

MEDICAL MANUFACTURING



www.medmanufacturing-asia.com

4th Manufacturing Processes for Medical Technology Exhibition and Conference

MARINA BAY SANDS, SINGAPORE 29 – 31 AUGUST 2018

Member of  **MEDICAlliance**

MEDICAL MANUFACTURING ASIA 2018: Continues its foothold as Asia's leading MedTech exhibition

MEDICAL MANUFACTURING ASIA 2018 – the 4th Manufacturing Processes for Medical Technology Exhibition and Conference concluded successfully as the ideal gateway into Southeast Asia's growing MedTech sector.

Trade visitors from around the world were greeted by an expansive MedTech showcase as new approaches to innovation took centre stage at the exhibition. As a business promoting platform, some 2,000 upstream to downstream products and solutions by international companies, including country pavilions from Austria, China, Europe, Germany, Japan, Malaysia, Singapore, Taiwan and USA were part of the display mix, alongside well-attended concurrent programmes.

Held in parallel with MEDICAL FAIR ASIA 2018, the two synergistic trade exhibitions for the medical, healthcare and MedTech sectors are part of the MEDICAlliance's network of trade fairs – sharing the global expertise of MEDICA, REHACARE, and COMPAMED – by the Messe Düsseldorf Group.



"With the MedTech sector poised for growth, it is important that all stakeholders come together to collaborate and innovate, so as to tap on opportunities in the region and beyond. This is where MEDICAL MANUFACTURING ASIA and MEDICAL FAIR ASIA 2018 play an important role in providing a platform for companies to launch their new products, and meet quality and targeted trade buyers from all over the world."

Dr Koh Poh Koon
Senior Minister of State for Trade & Industry



No. 1 most important
MedTech exhibition
in Southeast Asia



4th most important exhibition
of its kind in the world

Effective business matching
1,200 scheduled
business meetings*



32
mindshare platforms
consisting of forums
and presentations*



*combined figures between MEDICAL MANUFACTURING ASIA and MEDICAL FAIR ASIA 2018

Officially Supported By:

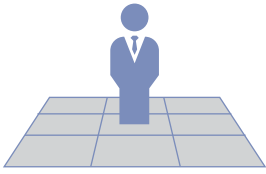
Held In:

Jointly Organised By:



EXHIBITOR OVERVIEW

3,000 sqm
exhibition space



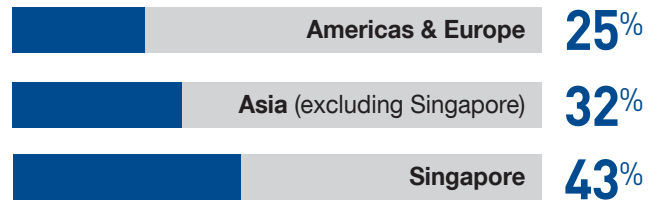
170
exhibitors



24
countries

Country pavilions from
**Austria, China, Europe, Germany,
Japan, Malaysia, Singapore,
Taiwan and USA**

Regional Breakdown %



TOP 3



Objectives of Participation:

1. Acquiring new customers
2. Meeting point with regular customers
3. Opening up new markets



90%

of the surveyed exhibitors were satisfied with their overall participation

85%

are satisfied with the quality of visitors

88%

are satisfied with the decision making authority of the visitors

96%

of the surveyed exhibitors will recommend the exhibition to others

95%

of the surveyed exhibitors said they benefitted from their participation

*Compiled from MEDICAL MANUFACTURING ASIA 2018 Exhibitors Survey

“MEDICAL MANUFACTURING ASIA proved to be the ideal gateway to introduce and promote our manufacturing solutions to the Southeast Asian market. Although this is our first time here, the response has been very good and we have been busy with many requests looking for medical manufacturing solutions in Malaysia, Indonesia and even high-precision manufacturing parts from Singapore.”

Philippe Zürcher
Head of Business Development, Willemin-Macodel SA

“This exhibition has been great success for us! We got to meet with a lot of key decision-making people, and achieve our objective of gaining more visibility in Asia. We will be back in two years’ time!”

