

Messe Düsseldorf launches new trade fair in China with REHACARE SHANGHAI

Messe Düsseldorf is expanding its activities in China. With the premiere of REHACARE SHANGHAI from 1 to 3 September 2022, Messe Düsseldorf GmbH and its subsidiary Messe Düsseldorf (Shanghai) Co., Ltd. aim to support the development of the rehabilitation industry in China and promote the inclusion of people with disabilities. In doing so, the new trade fair will benefit from Messe Düsseldorf's industry knowledge and 40 years of expertise with REHACARE INTERNATIONAL, the World's Leading Trade Fair for Rehabilitation and Care.

Hannes Niemann, Director of REHACARE INTERNATIONAL, is convinced of the successful concept of the new event: "We are also experiencing the positive developments of the Chinese rehabilitation market at REHACARE INTERNATIONAL in Düsseldorf. More and more Chinese companies have been presenting increasingly high-quality products and solutions in recent years. Thanks to our worldwide network and Messe Düsseldorf's expertise in organising the leading trade fair REHACARE, REHACARE SHANGHAI benefits from our full support and will hit the ground running. We not only want to create a new, strong trade fair for the Chinese market, but above all to be the meeting place for the community around the topics of rehabilitation and care."

Marius Berlemann, Managing Director of Messe Düsseldorf Shanghai, is also optimistic about the new trade fair: "We have followed the development of the Chinese rehabilitation market and the positive changes for people with disabilities in China over the years and are very impressed by the progress. Now is the right time for us to launch REHACARE SHANGHAI with the aim of raising public awareness, promoting inclusion for people with disabilities and thus enabling them to lead a self-determined life."

At the Shanghai New International Expo Centre, more than 100 leading suppliers are expected to showcase their rehabilitation equipment and solutions related to rehabilitation and care. Whether mobility and everyday aids, tips for leisure, travel and sports, care aids or intelligent assistance systems - around 8,000 expected trade visitors and end customers will have the opportunity at REHACARE SHANGHAI 2022 to exchange ideas and



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2022.9.1-3

shanghai, China

www.rehacare-shanghai.com



Messe
Düsseldorf
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experience live what the market has in store in terms of innovations and trends for a self-determined life. Parallel to the exhibition area, there will also be an extensive supporting programme. Numerous special events such as the Expert Forum, Tech Stage, workshops, the Innovation Award or the Sports Center will provide inspiration, insights and a lively exchange of experiences among those affected and experts. In addition to the exhibitors' offers, a nationwide rehabilitation community is to be created, through which people with disabilities, experts, authorities and solution providers can be networked 365 days a year.

The demographic change in China towards an older population structure speaks in favour of organising a separate rehab fair in Shanghai. For example, by 2050 around 25 % of the population will be over 50 years old. The desire for an age-appropriate life will thus also become increasingly important in the People's Republic. The industry in China has gone through a start-up phase (1980-1995), a promotion phase (1996-2010) and, from 2011, a standardisation phase. Since the standardisation phase, the rehabilitation system has been addressing the rehabilitation needs of a wide range of illnesses and the issue has increasingly become a matter of public awareness. In 2016, the Chinese government adopted Healthy China 2030 (HC 2030) as a strategic guideline and action plan to improve the overall health of Chinese citizens. With this, the HC 2030 plan has put China's relatively young but fast-growing rehabilitation industry and services for the elderly population in the spotlight.

For more information, please contact Messe Düsseldorf, Hannes Niemann, tel. 49 211 4560-7768, e-mail NiemannH@messe-duesseldorf.de. Registration forms for REHCARE SHANGHAI 2022 can be found by all interested exhibitors at <http://www.rehacare-shanghai.com/en>. Here, as well as at RCS LinkedIn, are also further details on the trade fair.



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About Messe Düsseldorf (Shanghai) Co., Ltd.

Established in 2009, Messe Düsseldorf (Shanghai) Co., Ltd. (MDS) is a subsidiary of Messe Düsseldorf GmbH, one of the world's top 5 exhibition organizers. MDS is committed to introducing world's No. 1 trade fairs to China and to providing Chinese and international customers with superior exhibition services. MDS is successfully holding more than 20 leading trade fairs and conferences in China, covering the industries of printing, packaging, wire and tube, plastics, medical devices, rehabilitation, retail, safety and health, wine & spirits and caravanning. MDS runs branch offices in Shanghai and Beijing with a workforce of some 70 full time employees. The worldwide outbound exhibition business (trade shows in Düsseldorf, Germany and other leading Messe Düsseldorf Global Shows) is organized by Messe Düsseldorf China Ltd. (MDC), serving Chinese exhibitors and visitors with superior customer service from its Hong Kong branch office. Find out more at www.mds.cn.



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