Rolling Life Project Team, to showcase their entrepreneurial achievements. The exhibition area has garnered significant attention from various sectors of society, disability service professionals, and the media. Throughout the three-day exhibition, it has been vibrant and bustling. The organizing committee aims to inspire more people with disabilities to achieve self-reliance, self-sufficiency, and active integration into society through this initiative. Going forward, the organizing committee plans to incorporate this exhibition area as a regular feature of the event, assisting and encouraging more people with disabilities to pursue their entrepreneurial dreams.



# Exhibitor Analysis



Rehabilitation aids



Rehabilitation therapy equipment



# Exhibitor Analysis



Rehabilitation engineering equipment



Prosthetics and orthotics



# Exhibitor Analysis



Accessibility devices



Personal medical devices and sanatorium equipment



# Forum Overview



2023 广州国际康复论坛  
International Rehabilitation Canton Forum 2023



During the exhibition, the 10th Guangzhou International Rehabilitation Forum took place simultaneously. It featured a training workshop on rehabilitation aids and the application of 3D printing technology, the 13th Seminar on Autism Rehabilitation and Education Development, the inaugural conference of the Vocational and Social Rehabilitation Subsociety of the Rehabilitation Medical Association of Guangdong Province, the Active Health and Technology Development Forum, and the Active Neurological and Critical Rehabilitation Forum, among others. These forums covered a diverse range of topics, such as the operational management of rehabilitation medical institutions, the advancement of vocational and social rehabilitation, the utilization of new assistive technologies, and the enhancement of home-based rehabilitation training effectiveness. More than 200 domestic and international experts and guests specializing in rehabilitation and related fields were invited to participate. The aim was to facilitate extensive and in-depth exchanges, sharing of knowledge, and interaction through various modes and perspectives. The goal was to strengthen collaboration across different sectors within the rehabilitation healthcare service system, foster the dissemination of innovative ideas, and drive the industry's high-quality development.





# Forum Overview



During the exhibition, the inaugural **Rehabilitation Organization President's Congress** was held concurrently, with the objective of exploring and identifying promising growth opportunities within the rehabilitation industry. As the expansion of rehabilitation services becomes a focal point of healthcare reform, and with government policies providing support, the future growth of the rehabilitation market will rely on the establishment of new rehabilitation institutions and the modernization of outdated systems and facilities.

The conference was initiated and organized by 17 influential rehabilitation institutions. Spanning three days, it featured thematic forums focusing on seven key dimensions: strategic decision-making, planning and design, hospital management, discipline development, intelligent operations, talent development, and efficiency improvement. Notable forums included the Rehabilitation Management Innovation Forum, Rehabilitation Institution Design and Planning Forum, and the Discipline Development and Talent Cultivation Forum. The event attracted over 200 participants, including presidents of rehabilitation institutions, leaders in rehabilitation disciplines, architectural design institutes, and representatives from social media platforms.

Through extensive discussions and exchanges, the conference sparked insightful ideas and concepts, while also sharing notable achievements in the field. Its ultimate aim was to facilitate the high-quality development of the rehabilitation healthcare service industry.



