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## MEDLAB Series Expands its Presence into Europe



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More than 3,000 medical laboratory industry professionals expected to attend the launch edition of [MEDLAB Europe](#) at the Fira Gran Via in Spain

After many years of operating successful MEDLAB events around Africa, Asia and the Middle East, Informa Life Sciences Exhibitions, the world's leading publishing and exhibitions company, has announced that the MEDLAB Series will be expanding its presence into Europe. Taking place at the Fira Gran Via in Barcelona, Spain, from 13-15 September 2017, more than 3,000 industry professionals are expected to attend Europe's leading event for laboratory management and diagnosis.

With the European medical laboratory market expected to reach USD 15.5 billion by 2024 [\[1\]](#), a platform such as MEDLAB presents a huge opportunity for global laboratory industry leaders, including manufacturers, dealers and distributors, to make inroads into the European market. Housing international exhibitors and covering 2,000 sqm of exhibition space, MEDLAB Europe will give visitors from across the world an opportunity to access cutting-edge laboratory products, next-generation technology, innovative services and world-class educational content.

According to Tom Coleman, Group Exhibition Director, MEDLAB Series: "The launch of MEDLAB Europe is in line with our global expansion strategy for our MEDLAB series of events. The increasing prevalence of chronic diseases, rising geriatric population coupled with the rising awareness towards early diagnosis, has positioned the European medical laboratory market as a critical market for manufacturers, services providers, and dealers and distributors from across the globe. MEDLAB Europe will generate substantial value for our customers and partners by driving further product innovation and deeper engagement in these specific markets."

Over the three-day event, MEDLAB Europe will also offer a multi-disciplinary congress tackling current challenges and developments key to the European market, and leveraging the true potential of laboratory testing to dramatically improve patient outcomes across the continent.

The conference programme covers five main tracks including Point of Care Testing (POCT), Histopathology, Lab Management, Clinical Microbiology and Haematology. From new methods of effective lab management to the development of techniques in detecting diseases, the conferences will also review the expanding role of the laboratory medicine and discuss partnership between a clinician and a lab professional in providing delivery of care to every patient.

"The scientific programme at MEDLAB has been carefully designed in collaboration with some of the brightest minds in the medical laboratory industry in order to have a real impact on improving the health and wellbeing of patients across the region," said Coleman.

For more information about the MEDLAB Europe Exhibition & Congress, please visit: [www.medlabeurope.com](http://www.medlabeurope.com)

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[\[1\] http://www.grandviewresearch.com/press-release/europe-in-vitro-diagnostics-ivd-market-analysis](http://www.grandviewresearch.com/press-release/europe-in-vitro-diagnostics-ivd-market-analysis)

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