

IsraMed Expo 2026

POST-EVENT PRESS RELEASE

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IsraMed Expo 2026 Draws Strong Global Attendance, Signaling Continued Growth in Diagnostics, Devices, and Digital Health

High engagement, AI-driven innovation, and demand for point-of-care solutions drive momentum across global healthcare markets.

(Tel Aviv, February 20, 2026) — Celebrating a record year, **IsraMed Expo 2026** brought together more than 9,000 attendees and 2,500 exhibitor personnel at the Tel Aviv Convention Center for three days of innovation, education, and high-value business connections.

The event (February 12–14) showcased the latest advancements in:

- ▶ diagnostic technologies
- ▶ portable and point-of-care medical devices
- ▶ AI-driven clinical decision support
- ▶ digital health and remote monitoring

with strong participation from companies across North America, Europe, Israel, and Asia.

“The level of engagement this year reflects both the pace of innovation, and the urgency healthcare providers feel in adopting more efficient, scalable solutions,” said Avi Greenspan, Director of IsraMed Expo 2026. “Decision-makers are actively looking for technologies that can improve outcomes while navigating cost and operational pressures.”

Strong Buyer Presence and High-Quality Lead Generation

Exhibitors reported consistent booth traffic and high-quality conversations with:

- ▶ hospital procurement teams
- ▶ distributors
- ▶ healthcare systems
- ▶ international partners

Many attendees arrived with active clinical or operational needs, enabling exhibitors to move quickly from introduction to meaningful discussions.

“We connected with a number of serious prospects — many already evaluating solutions for near-term deployment,” said Hanan Ben Lulu, Director of R&D at IsraTech Medical. “The conversations were focused, and the level of technical understanding among attendees was impressive.”

Trade Show Floor Highlights

The exhibit hall featured:

- ▶ live demonstrations of diagnostic and imaging technologies
- ▶ innovations in respiratory and cardiovascular monitoring
- ▶ AI-enabled platforms for clinical workflow optimization
- ▶ portable solutions designed for decentralized and rural care environments

Particular attention was drawn to:

- ▶ point-of-care diagnostics
- ▶ AI-assisted interpretation tools
- ▶ solutions tailored for global and emerging markets

Education and Industry Insights in High Demand

Standing-room crowds gathered for sessions covering:

- ▶ regulatory pathways across global markets (including China and APAC)
- ▶ reimbursement challenges
- ▶ commercialization strategies for international expansion
- ▶ the growing role of AI and automation in clinical environments

Attendees also emphasized the importance of clear, clinically grounded communication when evaluating new technologies — particularly in cross-border contexts.

International Expansion Remains a Key Focus

A significant theme across the show was global market expansion, with many exhibitors actively exploring opportunities in:

- ▶ China
- ▶ Southeast Asia
- ▶ Latin America

Successfully entering these markets requires not only strong technology — but also clear, culturally aligned messaging and distributor-focused communication strategies.

Looking Ahead

Building on this year's momentum, organizers announced that **IsraMed Expo 2027** will expand its international programming and exhibitor footprint, with a continued focus on:

- ▶ diagnostics
- ▶ point-of-care innovation
- ▶ global commercialization strategies

About IsraMed Expo 2026

IsraMed Expo is a leading international event bringing together medical device manufacturers, diagnostics companies, healthcare providers, and global distributors to explore the latest innovations shaping the future of healthcare delivery.