

For Immediate Release

## **MEDICAL FAIR ASIA gears up for ‘business as usual’ but better with a Phygital Edition in 2022: in-person trade fair and extended online engagement**

**Singapore, 8 November 2021** – The 14<sup>th</sup> edition of MEDICAL FAIR ASIA will see its return to Marina Bay Sands, Singapore, from 31 August – 2 September 2022, with a 3-day physical trade fair, followed by a week-long digital extension.

After the successful full digital edition in 2020 which saw participation from 345 companies and over 8,500 online visitors, next year will see MEDICAL FAIR ASIA presenting a hybrid model - a winning approach that brings the best of the in-person experience and essential digital tools so participants can continue to connect and engage. The digital extension will offer value-added opportunities for networking, smart business matching, and access to on-demand content from anywhere in the world.

“Adding the hybrid component to the in-person trade fair expands MEDICAL FAIR ASIA’s reach to a wider international audience, both because of potential capacity limits on-site and travel limitations. The digital extension also offers additional benefits for exhibitors in terms of branding exposure and a more seamless approach to follow up on sales leads, and more importantly for both exhibitors and visitors – a robust environment in which to continue connecting and to do business effectively,” said **Ms Daphne Yeo, Senior Project Manager, MEDICAL FAIR ASIA, Messe Düsseldorf Asia**.

Reflecting the well-established credentials of the region’s hallmark medical and healthcare event, MEDICAL FAIR ASIA 2022 Phygital Edition draws reference from the many lessons learnt over the last year and will present special highlights such as Pandemic Management Solutions, as well as a focus on Mental Health – together with the Community Care Pavilion and Start-Up Park; two regular features over the last three editions which have seen growing relevance and interest from trade visitors.

With 650 exhibitors and key national and group pavilions expected to participate in 2022 representing a diverse range of medical and healthcare products, solutions, equipment and new technology, the internationality of the trade fair is also expected to be well-reflected in visitor participation. As a must-visit sourcing platform, MEDICAL FAIR ASIA is anticipated to draw 10,000 in-person and online visitors with 40 percent coming from overseas.

**Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia**, said, “We are very much looking forward to reconnecting in-person with our exhibitors, visitors, and industry partners, which is essential to developing and maintaining relationships. A trade fair is a full sensory experience and is about both planned and spontaneous encounters on the show floor. With the challenges brought on by the pandemic, it has presented opportunities for us to re-think how we deliver our events; so reconnecting, rebuilding and recovering will be a main focus for us – thus, with MEDICAL FAIR ASIA 2022 we will provide the best offerings of a physical trade fair enhanced



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Physical  
Marina Bay Sands • Singapore

**3 – 9 Sep 2022**

Digital • Online

[www.medicalfair-asia.com](http://www.medicalfair-asia.com)

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with the power of digital so the medical and healthcare industry can continue to do business, share best practices, innovate, and learn.”

Beyond a networking, sourcing and procurement platform, MEDICAL FAIR ASIA Phygital Edition will also feature a comprehensive line-up of concurrent events, including:

- 2<sup>nd</sup> edition of Paradigm Shifts in Healthcare Symposium - Prehabilitation and Pandemic Management in Community Health
- Medicine+Sports Conference Asia
- Medical Festival Asia

MEDICAL FAIR ASIA will once again co-locate with **MEDICAL MANUFACTURING ASIA**, a trade fair focusing on the medical technology and medical manufacturing sector, jointly organised by Messe Düsseldorf Asia and the Singapore Precision Engineering & Technology Association (SPETA). Together, the two trade fairs will present a synergistic one-stop event representing the medical and healthcare value chain; from finished products and solutions, to product development and high-tech manufacturing components.

A member of **MEDICAlliance** - the global network of medical trade fairs, MEDICAL FAIR ASIA shares the expertise of No.1 exhibitions in their sectors - MEDICA, REHACARE and COMPAMED organised by the Messe Düsseldorf group in Germany.

For more information on MEDICAL FAIR ASIA 2022 Phygital Edition, go to: [www.medicalfair-asia.com](http://www.medicalfair-asia.com)

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### About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf in Germany, one of the world's leading trade fair organisers, responsible for organising more than 20 global No. 1 exhibitions in various industries including medicine and health, specifically MEDICA, COMPAMED and REHACARE INTERNATIONAL held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in the region since 1995. For more information, visit <http://mda.messe-dusseldorf.com/>

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