# Forum Overview



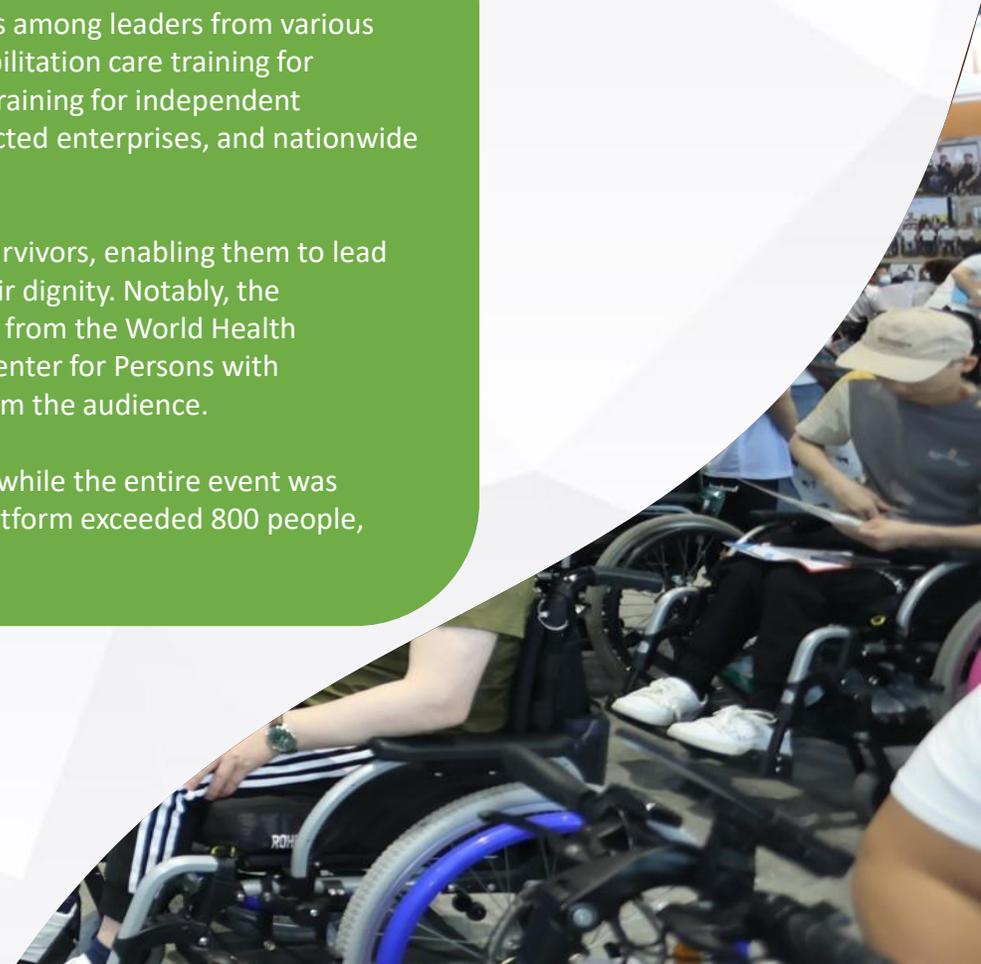
# Forum Overview



In order to enhance the nationwide support network for spinal cord injury survivors, this exhibition organized a special conference titled the "Conference of Leaders in Spinal Cord Injury Survivor Life Reconstruction." The primary goal was to foster enduring and sustainable collaborative relationships among leaders from various regions through a range of activities. These activities encompassed daily rehabilitation care training for survivors, specialized programs focusing on life reconstruction, internet skills training for independent entrepreneurship, recruitment of ambassadors for welfare products from selected enterprises, and nationwide social gatherings for spinal cord injury survivors.

The ultimate aim was to empower a significant number of spinal cord injury survivors, enabling them to lead more independent lives, pursue sustainable entrepreneurship, and uphold their dignity. Notably, the conference featured distinguished guest speakers, including Dr. Emma Tebbutt from the World Health Organization and Dr. Noritaka KAWASHIMA from the National Rehabilitation Center for Persons with Disabilities in Japan. Their online speeches received enthusiastic responses from the audience.

The conference garnered participation from over 600 attendees at the venue, while the entire event was simultaneously live-streamed online. The average viewership on the online platform exceeded 800 people, with the peak viewership reaching over 1,000 concurrent viewers.



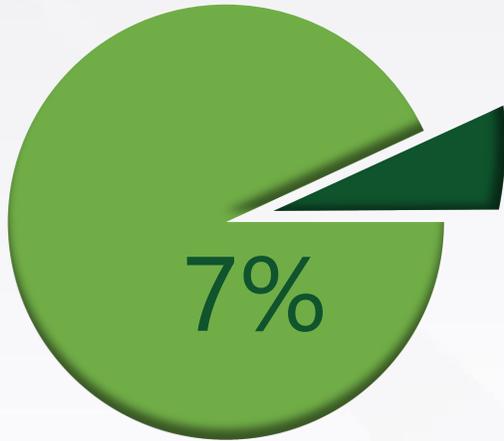
# Forum Overview



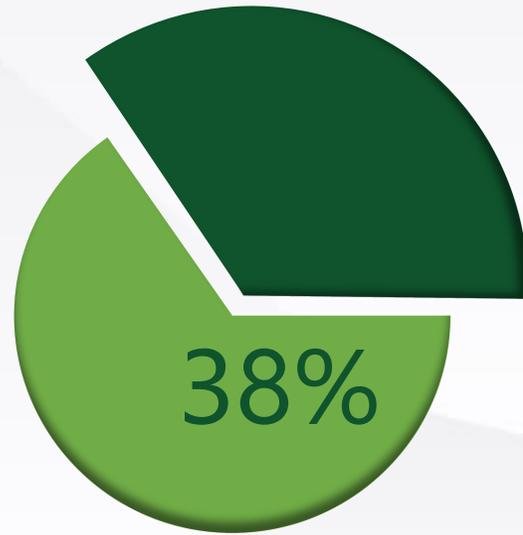
2023广州国际康复论坛  
International Rehabilitation Canton Forum 2023



