

PRESS RELEASE

For Immediate Release

THE REGION'S LEADING HEALTHCARE EXHIBITION SOLD OUT!

- **Outstanding sales and record breaking participation**
- **Largest Japanese contingent to date**

4 July 2017 – MEDICAL FAIR THAILAND 2017 will be its largest edition yet, with booth space fully sold out since May, featuring 700 exhibitors from 45 countries including 18 National Pavilions and country groups on a show floor that has expanded by 20% compared to 2015, at the Queen Sirikit National Convention Center. Held biennially, MEDICAL FAIR THAILAND 2017 confirms its position as Thailand's most prominent trade fair through dynamic sales, wide range of product and services and high-quality line-up of signature conferences and seminars.

Indicative of Southeast Asia's vibrant medical and healthcare industry and MEDICAL FAIR THAILAND's strong drawing power, the healthy increase in exhibiting companies this year particularly seen with the participation of first time national group pavilions from Canada, European Union, India, the Netherlands and Russia also reflects the growing international appeal of the exhibition. With the debuting countries, this is further proof that the region's promising medical and healthcare industry continues to gain the attention of many of the world's leading economies.

First Secretary of the Embassy of the Kingdom of the Netherlands, Mr Bernhard Kelkes said: "The Netherlands Embassy will participate at MEDICAL FAIR THAILAND 2017 with a Holland Pavilion for the first time. The country offers state-of-the-art technological infrastructure, premium medical services, excellent medical expertise and a wide range of world-class hospitals at affordable costs."

In addition, Thailand is also a prominent hub for medical tourism, and this has also provided the impetus for companies looking to expand into the booming medical industry. "Yearly, more than 2.5 million international patients travel to Thailand for a variety of treatments, ranging from general treatments like dental care and basic health check-ups to advanced procedures, such as stem cell treatment. The country has developed several biotechnology programmes to support the medical sector especially in alternative disease solutions for emerging diseases, re-emerging diseases and tropical diseases. Thailand offers plenty of opportunities for Dutch companies providing medical equipment and services or pharmaceuticals," Mr Kelkes concluded.

MEDICAL FAIR THAILAND 2017 will also see its biggest Japanese contingent to date with over 70 companies from all over Japan, including group participations from Tokyo, Kobe, Osaka and Fukushima. Mr Shunji Iizuka, Director General of Commerce, Industry and Labour Department of the Fukushima Prefectural Government said: "In June this year, Fukushima Prefecture signed a Memorandum of Understanding with the Department of Industrial Promotion, Ministry of Industry, Thailand, with the aim of providing mutual support to the medical industry in both regions. For the first time,



8th International Exhibition
on Hospital, Diagnostic,
Pharmaceutical, Medical &
Rehabilitation Equipment & Supplies

6 - 8 SEP 2017

QSNCC • Bangkok

Queen Sirikit National Convention Center

www.medicalfair-thailand.com

Officially supported by :



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
<http://mda.messe-dusseldorf.com>

Business Registration 199507124Z

Messe Düsseldorf Asia is a member of



eight companies from Fukushima will hold a joint booth representing the prefecture to showcase their products and cutting-edge technologies.” It signals that with this partnership, there will be more Japanese presence in Thailand’s booming medical market.

The rising middle class of Southeast Asia is tech-savvy and more aware of the need for quality healthcare. Adapting with the changing consumer demands, the exhibition will prominently feature two special highlights on **Connected Healthcare** and **Rehabilitative Care**. These highlights will showcase the latest innovations and solutions in remote healthcare, tele-health, wireless healthcare, living aids and many others.

For instance, **Almex System Technology Asia** will be conducting a product demonstration to showcase their newly improved hospital kiosks for self-registration and payment, and queue management system. These kiosks will automate enhance the efficiency of every aspects of a healthcare institute’s reception operations by reducing waiting time and improving reception procedures. **Lundal (Thailand)** will exhibit the industry’s first hydraulic lift-type backrest bed. The bed features a back rest portion that can be moved up or down by a handle lever, providing the healthcare staff and users a convenient rehabilitation equipment. While rehabilitation product provider **Alexandave Industries** will present the Asian debut of the ALDA Balance Gear, a wearable device that improves body balance with real-time evaluation and training guideline. Medical mobility aids manufacturer **Wu’s Tech** is also introducing to the Asian market - their best-selling life chairs, mobility scooters and power wheelchairs, all aimed at enhancing the quality of life for individuals with limited mobility.

MEDICAL FAIR THAILAND 2017 will also be a gateway of knowledge for trade visitors. Conferences and forums featuring industry thought leaders will present the latest trends and future demands of the industry. Returning once again is the 3rd **Advanced Rehab Technology Conference (ARTEC)**, which will take place from 6 – 7 September, with topics centred on technological solutions for the ageing population. Speakers from leading institutions such as MIT and Fujita Health University will discuss topics on robotic rehabilitation, sarcopenia in the elderly, neurorehabilitation and others.

Conferences and forums dedicated to technology such as the **Digital Imaging in Radiology and Patient Safety** conference and **TMI CIO Forum** will cover a wide array of topics such as risk management in Radiology IT, current network technology, Hospital IT Outsourcing, Emerging Information Technologies in Healthcare and many others. Reflecting on the importance of technology, Thai Medical Informatics Association President, Dr Choosna Makarasara, said: “Technology has been changing the landscape of the medical industry rapidly, and it is only appropriate that the industry adapts accordingly to these shifts. What the TMI CIO Forum aims to achieve at MEDICAL FAIR THAILAND 2017 is to provide CIOs with the necessary knowledge on how to manage the challenges of technology while at the same time integrating it to ensure greater efficiency and productivity.”

With a strong showing from leading companies and industry experts, MEDICAL FAIR THAILAND 2017 is the preferred healthcare platform for trade visitors as well as practitioners. More information on MEDICAL FAIR THAILAND 2017 can be found at www.medicalfair-thailand.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 mda.messe-dusseldorf.com

For more information on the exhibition, please contact:

Exhibitor Contact:

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

Press Contact:

Melvin Chye
Marketing & Communications Executive
Tel: (65) 6332 9652
melvin@mda.com.sg

--- END ---