

PRESS RELEASE

For immediate release

MEDICAL FAIR ASIA 2016 continues to grow, in size and importance, reporting record-breaking numbers for its 11th edition

22 September 2016 - The region's leading exhibition for the medical and healthcare sector, MEDICAL FAIR ASIA, was a major success earlier this month packing its new and larger venue, the Sands Expo and Convention Centre, with the highest ever number of satisfied exhibitors and visitors.

MEDICAL FAIR ASIA 2016, 30% larger than the previous edition in 2014, was entirely filled to host the 830 international companies from 40 countries. The exhibition featured international brand names such as Perry Baromedical, Swann-Morton, and Hitachi, and 17 national pavilions and country groups. Local companies like RAS Pharma and Yeap Medical Supplies were strongly represented too at MEDICAL FAIR ASIA 2016.

Visitor numbers also increased this year to a record-breaking attendance of 12,000, with 40% of visitors from abroad. The overseas visitors came from all over Southeast Asia along with India, Japan, South Korea, China, Hong Kong, Taiwan and Australia. Over the three action-packed days, the organiser also facilitated a personal best of 1,100 pre-scheduled meetings via the synergistic business matching service with many formal business dealings coming to fruition during the exhibition.

"The event has been extremely interesting and we have had some incredible meetings. The business matching service has been able to match us up with various organisations to have some discovery meetings about ways we can work together. At the same time, it has exposed us to a lot of the technology in Southeast Asia that we would not have been aware of otherwise," noted Darryl Culley, President of Emergency Management Inc.

Gabe Mensinga, Senior Project Manager of Leader Biomedical said, "Our expectations were already surpassed on the first day of the exhibition as we had a lot of new leads coming in. There were many people at the exhibition who were interested in our products and we are pleasantly surprised as to how good it has been!"

Honed as an international marketplace in the healthcare and medical sector, MEDICAL FAIR ASIA 2016 was joined by returning national pavilions and country groups from North America, Europe and Asia, whilst also welcoming two new first-time national pavilion participants — Turkey and Saudi Arabia.

"Southeast Asia is an emerging market and one that everyone should target, which is why we have decided to participate at MEDICAL FAIR ASIA. We have come here with high expectations and our experience has been entirely positive. This exhibition has been a gateway for our companies to enter these markets," said Nasser M. Alrashed of Saudi Export Development Authority.

Recent editions of MEDICAL FAIR ASIA have seen growing exhibitor interest from North America and the Middle East, due to the attractive burgeoning growth in Southeast Asia. The co-location of MEDICAL FAIR ASIA with MEDICAL MANUFACTURING ASIA, the region's leading event for the manufacturing processes for the medtech sector, is another big draw as between them the two exhibitions provided the ideal platform for all those involved in medical and healthcare; a point which was highlighted in the opening speech by Mr S Iswaran, Minister for Trade and Industry. He stressed Singapore's strong position as a gateway for medtech companies, both local and foreign, to access growing markets in the region, and Singapore's reputation as a trusted business hub.



11th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

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Marina Bay Sands • Singapore
www.medicalfair-asia.com

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Trade visitors also praised MEDICAL FAIR ASIA 2016 as an excellent event with global relevance, which was excellent for business development and knowledge enhancement within the region.

Manager of RS Awal Bros, Batam Hospital, Dr Retno Kusumo has attended every edition since 2010 to see the latest products and to keep up with new technologies. She said, "The show has grown significantly over the last couple of years. This year we were especially looking forward to the new Saudi Arabia and Turkey pavilions. We typically attend MEDICAL FAIR ASIA to procure medical consumables and devices and gain new perspectives and information, which we acquired."

Mr Tuan Le Thanh, Director of Y Duc Medical Equipment said, "This was the fourth time that I have visited MEDICAL FAIR ASIA to look for new products to promote in the Vietnamese market, particularly technologies and solutions in the area of telemedical diagnostics. In addition to the show floor, I also looked forward to attend some of the concurrent seminars."

Making their debut alongside the exhibition were a series of well-attended expert conferences and seminars, technical presentations and product demonstrations that represented a significant milestone for MEDICAL FAIR ASIA which has a well-established history of over two decades. The inaugural staging of the MEDICAL FAIR ASIA MEDICINE + SPORTS CONFERENCE, Disaster and Military Medicine (DiMiMED) Asia Conference and the Medical Innovation and Technology Forum, saw 300 attendees from 24 countries take part in 11 sessions. Delegates were able to assess recent developments in the respective disciplines – from preventive and rehabilitative medicine, latest generation sports equipment, to vector-borne diseases and issues of natural disasters, as well as healthcare wearables and telemedicine solutions – to exchange ideas and bring their knowledge up-to-date.

Dr Ben Tan, Chief of Sports Medicine, Changi General Hospital, said of the conference, "I hope to see the MEDICINE + SPORTS CONFERENCE back. MEDICAL FAIR ASIA is the biggest medical trade fair I have seen in Singapore with an impressive number of exhibitors. Linking the exhibition with a medicine and sports conference is logical and synergistic. Moreover, it has been very professionally organised."

Mr Gernot Ringling, Managing Director of Messe Düsseldorf Asia, organiser of MEDICAL FAIR ASIA, expressed his delight at the impressive participation results "We are very happy with the results and feedback from the 11th edition of MEDICAL FAIR ASIA and the well-attended series of conferences and concurrent events. Many of our stakeholders have reported doing real business at MEDICAL FAIR ASIA 2016 which bodes well for developing business opportunities."

The next edition of MEDICAL FAIR ASIA will be held in 2018. Up next for the medical and healthcare industry will be the 8th edition of MEDICAL FAIR THAILAND, to be held in Bangkok from the 6 – 8 September 2017. Participation details are now available at www.medicalfair-thailand.com

About MEDICAL FAIR ASIA 2016

Organised by Messe Düsseldorf Group, the world's leading organiser of medical trade fairs, MEDICAL FAIR ASIA is part of the "World of MEDICA" brand and has established itself as the region's leading international exhibition on hospital, diagnostic, pharmaceutical, medical & rehabilitation equipment & supplies. Following its successful growth path since its inception in 1997, MEDICAL FAIR ASIA acts as the gateway to Asia for global industry players by providing the perfect platform to showcase the latest industry innovations, to network and do business. For more information, please visit www.medicalfair-asia.com

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, please visit www.messe-duesseldorf.de/MDA

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