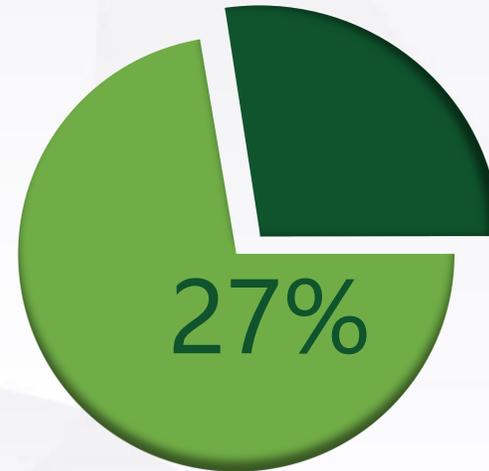
# Forum Overview



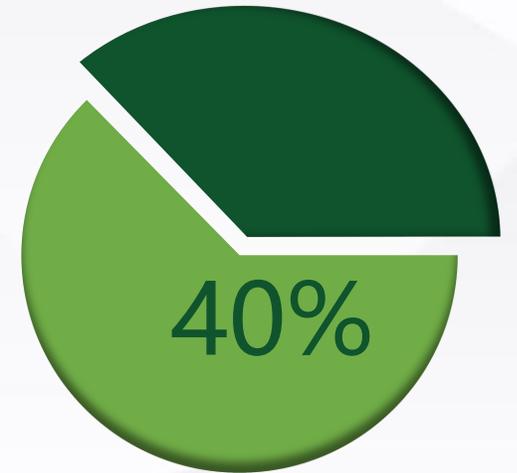
Public Officials



Director of Hospital



Professors



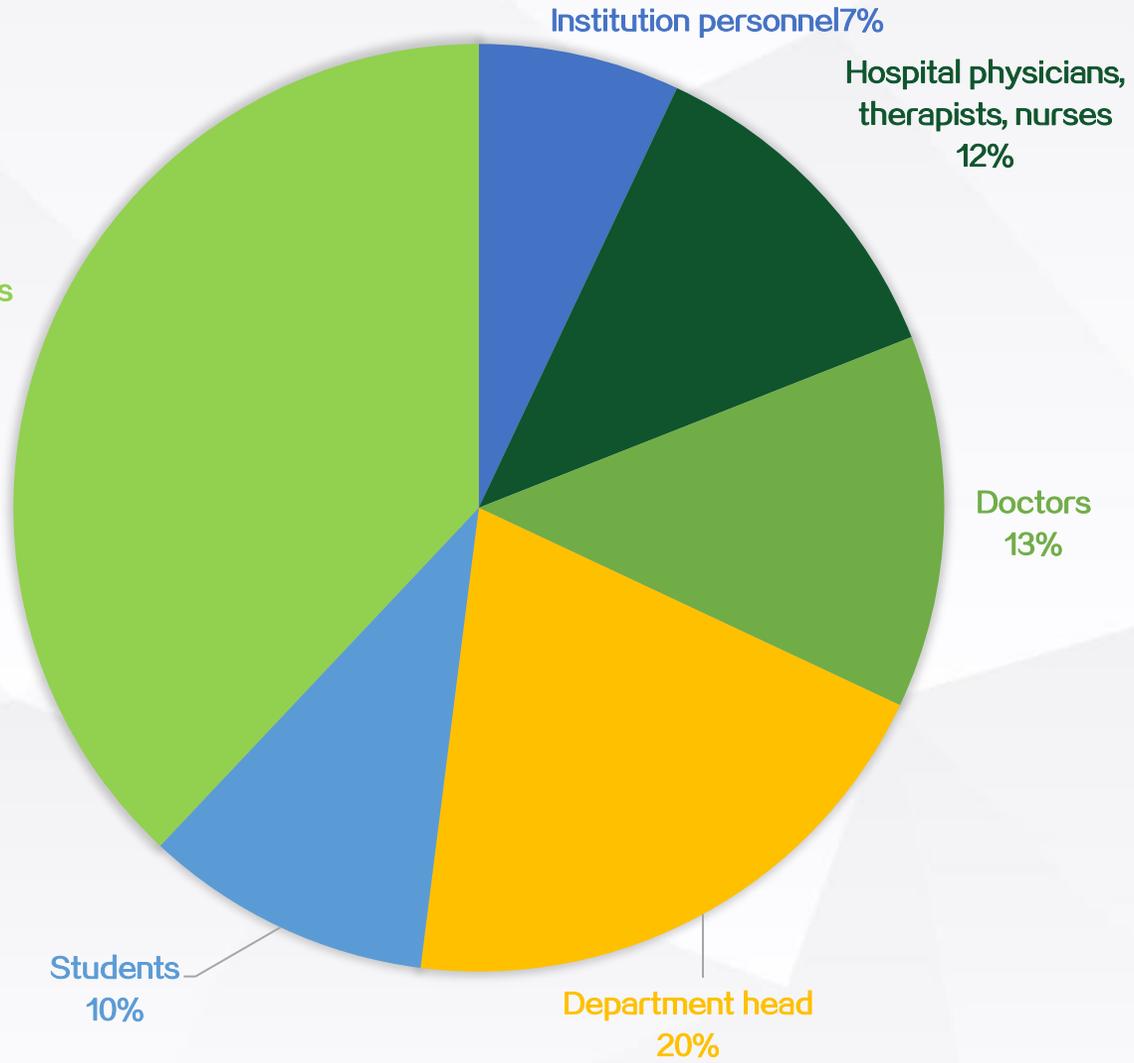
Medical Personnel

## Type of Experts

# Forum Overview



## Classification of Participants



# 2024 INVITATION

Rehacare & Orthopedic China (Guangzhou) 2024



June 21-23, 2024



Poly World Trade Center, Guangzhou, China



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