

## Invitation to Exhibitors

12<sup>th</sup> International Exhibition  
on Hospital, Diagnostic, Pharmaceutical,  
Medical & Rehabilitation Equipment & Supplies



# 29 – 31 Aug 2018

Marina Bay Sands • Singapore

## Growth.

It comes when medical  
innovations connect with  
greater opportunities



Where healthcare connects  
with technology

[www.medicalfair-asia.com](http://www.medicalfair-asia.com)

Organized by:



Messe  
Düsseldorf  
Asia

# JOIN US AT THE HEART OF ASIA'S MEDICAL AND HEALTHCARE INDUSTRY



As a definitive sourcing platform in the region for all those involved in the medical and healthcare sector, MEDICAL FAIR ASIA 2018 is poised to be the most comprehensive edition to date as it expects more than 15,000 trade visitors at its 12th edition. As an international showcase for the latest innovations, products and services from the entire value chain of in-and-out patient care covering the hospital, diagnostic, pharmaceutical, medical and rehabilitation sectors, MEDICAL FAIR ASIA continues its successful growth path as the leading exhibition of its kind.



## WHY YOU SHOULD EXHIBIT



Be part of the **region's No.1** industry-defining medical and healthcare exhibition



Exhibit alongside **1,000 companies** from **50 countries**



Meet **15,000** qualified trade buyers and decision makers



**Synergistic co-location** with MEDICAL MANUFACTURING ASIA 2018



## **BE PART OF ASIA'S NO.1 INTERNATIONAL EXHIBITION FOR THE MEDICAL AND HEALTHCARE SECTOR!**

### **Exhibitor profile:**

- Accident & Emergency Equipment
- Building Technology & Services
- Catering & Kitchen Equipment
- Communication & Information Technology
- Dental Equipment & Supplies
- Diagnostics
- Disinfection & Disposal Systems
- Electromedical Equipment / Medical Technology
- Fabrics / Laundry
- Laboratory Equipment
- Medical Consumables
- Medical Furniture & Equipment
- Ophthalmic Supplies
- Pharmaceutical Supplies
- Rehabilitation Equipment / Orthopaedic Supplies
- Services & Publications

### **Visitor profile:**

- Health Ministry Officials
- Hospital Managers and Employees
- Doctors (Surgeries and Hospital)
- Nursing Officers
- Hospital Technicians
- Biologists, Biochemists, Technicians
- Dispensing Chemists, Pharmacists
- Physiotherapists
- Rehabilitation Organisations, Nursing Homes
- Organisations for the disabled
- Care Services & Self-help groups
- Visitors from Industry and Commerce

## SPECIAL HIGHLIGHT

### First time at MEDICAL FAIR ASIA: Community Care Pavilion

With the evolving consumer landscape where people of all ages are taking a more proactive approach in healthcare matters, smart devices and connected healthcare technology are transforming the healthcare industry. Patients with difficulties procuring medical services, such as the elderly or residents of developing markets, can now leverage on the convenience of technology to access a myriad of healthcare services.

Debuting at MEDICAL FAIR ASIA 2018 is the Community Care Pavilion which showcases an important and comprehensive range of multidisciplinary interface innovations, equipment and applications from patient-centred solutions, medical mobile devices and wearable technologies, to digital and enabling technology for wearable devices.



Southeast Asia is the world's fastest-growing internet region: **the existing internet base is set to double to 480 million by 2020**

**7.8% of ASEAN's population** will be over 65 years old by 2020



Asian home healthcare market expected to reach **US\$62.32 billion by 2020**

**New technologies are the drivers and enablers that will revolutionise the future of the medical world - be a part of the Community Care Pavilion!**

## GROWING STRONG: SOUTHEAST ASIA'S HEALTHCARE INDUSTRY

The region has been experiencing healthy growth in the healthcare sector, with an estimated worth of US\$100 billion at the start of 2017. Other factors driving the growth:

- Rapidly ageing population and higher life expectancy**
- Rising middle class with more awareness of quality healthcare**
- Hotbed for medical tourism**
- A technologically-savvy population**



Southeast Asia attracts **3.5 million medical tourists annually**

Growth in average healthcare spending (2014 – 18) **expected to be 11% of ASEAN's GDP**



APAC has **more than 1 billion smartphone users**

\* Sources: Deloitte / Technasia / Southeast Asia GLOBE

## Hear what our satisfied exhibitors & visitors had to say

**It has been a great exhibition for us.** We came looking to do business and to find distributors for some of the ASEAN countries we are not yet represented in. We have made deals with two Singapore Hospitals (Mount Elizabeth and Raffles) and have met even more distributors than we need."

