



www.medicalfair-thailand.com

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

BITEC, BANGKOK, THAILAND
11 – 13 SEPTEMBER 2019

Member of  MEDICAlliance



Record-breaking attendance at the 9th edition!

Thailand's largest international medical and healthcare exhibition was a resounding success as it broke multiple records at its 9th edition. Held at a new venue, BITEC, over three days the exhibition welcomed **11,525** visitors from **80** countries and regions, who came to network and conduct business with **900** exhibitors from **49** countries and regions.

The opening ceremony was graced by Guest-of-Honour, Dr. Prapon Tangsrikeitikul, Deputy Permanent Secretary, Ministry of Public Health and in his opening speech he shared developments in Thailand's healthcare landscape and how **MEDICAL FAIR THAILAND 2019** serves as the regional platform where the latest technologies, products and equipment for the industry are showcased.



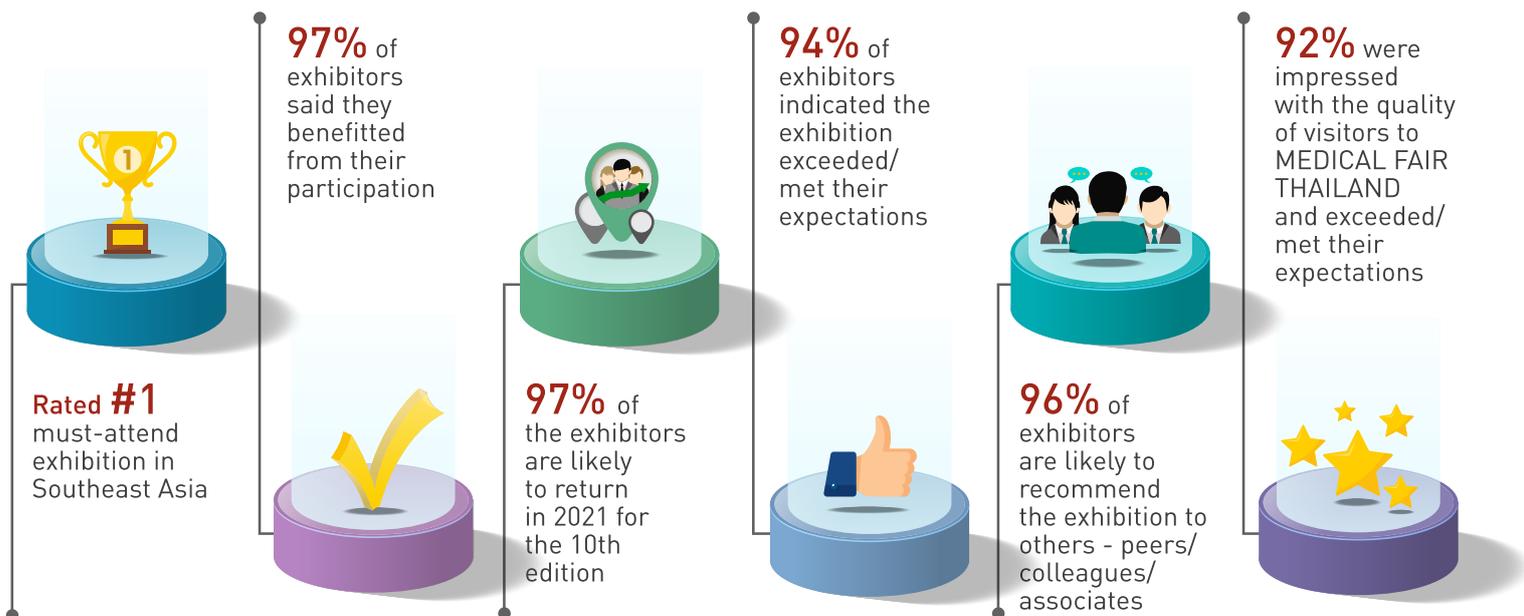
Officially supported by:

Organized by:



EXHIBITOR STATISTICS

13,163 meeting requests over 3-days!



