

**PRESS RELEASE**  
**For Immediate Release**

**MEDICAL FAIR THAILAND 2017 REFLECTS THE BULLISH GROWTH OF THE MEDICAL INDUSTRY IN THE REGION**

- **8<sup>th</sup> edition of Southeast Asia's premier medical exhibition will be its biggest with more than 5,000 medical and healthcare products on show**
- **700 exhibiting companies from 45 countries**
- **First-time Russia, India and European Union pavilions**

28 Mar 2017 – This year's edition of MEDICAL FAIR THAILAND is set to be its biggest yet with more than 700 international exhibitors expected. 17 national and country pavilions will present more than 5,000 state-of-the-art medical and healthcare products, equipment and solutions to a targeted audience of 10,000 medical and healthcare professionals. The impressive figures highlight once again, MEDICAL FAIR THAILAND's leading position as the region's No.1 trade exhibition serving these sectors.

MEDICAL FAIR THAILAND 2017, in its 8<sup>th</sup> edition, has an international participation that is expanding at each instalment. This is representative of the growth and rising attraction that Thailand and the Southeast Asian region holds as a flourishing hub for the medical and healthcare industry. Leading the first time participation at the exhibition with an official Indian national pavilion, Mr Rajiv Nath, the Forum Coordinator for the Association of Indian Medical Device Industry (AiMED), commented: "MEDICAL FAIR THAILAND 2017 provides Indian companies with an unparalleled chance to leverage on the potential of Southeast Asia's booming medical and healthcare industry. We are excited to be leading our members to this biggest regional platform, to connect and create strong bonds with businesses from around the region and all over the world." Also debuting at MEDICAL FAIR THAILAND 2017 is the European Union pavilion. Dr Michael Pulch, Ambassador, European Union Delegation to Singapore, said: "This presents an excellent opportunity for European companies specialising in healthcare and medical technologies. As Thailand is one of the leading Southeast Asian countries in the medical technologies industry, the participation of companies from the European Union at MEDICAL FAIR THAILAND 2017 will allow them to reach, connect and network with the right audience."

Adding on, Mr Gernot Ringling, Managing Director of Messe Düsseldorf Asia, said that with Thailand's dynamic positioning as a leading medical and healthcare hub, which is being further enhanced as the country goes into full gear with Thailand 4.0, value creation and innovation will take centre stage. "On this note, MEDICAL FAIR THAILAND 2017 will focus on Rehabilitative Care and Connected Healthcare, such as digital healthcare equipment and solutions, and wearable technologies that are rapidly transforming the market. The technologies and innovations on show contribute to the exhibition's success as the most important resource and business platform for both international and regional suppliers from the medical and healthcare sectors, bringing together a truly global showcase of the best



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](http://www.medicalfair-thailand.com)

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Messe Düsseldorf Asia is a member of



medical and healthcare devices, services and innovative solutions for both in-and out-patient and rehabilitative care,” said Mr Ringling.

Thailand 4.0, as an economic model, is aiming to transform Thailand into an innovation-driven economy achieving upper-income status; with an emphasis on promoting technology, creativity, and innovation in focused industries and changing from a production-based to a service-based economy. The medical and healthcare sectors have been earmarked alongside ten target industries as growth engines where additional policies to encourage further investment and development will be formulated in the near future.

Keeping abreast of the developments in the region, changing population demographics and future industry trends, MEDICAL FAIR THAILAND 2017 strategically reflects these components alongside the needs of Thailand 4.0. A glance at some special highlights this year also include:

#### ❖ **Advanced Rehab Technology Conference (ARTeC) 2017: 6 & 7 September**

Now into its 3<sup>rd</sup> edition, the Advanced Rehab Technology Conference (ARTeC) has grown from strength to strength with this year’s topic centred on the theme of *Robotics for Mobility: Quality of Life for the Ageing World*. The conference will explore a series of topics on robotic rehabilitation from analysis to design and intervention, robots for balance and gait training and a symposium on locomotion robotic training for neurorehabilitation. It will also feature renowned thought leaders and industry experts from the USA, Japan, Singapore and Thailand including Principal Research Scientist from the Mechanical Engineering Department at MIT, Mr Hermano Igo Krebs. The two-day conference is jointly organised by the Royal College of Psychiatrists of Thailand, Thai Rehabilitation Medicine Association and Messe Düsseldorf Asia.

#### ❖ **Dysphagia workshop: 7 September**

Held alongside the ARTeC conference is the one-day dysphagia workshop that addresses difficulties in swallowing particularly for the elderly, together with evaluation and management programmes, indirect therapies and future rehabilitation treatments.

#### ❖ **Business matching service**

A comprehensive and user-friendly suite of business matching services dedicated to helping businesses identify and screen potential partners will be available for all exhibitors and visitors to seek out potential new partners and suppliers. An ideal platform, the free service is particularly useful for businesses looking to expand their footprint into the Southeast Asian region or looking to connect with international companies. As companies were keen to expand their network, the previous edition saw an impressive 4,500 business matching requests.

With an all-inclusive line-up of the latest medical and healthcare innovations on display and industry-leading conferences, seminars and workshops, MEDICAL FAIR THAILAND 2017 is the platform to connect healthcare professionals to the best that the industry has to offer.

More information on MEDICAL FAIR THAILAND 2017 can be found at [www.medicalfair-thailand.com](http://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](http://mda.messe-dusseldorf.com)

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