

MEDICAL FAIR THAILAND 2023: Advancing Medicine and Healthcare in Southeast Asia

- **Opens today with 800 exhibitors from 40 countries, and 22 national and country groups as they converge in Bangkok to reinforce Thailand’s position as a leading regional medical hub**

Bangkok, 13 September 2023 – MEDICAL FAIR THAILAND opens its doors today to welcome its 10th edition after a 4-year pandemic induced hiatus. With the last edition in 2019, the exhibition has grown from strength to strength and is now the region’s leading healthcare exhibition. Its internationality takes centre stage today as it welcomes strong representation from 800 exhibitors from 40 countries as well as 22 national pavilions and country groups. From repeat country groups that include Austria, Germany, Italy, Japan, and Singapore, to first time participation from Latvia, Poland, and Portugal, MEDICAL FAIR THAILAND continues to be the choice venue where over 8,000 products and equipment, supplies and consumables, solutions for high-tech medicine (such as imaging diagnostics, robotics), to healthcare innovations and medical technology are featured at the three-day exhibition.

“Recording a significant increase in participation and space bookings compared to the previous edition, we are at capacity this year and have even extended the show floor beyond the two exhibition halls to include part of the foyer area at BITEC. With pre-registration figures up by 30%, and with the more than 50 hospital groups and healthcare establishments expected from Bangkok and nearby provinces that include both public and private hospitals, this is testament to the relevance of MEDICAL FAIR THAILAND, and the robust demand for medical and healthcare innovations and technology,” said **Gernot Ringling, Managing Director, Messe Düsseldorf Asia**.

“We are delighted to be back with MEDICAL FAIR THAILAND and look forward to welcoming more than 12,000 visitors and attendees over the next few days,” he added. Organised by Messe Düsseldorf Asia, MEDICAL FAIR THAILAND runs from 13 to 15 September 2023 at BITEC, Bangna, and offers a digital extension from 16 to 22 September.

A comprehensive one-stop sourcing and networking platform for medical and healthcare professionals, distributors, manufacturers, and buyers, MEDICAL FAIR THAILAND is where the healthcare industry meet to engage in business, knowledge exchange, and for global networking. Highlights this year include signature features such as the Start-Up Park – with 14 companies showcasing ready-to-market healthcare technology and solutions, the Community Care Pavilion – focused on rehabilitative equipment, geriatric medicine and telehealth innovations, and for the first time – the Medical Manufacturing Pavilion, which shines the spotlight on microtechnology, innovative coatings and materials, sensors, and medical packaging technologies.

Commenting on the significance of MEDICAL FAIR THAILAND as a sourcing platform, **Professor Dr. Chalerm Harnpanich, President, Private Hospital Association**, said that with

Thailand’s medical tourism market expected to be valued at 310 billion baht in 2023, and with the potential to reach 760 billion baht by 2027, the private sector must accelerate the adaptation of both personnel skills and new high-quality technologies to meet global trends

and consumer demands both domestically and from international tourists. “As a result, quality and affordable healthcare are key, and new innovations and solutions at MEDICAL FAIR THAILAND can meet the needs of medical practitioners and the healthcare community - whether it is telemedicine, disease analysis equipment for proactive health assessments, as well as knowledge exchange at conferences and seminars from experts around the world.”

Echoing this sentiment in particular MEDICAL FAIR THAILAND’s growth and development over the years, **Dr Duangdej Yuaiwarmdee, Director, Exhibitions Department, Thailand Convention and Exhibition Bureau (TCEB)** said; “In its twenty-year journey, MEDICAL FAIR THAILAND has steadily grown in stature, firmly establishing itself as a must-attend healthcare event on Thailand’s MICE calendar. The presence of 22 national and country pavilions from around the world, highlights both the exhibition’s continued relevance and Thailand’s status as a prime destination for global business engagement. He added that Thailand continues to be an important destination for exhibition organisers and the MICE sector plays a critical role in guiding Thailand’s economy “as it is an economic driver and vital part of Thailand’s prominent services industry cluster.”

“TCEB, remains committed to support exhibitions in the 12 targeted S-curve industries. Notably, is the healthcare sector, which has emerged as an area of focus, with strategic plans already in motion to fortify Thailand’s position as a regional medical and wellness hub,” said **Dr Duangdej Yuaiwarmdee**.

According to **Mr Preecha Bhandtvej, President, Thai Medical Device Technology Industry Association (THAIMED)** the Thai government's focus on strengthening its medical hub status makes Thailand an important source for medical device exports. “The medical device industry in Thailand is worth about 60,000-70,000 million baht per year, and this year, the demand for medical devices continues to increase in both domestic and international markets. Coupled with foreign patients returning to Thailand after the reopening of the country, the demand for integrated healthcare continues to rise and Thailand's major trading partners continue to have a strong demand for medical equipment, especially in the latex glove consumables segment. “MEDICAL FAIR THAILAND continues to be a comprehensive platform to connect medical device manufacturers and users to promote opportunities and improve product quality,” said **Dr Preecha Bhandtvej**.

MEDICAL FAIR THAILAND is officially supported by the Ministry of Public Health, Ministry of Higher Education, Science, Research and Innovation and Thailand Convention and Exhibition Bureau.

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