Statistics and figures based on 2019 exhibitor survey results

Top 3 Objectives of Participation



Establishing NEW Distribution Channels



Opening up NEW Markets



Acquiring NEW Customers

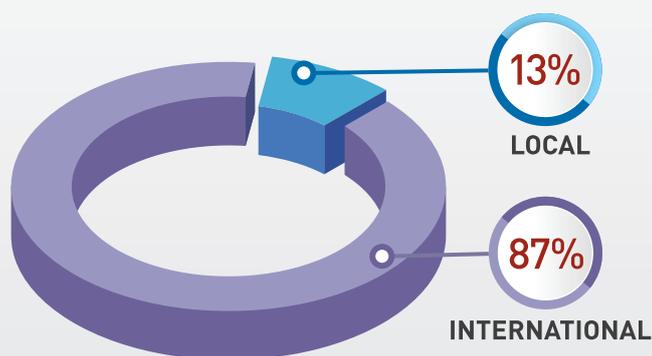
21 National & Group Pavilions

5 NEW!

- Brazil • Denmark • Hong Kong • Indonesia • Israel

- Austria • Belgium • China • France • Germany
- India • Italy • Japan • Malaysia • Netherlands • USA
- Singapore • South Korea • Taiwan • Thailand • UK

Geographic Breakdown



Top 5 Exhibit Profile



- Diagnostics
- Electromedical Equipment / Medical Technology
- Medical Furniture & Equipment
- Medical Consumables
- Rehabilitation Equipment / Orthopaedic Supplies

TESTIMONIALS FROM EXHIBITORS

“This has been one of the best opportunities to connect with distributors and manufacturers from all over the SE Asia region, all in one location.”

Ms Emma Ruth
Martech Medical Products (USA)

“A great mix of both national and international visitors. Very well planned by Messe Düsseldorf Asia.”

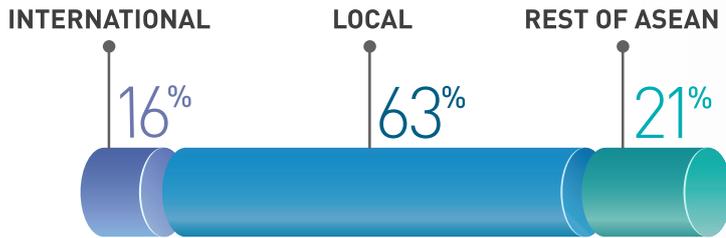
Mr Thomas Andersen
Danish Export Association (Denmark)

“This exhibition definitely is one of the best exhibitions in Asia to gain prospective customers from ASEAN countries.”

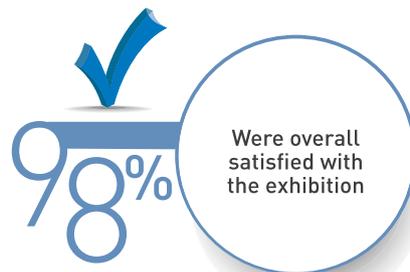
Mr Koji Konosv
NIGK Corporation (Japan)

VISITOR STATISTICS

GEOGRAPHIC BREAKDOWN



11,525 visitors
from 80 countries
and regions visited
**MEDICAL FAIR
THAILAND 2019**



Statistics and figures based on 2019 visitor survey results

Top Visiting Countries



India



Indonesia



Malaysia



Philippines

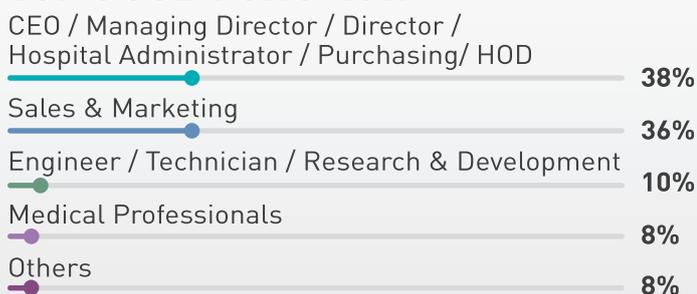


Singapore

NATURE OF BUSINESS



TOP 5 JOB FUNCTION



TOP 5 AREA OF SPECIALITY

- General Medicine
- Nursing
- Pharmaceuticals
- Physiotherapy / Orthopaedics
- Purchasing / Procurement & Hospital Administration

