

PRESS RELEASE

For Immediate Release

MEDICAL FAIR THAILAND continues to attract international interest

- 600 exhibitors from 42 countries, 15 national pavilions and country groups
- 7,226 visitors from 59 countries, representing a 13% increase from the previous edition

30 Sept 2015 – The global footprint of MEDICAL FAIR THAILAND 2015 was firmly fortified as the 7th edition of Southeast Asia’s most established medical and health care event that came to a close on 12 September with 7,226 trade visitors from 59 countries. The 3-day exhibition which focused on hospital, diagnostic, pharmaceutical, medical and rehabilitation equipment and supplies, welcomed 600 exhibitors from 42 countries including 15 national pavilions and country groups from Austria, Belgium, China, France, Germany, Japan, Malaysia, Singapore, South Korea, Taiwan, Thailand, UK and for the first time the USA, Turkey and Italy. The internationality of the exhibition was further reflected in the number of visitors, an increase of 13% compared to the last edition in 2013. 34% of the overall visitors came from overseas, mainly from ASEAN countries such as Singapore, Malaysia, Myanmar, Philippines and Vietnam, as well as other Asian countries including China, India, Japan and Taiwan.

On the domestic front, Thai visitors recorded a 17% increase, which included visiting delegations from more than 60 hospitals from across Bangkok and surrounding provinces. According to Mr Watcharin Boonshuwong, Chief of Patient Care Services, Praram 9 Hospital, Bangkok, who was visiting for the first time and in search of medical devices and instrumentation for use in the emergency ICU wards, “the diverse range of products from various countries is very impressive and I would certainly encourage my colleagues from the hospital to visit this exhibition.”

Thailand’s Minister of Industry, Dr Atchaka Sibunruang, who officiated at the opening of the exhibition, underscored the importance of MEDICAL FAIR THAILAND which reflected the fast paced growth of the medical and healthcare industry. In her opening address, Dr Atchaka said the exhibition is a significant event for the modernization and development of the medical and healthcare industry for Thailand and the Southeast Asian region and “an important step for Thailand to prepare local personnel and professionals in the field to be ready for the integration of the region under the AEC (ASEAN Economic Community).”



7th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

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QSNCC • Bangkok

Queen Sirikit National Convention Center

www.medicalfair-thailand.com

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Messe Düsseldorf / Organizer of :



Organized by :



Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254

Tel : (65) 6332 9620

Fax : (65) 6337 4633

(65) 6332 9655

E-mail : medicalfair-thailand@mda.com.sg

www.messe-duesseldorf.de/MDA

Business Registration 199507124Z

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For many exhibiting companies, particularly small and medium sized firms, the resounding sentiment was the relevance of MEDICAL FAIR THAILAND as a stepping stone to penetrate the ASEAN market and to introduce their latest technologies. Mr Michael Richardson, Senior Vice President of the US firm Perry Baromedical, said: “The Southeast Asian market is becoming more significant, which is why we have come to the exhibition to increase our network and meet with existing and new distributors in the region. The number of visitors, sales leads and new contacts from Vietnam, Laos, Thailand, Indonesia, Malaysia, Philippines and Singapore that we have been able to generate has been excellent.”

Malaysian exhibitor LKL Advance Metaltech Sdn Bhd added that “There have been some very interesting leads the event has generated – of which we seldom come across in other medical shows. Thailand may prove to be the centralized hub for the ASEAN & Pacific region”, said Export Manager, Mr Brandt Lee.

For long time exhibitor and renowned medical vehicle solution provider, Dlouhy, who has been exhibiting at MEDICAL FAIR THAILAND since 2005, Mr Wolfgang Binder, Director of Sales, said: “The size of the exhibition has grown exponentially allowing us to present our latest developments and improved products to existing as well as new customers from Thailand and across the Southeast Asian region. We had a very good experience at the 7th edition and will be back again in 2017!”

The ability to link up exhibitors with relevant distributors, suppliers and agents and vice versa and catering to the different solutions and visitor needs across the various specializations and broad healthcare channels at MEDICAL FAIR THAILAND, proved to be a key element that contributed to the exhibition as a significant sourcing platform. The business matching programme that was offered as a value-add service, saw a healthy take up rate of 4,500 meeting requests made. Ms Sarah Liebermann, an exhibitor from DEWIMED Medizintechnik GmbH found the platform user friendly and a “useful tool where I’ve found potential leads via the scheduled meetings.”

Alongside a show floor that had the medical and health care community buzzing, the unprecedented number of concurrently held seminars, forums, conferences and technical presentations such as the CIO Forum organized by the Thai Medical Informatics Association, the seminar on Electro-magnetic Waves organized by the Thai Association for Medical Instrumentation and the seminar on Biomedical Engineering Technology organized by The Thailand Center of Excellence for Life Sciences, also received an overwhelming response. The 2nd Advanced Rehab Technology Conference (ARTeC) jointly organized by Messe Düsseldorf Asia, Royal College of Psychiatrists of Thailand and Thai Rehabilitation Medicine Association, featured a seminar on interventional spine care led by Dr David J Kennedy and Dr Matthew Smuck from Stanford University Medical Center, while a parallel conference track that included hands-on workshops on musculoskeletal sonography on the wrist, elbow and hip were led by Dr Chueh-Hung Wu, as well as Dr Yi-Chian Wang both from Department of Physical Medicine and Rehabilitation of the National Hospital Taipei, Taiwan.

Commenting on the success of the ARTeC conference, Dr Waree Chira-Adisai, President, The Thai Rehabilitation Medicine Association: “This time we have gathered more rehab specialist doctors to the conference, and we hope to keep this growing stronger over the years so it becomes a regular academic conference in line with MEDICAL FAIR THAILAND.”

The next edition of MEDICAL FAIR THAILAND will be held in 2017. Up next for the medical and healthcare industry will be the 11th edition of MEDICAL FAIR ASIA, to be held in Singapore from 31 August to 2 September 2016. Participation details are now available at www.medicalfair-asia.com

Press Contact

Maria Wesson
Tel.: (65) 6332 9652
maria@mda.com.sg

Exhibitor Contact

Daphne Yeo
Tel.: (65) 6332 9682
daphne@mda.com.sg

About Messe Düsseldorf Asia (MDA)

MDA is a subsidiary of Messe Düsseldorf in Germany, one of the world's leading trade fair organizers, responsible for organizing more than 20 global No. 1 exhibitions in industries including plastics, printing and packaging, and medical and health care - specifically K, drupa, interpack, MEDICA, COMPAMED and A+A held in Düsseldorf, Germany. Since 1995, MDA's portfolio of trade fairs in Southeast Asia includes: for the plastics and rubber sectors in Thailand ([T-PLAS](#)), Vietnam ([PLASTICS & RUBBER VIETNAM](#)) and Indonesia ([INDOPLAS](#)), the printing and packaging sectors in Thailand ([PACK PRINT INTERNATIONAL](#)) and Indonesia ([INDOPACK](#) and [INDOPRINT](#)), the wire, cable, tube and pipe sectors in Thailand ([wire Southeast ASIA](#) and [Tube Southeast ASIA](#)), the medical and health care industries in Thailand and Singapore ([MEDICAL FAIR THAILAND](#), [MEDICAL FAIR ASIA](#), [MEDICAL MANUFACTURING ASIA](#)) the Workplace Safety & Health sectors in Singapore([OS+H ASIA](#)) and the metal and steel trade industries in Indonesia ([indometal](#)).