**David Evans**

Managing Director, Endurocide Infection Control

**We** came for the 2014 show and realise then that the healthcare industry market in this part of Asia was booming so we decided to come back. **I have to say that this is a bigger and better show in a much better venue.** The show has been good for us, we have seen a lot of quality traffic. I think being part of the bigger Utah state booth helped attract attention."

**R. Michael Anderson**

CEO, ScyTek Laboratories

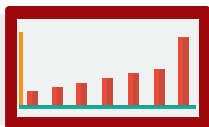
# A LOOK BACK AT MEDICAL FAIR ASIA 2016

2016 was a phenomenal year for MEDICAL FAIR ASIA with a sold out floor space months ahead of the exhibition, and the largest visitor attendance to date! Here's a look at some of the highlights:



**830** international companies  
from **40 countries**

**30% increase**  
in floor space



**17 national pavilions**  
and **country groups**

Record-breaking attendance of  
**12,100** visitors from  
**63** countries



**Over 1,000** business  
meetings scheduled

## Industry-leading conferences

MEDICAL FAIR ASIA MEDICINE + SPORTS  
CONFERENCE / DiMiMED Asia / Medical  
Innovation and Technology Forum



**MEDICAL FAIR ASIA 2016 is very well organised and manages to attract the right target audience.** Most of the visitors that came to our booth were from the Asia Pacific areas. This is exactly the market we are trying to reach, so it is very suitable for us. In the morning of the first day, we already received various enquiries for distributionships. It has been a very promising 3-day exhibition!"

### Steven Shu Ye

Overseas Business Development, Deputy Director  
China Regenerative Medicine International Limited (CRMI)



## 29 Aug 2018

The multidisciplinary conference has established itself as a new benchmark event for sports medicine and related disciplines in Southeast Asia.

Returning for the second edition, the MFA MEDICINE + SPORTS CONFERENCE fosters new exchange formats, tailored sport medical therapies, and innovative products for prevention, recovery and population health management resulting in new and breakthrough advancements.

Be part of this growing vibrant ecosystem and network with new partners, and discover and develop new markets.



“The Southeast Asian market is something completely new for us because we do not have any distributorship in this part of the world yet. That is why we decided to participate for the first time at MEDICAL FAIR ASIA 2016 to find some new distributors and to explore this part of the world. **We are satisfied with the exhibition and the number of contacts that we have generated.**”

**Régis Fenolla**

Head of International Sales, Gaes - Microson

# COST OF PARTICIPATION

Space only (min 24 sqm)	S\$560.00 per sqm
Basic Shell Scheme (min 12 sqm)	S\$660.00 per sqm
Enhanced Shell Scheme (min 12 sqm)	S\$780.00 per sqm

## Corner Surcharges (additional cost)

Corner stand (2 sides open)	S\$25.00 per sqm
End of block (3 sides open)	S\$35.00 per sqm
Island site (4 sides open)	S\$50.00 per sqm

## Standard Shell Scheme

(Layout plan for a 12 sqm stand)



## Enhanced Shell Scheme

(Additional Features: Maxima & Pifex system structure + graphic + tall glass display showcase)



Diagrams are for illustration purposes only. Actual layout may vary.

### Note:

1. All rates quoted are in Singapore Dollars. The participation cost and all other charges are nett to which the prevailing Goods & Services tax (GST) will be added. The GST is applicable to Singapore companies only.
2. No financial credit will be given for any package item not utilized.

All information is correct at the time of printing and is subject to changes. In some instances, changes may be required by the organizer and hence the terms contained here cannot form part of an offer or contract.

## IMPORTANT DATES

**27 – 28  
Aug 2018**  
Stand  
construction

**29 – 31  
Aug 2018**  
**MEDICAL FAIR ASIA**

**31 Aug 2018**  
Dismantling

Join leading exhibitors from around the world.

# Book your booth space now!

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