TOP 10 PRODUCT INTEREST

- Accident & Emergency Equipment
- Communication, IT & Connected Health
- Diagnostics
- Disinfection & Disposable Systems
- Electromedical Equipment / Medical Technology
- Furniture & Equipment
- Laboratory Equipment
- Medical consumables
- Pharmaceutical Supplies
- Rehabilitation Equipment / Orthopaedic Supplies

HEAR FROM OUR VISITORS

“ It is my first time to MEDICAL FAIR THAILAND and there are many suppliers and also specific products for operating rooms. The exhibition is definitely worth visiting! ”

Ms Pintira N.
Sales Manager
Draeger Medical Thailand Ltd
(Thailand)

“ This is my second time here and I found relevant product and companies. This new venue is also better than the previous one and the exhibition is overall crowded and packed! ”

Mr Robert Silvavimoney
Managing Director
Pall-Thai Trading Co. Sdn. Bhd.
(Malaysia)

“ I usually visit the show to buy medical supplies and equipment for usage in the clinic and this is my 4th or 5th time to visit already. ”

Dr Noppadon Olarachin
Physician
Noppadon Clinic
(Thailand)

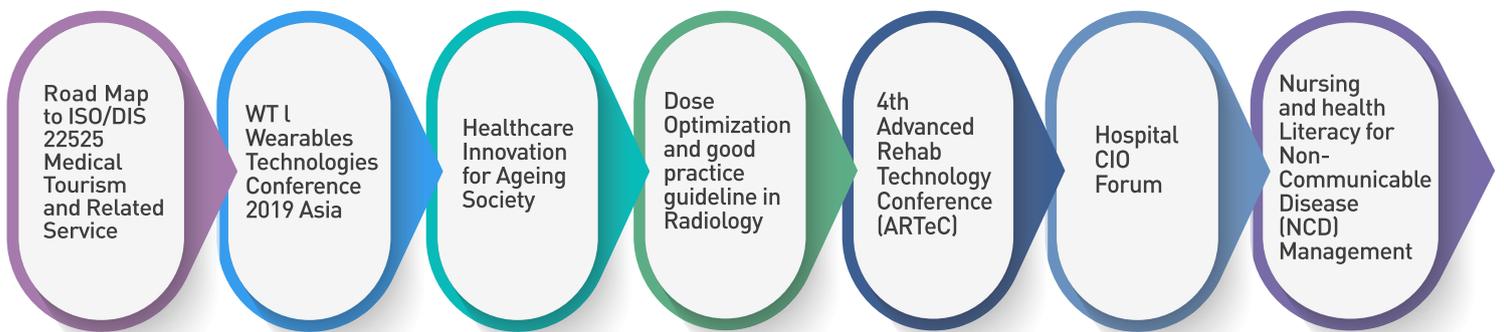
INDUSTRY-LED CONFERENCES, SEMINARS & FORUMS WELL-ATTENDED BY INDUSTRY PROFESSIONALS



Over three days, MEDICAL FAIR THAILAND 2019 welcomed 700 local and overseas delegates across 7 co-located conferences, seminars and forums. Local associations who organised their events alongside the exhibition included:

- Thai Rehabilitation Medicine Association
- Thai Medical Informatics Association
- The Nurses' Association of Thailand
- Radiologist Society of Thailand
- Thailand Medical Tourism & Wellness Association
- Thai Elderly Promotion and Healthcare Association

LIST OF CONFERENCES



“ I have been very impressed with the organisation of the conference, the strong attendance and active participation from the delegates. It is impressive and beneficial for the industry to have this alongside an exhibition of this scale with all the healthcare technology. ”

Lawrence Robinson, M.D.
Professor and Chief, Physical Medicine & Rehabilitation, University of Toronto

SHARING OUR SUCCESS STORIES



PLASMAPP CO. LTD

“ We have participated in many exhibitions and MEDICAL FAIR THAILAND has been really good as we are able to meet genuine dealers here. We have met potential leads from many countries, including Thailand, Philippines, Malaysia, Indonesia, Vietnam and Singapore and we are overall very impressed with the exhibition. ”

Mr Youbong Lim
CEO, Plasmapp Co. Ltd (South Korea)



LIFESENSE GROUP

LifeSense Group secured a contract to introduce their revolutionary technology associated with incontinence and bedwetting and empower families worldwide at the exhibition.