Pierre Bouché
Sales Director, SOLSTEO

MARKETING & PROMOTIONS



Print, Online, Digital Advertising

More than 100 print, online and digital advertisements in international, regional and local newspapers, as well as relevant trade magazines and portals



Direct Mail

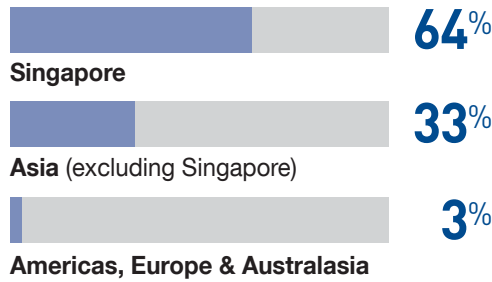
30,000 invites and promotional materials mailed out to medical technology professionals around the region, including supporting organisations

VISITOR OVERVIEW

6,062 trade visitors
54 countries

Over **35%** came from overseas

Regional Breakdown %



Visitor Markets:
Malaysia, Indonesia, Thailand, Philippines, China

- **90%** were satisfied with the exhibition and the exhibited product range
- **95%** considered attending the exhibition important and beneficial to their business
- **98%** said they will visit the next edition of MEDICAL MANUFACTURING ASIA in 2020
- **100%** of those who visited will recommend the exhibition to the industry



Strong Presence of Trade Buyers and Influencers

- Final decision makers 26.6%
- Significant influencers 19.1%
- Provide initial recommendation 16.9%
- Research new products 16.2%

Nature of Business / Organisation Type

- Distributor / Representative 31.9%
- Manufacturer / Producer 29.6%
- Trader, Importer & Exporter, Wholesaler 18.0%

- Embassy, Associations, Training Institutions, Ministry 13.1%
- Consultant & Service Provider 7.4%

Industry Sector

- Hospital and Medicare 40.9%
- Medical Devices, Instruments & Supplies 29.2%
- Medical Laboratories & Research 5.3%
- Electronics & Electrical 4.2%
- Machinery & Equipment 3.8%
- Plastic & Rubber Products 3.0%

- Manufacturing Metal Parts & Components 2.9%
- Manufacturing Biotechnology 2.7%
- Medical Practitioners 2.7%
- Semiconductor & Precision Engineering 2.0%
- Mould & Die Manufacturing / Tooling 1.8%
- Chemical and Medicinal Drugs 1.7%

"This is my third visit to MEDICAL MANUFACTURING ASIA and I have seen the show grown from strength to strength. I appreciated the internationality of exhibitors on the show floor and look forward to seeing and meeting more components and materials suppliers at the next show!"

Thomas Yip
Sales Director, Kelpac Medical Asia Pte Ltd

"This is my first time visiting this exhibition and I am impressed by the breadth of SMEs represented at the exhibition. The synergistic staging of both exhibitions is also interesting as it allows the Indonesian medical manufacturing industry to get more information on the materials, machines and tools all at one place."

Ade Tarya Hidayat
Chairman, Indonesian Medical Device Producers Association (Aspaki)



Website

Attracted over **200,000** pageviews across 3 months



Public Relations

An extensive PR campaign including editorial coverage valued at more than **S\$900,000**



SEM Advertising Campaign

Generated **2.9 million** impressions and over **21,000** clicks over 2 months



Email Marketing

To more than **150,000** trade professionals through a highly-targeted marketing campaign



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5th Manufacturing Processes for Medical
Technology Exhibition and Conference

MARINA BAY SANDS, SINGAPORE
9 – 11 SEPTEMBER 2020

Member of  MEDICAlliance

YOUR STRATEGIC PLATFORM FOR MEDICAL TECHNOLOGY SOLUTIONS



For bookings and enquiries, please contact:

Daphne Yeo

Senior Project Manager

Tel : (65) 6332 9682 • Email: daphne@mda.com.sg

Ng Hui Shan

Project Executive

Tel : (65) 6332 9648 • Email: huishan@mda.com.sg

Concurrent Exhibition:

For Enquiries:

Jointly Organised By:



Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254
Tel (65) 6332 9620 _ Fax (65) 6337 4633
mma@mda.com.sg

