

Final report



The gates of MEDICAL FAIR BRNO and REHAPROTEX trade fairs closed after four days, in which visitors familiarised themselves with new products and trends in health care, rehabilitation, social services and care for the elderly. The fairs were attended by 182 exhibiting companies from 18 countries, apart from the Czech Republic mainly from Germany, Poland, Italy and Spain. A supporting programme with conferences, seminars and lectures reaching out to professionals, as well as the general public, was part of the fairs.

Dozens of interesting novelties attempted to capture the visitors' attention. The best exhibits competed for the traditional Medical Fair Brno Award and also, for the first time, for the Rehaprotex Award. The professional jury headed by Professor Jan Žaloudek awarded five exhibits in total. In the category of "Technology for diagnosis and treatment" succeeded the companies BTL medical equipment (a high-performance laser system for non-invasive physiotherapy) and Madisson (Intelect RPW shockwave). Three awards of the Rehaprotex Award were awarded in the category of "Aids for walking, mobility and transport" and were received by the companies Josef Hurt (a unique Czech wheelchair loader to swing away car doors), Proormedent (THERA-TRAINER e-go for practicing the correct standing up and walking designed particularly for neurologically affected patients) and HORIZON-NARE (a self-service TOPCHAIR stairclimber which combines an electric stairclimber with a wheelchair). A special award of the Satisfied children project was received by the company PATRON Bohemia for the rehabilitation BeSafe iZi Up X 2 child car seat.

On the opening day of the fair the traditional Day of healthcare of the Czech Republic, where the Deputy Minister Ferdinand Polák introduced to the public a new concept of aftercare and long-term care, took place. The two-day conference eHealth Days 2013 took place during the trade fairs again, dealing with current issues of healthcare electronisation. The conference of the Ministry of Labour and Social Affairs with the topic "Removing Barriers in the Context of the Contribution to a Special Aid" also had a large number of visitors. Approximately 150 staff of employment offices, who are newly competent of assigning new contributions, were introduced to not only the methodology, but also to a range of specific aids for the disabled. Other events of the supporting programme were devoted, amongst other things, to the issue of sCards, podiatry, or wheelchair-accessibility.

In addition to health care and rehabilitation the trade fairs aimed at a new target group: seniors. Companies with a range of spa and wellness services or programs for the University of the third age presented themselves within the project Senior, a series of lectures for the elderly was also part of the programme. Another novelty was the Centre of Mobility with an illustration of an ideally equipped apartment for a handicapped person and a consultancy centre. The traditional project For Your Smile combined a presentation of non-governmental non-profit organizations and protected workshops with an advice and sales centre.

Statistics

323 foreign visitors registered at the cash offices in the MEDICAL FAIR BRNO and REHAPROTEX. They came from 11 countries, predominantly from Slovakia, Germany and Hungary. Individual visitors came from distant countries such as USA, Russia or Finland. During the three days 31 media representatives from the Czech Republic and Slovakia accredited at the Press Centre.