“ Thanks to LifeSense Group's participation at MEDICAL FAIR THAILAND, we quickly connected with a large new distributor and established a contract! ”

Dr. Valer Pop
CEO, LifeSense Group (The Netherlands)

MEDICAL FAIR THAILAND 2019 in pictures

21 National & Group Pavilions



VIP Buyers and Delegates from Thailand and the Southeast Asian region



Rewarding networking opportunities with industry and trade professionals



The Community Care Pavilion was a comprehensive showcase featuring specialised solutions for the ageing population



The all-new Start-Up Park was a resounding success with a showcase of innovations from Hong Kong, Japan, Singapore, South Korea, Taiwan and Thailand



Conferences and seminars were well-attended by industry professionals



MARKETING, ADVERTISING AND PROMOTION



50,000 invites and promotional materials mailed out to medical and healthcare professionals around the region

Email marketing to more than **120,000** trade and healthcare professionals through a highly targeted marketing campaign



Over **2,000** VIP invitations sent to government agencies, hospitals, medical centers and many more around the region

Close to **SGD 1 million** worth of publicity through more than **100** articles, editorials, advertorials, show previews and broadcast media



8 Million impressions and over **80,000** clicks (over 3 months of digital marketing campaign)



Record-breaking page views of over **450,000** (over 3 months)



300 care packages sent to various departments of hospitals and medical facilities



Over **200** print and online advertisements in international, regional and local newspaper, trade magazines and portals

HOSPITAL & GROUP VISITS

THANK YOU FOR YOUR VISIT!

Aikchol 2 Hospital • Bangkok Christian Hospital • Bangkok Christian Hospital Nakornpathom • Bangkok Hospital • Bangkok Hospital Muangraj • Bangkok Hospital Sanamchan • Bangkok Naval Hospital • Central General Hospital • Chaophya Hospital • Charoenkrung Pracharak Hospital • Chularat 1 Suvarnabhumi Hospital • Chularat 3 International Hospital • Chularat Rayong Hospital • Dr Panya General Hospital • Fort Nawamintharachini Hospital • Golden Jubilee Medical Center • HRH Princess Maha Chakri Sirindhorn Medical Center • Hua Chiew Hospital • Khaeng-Khoi Medical Center • King Chulalongkorn Memorial Hospital • Kluaynamthai Hospital • Ladprao General Hospital • Leam Chabang International Hospital • Mahachai Hospital • Metta Pracharak Hospital (Wat Raikhing) • Muang Samut Paknam Hospital • Mueangnarai Hospital • Namthip Nursing Home Thailand • Panyanantaphikkhu Chonprathan Medical Center • Pathumvech Hospital • Phythai 3 Hospital • Pittsanuvej Hospital • Prompathya Hospital • Ramkhamhaeng Hospital • Rutnin Eye Hospital • Saimai Hospital • Salaya Hospital • Samitivej Hospital Chonburi • Samitivej Hospital Sriracha • Samroyod Hospital • San Paulo Hua-Hin Hospital • Sirindhorn Hospital • Srisawan Hospital • Thonburi Hospital • Vejthani Hospital • Vibhavadi Hospital • Vichaivech International Hospital Omnoi



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Supporting organizations:

- Asia Pacific Medical Technology Association
- Association of Indian Medical Device Industry
- Association of Private Hospitals of Malaysia
- Indian Confederation for Healthcare Accreditation
- National Centre for Genetic Engineering and Biotechnology
- Philippine Medical and Laboratory Equipment and Supply Group Inc.
- Private Hospitals Association of the Philippines, Inc.
- Radiological Society of Thailand
- Thai Association for Medical Instrumentation

- Thai Elderly Promotion & Health Care Association
- Thai Gynecologic Cancer Society
- Thai Medical and Wellness Tourism Association
- Thai Medical Device Technology Industry Association
- Thai Medical Informatics Association
- Thai Rehabilitation Medicine Association
- Thai Subcontracting Promotion Association
- The Nurses Association of Thailand
- The Private Hospital Association
- Vietnam Medical Equipment Association

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Organized by:

