

PRESS RELEASE
For immediate release

Bringing more world-class healthcare innovations to the 9th edition of MEDICAL FAIR THAILAND as it moves to a bigger venue

- Exhibition moves to new venue - BITEC, Bangkok
- Debut of the Community Care Pavilion presenting medical solutions for the aged, and remote populations
- Introducing the Start-Up Park for digital healthcare solutions

12 November 2018 – Southeast Asia’s leading medical and healthcare exhibition, MEDICAL FAIR THAILAND, is set to stage its largest edition to date, as 1,000 exhibitors from 60 countries come together to do business at a new venue next year. For the first time in the exhibition’s 15 year history, MEDICAL FAIR THAILAND will take place in the fair grounds of BITEC - a much larger venue and expanded showfloor where more than 10,000 medical and healthcare innovations will be on display.

The 9th edition of MEDICAL FAIR THAILAND, which is organised by one of the region’s leading exhibition organisers, Messe Düsseldorf Asia, comes on the back of the highly successful edition of MEDICAL FAIR ASIA which took place in Singapore at Marina Bay Sands, in August this year. The exhibitions are part of the MEDICAlliance global network of trade fairs – sharing the global expertise of MEDICA, REHACARE and COMPAMED – by the Messe Düsseldorf Group in Germany.

MEDICAL FAIR THAILAND 2019 is set against a dynamic marketplace that is the second largest healthcare market in Southeast Asia, and one which is expected to be valued at US\$28.5 billion by 2020¹. In addition, Southeast Asia’s expected healthcare spending could accelerate to US\$740 billion by 2025², further creating attractive business opportunities for a wide range of companies involved in the medical and healthcare sectors.

The previous edition of MEDICAL FAIR THAILAND in 2017 was a resounding success, as 830 exhibitors from 66 countries welcomed over 9,000 quality trade visitors - with 33 percent coming from outside Thailand. Continuing on this successful path and international reach of MEDICAL FAIR THAILAND, this year’s edition of the exhibition will showcase some of the latest and most innovative trends in the market, by way of new highlights such as the Community Care Pavilion and Start-Up Park, further reflecting the changing medical and healthcare landscape.

Highlights at MEDICAL FAIR THAILAND 2019:

➤ **Community Care Pavilion**

The first-ever Community Care Pavilion at the exhibition, will showcase new technologies and innovations in the areas of remote healthcare monitoring, geriatrics, rehabilitation products, and assistive devices. With the ageing population in Southeast Asia expected to make up 15 per cent of its total

¹ *Opportunities in Thailand’s Healthcare Sector: Business Sweden*

² *The USD320 Billion Healthcare Challenge in ASEAN: Solidiance*



9th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

11 - 13 SEP 2019
BITEC • Bangkok • Thailand

www.medicalfair-thailand.com

Officially supported by :



Organized by :



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population by 2035³, the innovations in this pavilion will not only address the shifting needs of the market, but also provide patients and end users with targeted and useful products and solutions to enhance and enable a sustainable quality of life.

➤ **Start-Up Park**

Another highlight on the show floor is the all-new Start-Up Park; a dedicated platform for new and innovative companies to present the latest technologies to potential buyers and investors. With a start-up ecosystem in Southeast Asia estimated to be valued at US\$13 billion⁴, this represents the region's openness to new ideas and innovative new companies. At the debuting Start-Up Park, medical and healthcare start-up companies with innovations in IoT, from big data, wearable technologies to the latest software, will be able to pitch their technologies and solutions through onsite presentations during the exhibition.

➤ **Thought leadership and knowledge-sharing events**

The preferred gathering platform for all healthcare, medical and trade professionals in the region, MEDICAL FAIR THAILAND 2019 is also known as a knowledge sharing hub with an extensive list of industry-led conferences, seminars, and technical presentations by exhibitors.

Here are some additional highlights:

▪ **4th Advanced Rehab Technology Conference (ARTeC)**

With overwhelming response from the industry including physicians and allied healthcare professionals since it was first introduced in 2013, ARTeC will once again co-locate with MEDICAL FAIR THAILAND. Jointly organised by the Royal College of Psychiatrists of Thailand, Thai Rehabilitation Medicine Association, and Messe Düsseldorf Asia, the 2-day multi-disciplinary conference focuses on rehabilitation technology and emerging trends in physical and rehabilitation medicine, will include a stellar line-up of well-respected experts, academics and medical professionals from Thailand and around the world.

▪ **CIO Forum – for 200 C-Suite decision makers**

Digitalisation in the healthcare market will be a key theme discussed at the upcoming CIO Forum – an invitation-only event for leading information officers. Organised by Thai Medical Informatics Association, the full day forum will welcome an intellectual exchange of ideas and knowledge as CIOs discuss the latest trends and provide insights on the use of technology to further benefit healthcare service providers.

As the Southeast Asian market continues to offer a wide range of business and growth opportunities against its dynamic medical and healthcare landscape, MEDICAL FAIR THAILAND 2019 is the ideal platform for companies to conduct business, network and share best practices. With more companies keen on expanding their foothold into the region, interested exhibitors are encouraged to submit their space application forms early.

For more information on the exhibition, please visit www.medicalfair-thailand.com.

³ Share of population older than 65 in Southeast Asia in 2035: Statista

⁴ A Guide To Southeast Asia's Thriving Startup Ecosystem - Forbes



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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.

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