

### The benefits in brief:

- ✓ Obtain a detailed market overview
- ✓ Identify and evaluate the trends in the Spanish nursing care market
- ✓ Generate interest in your products and services
- ✓ Establish links with potential customers and partners
- ✓ Receive immediate feedback
- ✓ Make contact with trade associations, chambers of commerce and the media

### Rent charges :

12 – 24 m <sup>2</sup>	=	EUR 126/m <sup>2</sup> *
25 – 50 m <sup>2</sup>	=	EUR 117/m <sup>2</sup> *
51 – 75 m <sup>2</sup>	=	EUR 111/m <sup>2</sup> *
76 – 100 m <sup>2</sup>	=	EUR 106 /m <sup>2</sup> *
> 100 m <sup>2</sup>	=	EUR 94 /m <sup>2</sup> *

\*+VAT

\*+ obligatory charge for catalogue entry (EUR 60 + VAT)

Stand construction: EUR 30/m<sup>2</sup> + VAT; includes partition walls, carpeting, lighting, power socket, signboard



Deutsche Messe

Worldwide

Hannover-Messe  
International GmbH

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**orto 2008**

SALÓN DE LA ORTOPROTÉSICA  
Y AYUDAS A LA DISCAPACIDAD



**PRO CARE  
ESPAÑA 2008**

Feria / Congreso del Cuidado, Terapia  
y Asistencia a las Personas Mayores

Trade Fair with Congress for Nursing,  
Therapy and Care

**Spain's leading trade fair for  
orthopaedics and geriatric  
care**

**27 – 29 November 2008**

**Madrid  
IFEMA Recinto Ferial Juan  
Carlos I**

[www.orto-procare.com](http://www.orto-procare.com)

## Geriatric care is a growth market

In recent years healthcare has become a major factor in Europe's national economies. Spain's geriatric care sector is experiencing exceptional growth due to demographic factors, rapid technological progress and the new legislation governing the care of elderly and handicapped persons.



## Booming demand for residential places

According to the Federal Agency for External Trade, Spain plans to build 720 new old people's homes during the next three years. Seven million members of the Spanish population are aged 65 or over. This will necessitate the creation of at least 77,000 places. Large-scale facilities with more than 100 residents will predominate.

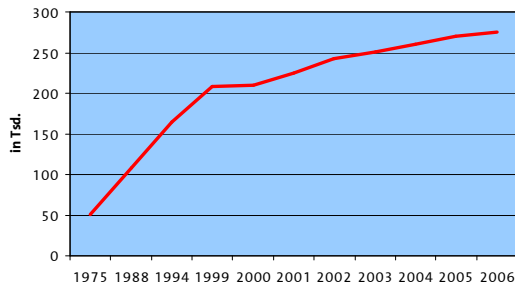


Chart: Total number of residential places (in thousands), 1975 - 2006

## Orto España

In 2008 with Congress

- Orthopaedic appliances
- Prosthetic appliances
- Technical appliances
- Literature
- Training
- Footwear
- Machinery and materials for the production of orthopaedic appliances

## PRO CARE España

In 2008 with Congress

- Care
- Assistance
- Therapy
- Nutrition
- Clothing
- Furnishings
- Building installations
- Services
- Housekeeping
- Communication equipment
- Management
- Literature

Each of these trade shows will be accompanied by a special **congress** which will highlight current trends and offer extensive networking opportunities. Leading experts will contribute to the lecture programs and panel discussions. The congress topic will be "The implementation of the new Spanish nursing care legislation".

## PRO CARE España on the road to success

PRO CARE España is well on the way to becoming Spain's leading trade show for the nursing care sector. In 2006 more than **160 companies** presented their products and services at this joint platform featuring PRO CARE España and Orto España. Around **10,000 visitors** tuned into the latest trends and ideas. The



Spanish geriatric care sector is booming. Double digit growth is forecast for the coming years. PRO CARE España is the ideal platform for establishing new business contacts – and for reaping the benefits of strong market growth.

## Hannover-Messe International GmbH

Founded in 1981, HMI plans and realizes trade shows outside Germany, thus extending the international



portfolio of **Deutsche Messe AG**. In all cases the goal is to bring together suppliers and users in all the world's major growth regions.