



14th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

31 AUG – 2 SEP 2022

PHYSICAL • MARINA BAY SANDS • SINGAPORE

3 – 9 SEP 2022

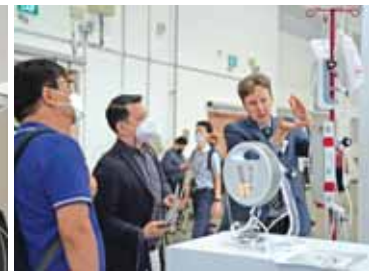
DIGITAL • ONLINE



Member of  **MEDICAlliance**

MEDICAL FAIR ASIA 2022 returned with a successful edition after a 3-year hiatus due to the pandemic, hosting 600 exhibiting companies and 6,300 trade visitors from around the globe. The 14th edition of the trade fair brought back the highly anticipated physical, large-scale format after the digital-only edition in 2020. The lively onsite event was augmented with the Digital Edition, enabled by an AI-powered business-matching system for up to seven days after the physical event concluded.

A high-profile league of visitors comprising established distributors, procurement professionals and medical practitioners from around the region graced the show floor, proving MEDICAL FAIR ASIA's stature as the go-to platform for quality networking and product sourcing. With top representation from Southeast Asian countries such as Malaysia, Indonesia, Thailand and Vietnam, this edition recorded high internationality on the visitor front and exceeded exhibitor expectations in connecting them with regional buyers.



“ The exhibitors’ and visitors’ excitement was palpable on the first day of the exhibition, and the energy and activity levels stayed high for all three days. Our exhibitors and attendees were very pleased to be able to return to conducting business face to face, demonstrating that in-person interactions are key to securing valuable business and meeting the right contacts to establish long-term relationships. ”

Gernot Ringling
Managing Director
Messe Düsseldorf Asia

Concurrent exhibition:

Endorsed by:

Officially supported by:

Held in:


Organized by:

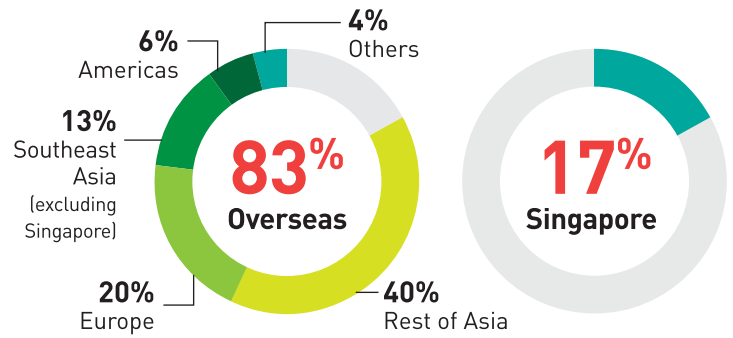


EXHIBITOR OVERVIEW

Exhibitor Statistics


13,225 sqm
exhibition space

600
exhibitor companies

49
countries
and regions




18 national & group pavilions

Austria, Canada, China, Denmark, France, Germany, Indonesia ^{NEW}, Italy, Japan, Latvia ^{NEW}, Malaysia, Singapore, South Korea, Spain, Taiwan, Thailand, United Kingdom, United States

Exhibiting Objectives

TOP 3
★ ★ ★

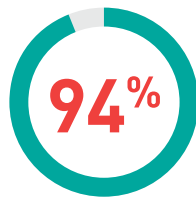
1. Acquiring New Customers
2. Presenting Information on Existing Products
3. Opening Up New Markets



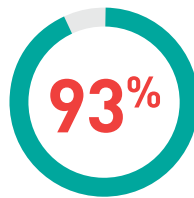
Strong Exhibitor Satisfaction Levels



would recommend other companies to exhibit



achieved beneficial outcomes from the exhibition



satisfied with overall exhibiting experience



fulfilled exhibiting expectations

Exhibitor Testimonials

“ Medical Fair Asia exceeded my expectations, especially after the pandemic. Very good leads (from potential buyers) interested in our products from different countries, so a very good opportunity for the near future. ”

Amanda Felix
Sales Representative
CMOS DRAKE DO NORDESTE SA

“ We’ve met people from all over Asia; from India to Japan. We even had delegations from Laos and Cambodia; countries I don’t recall having strong representation at previous shows. ”

Florian Degenhardt
International Sales Manager
WAS / T&K WORLDWIDE COMMERCE PTE LTD

“ MEDICAL FAIR ASIA has proven to be a good platform to introduce Latvian manufacturers to the Asian market and we hope to return in 2024 with a bigger booth. ”

Jadviga Neimane
Senior Project Manager
INVESTMENT AND DEVELOPMENT AGENCY
OF LATVIA (LIAA)
Organiser of the Latvian pavilion

VISITOR OVERVIEW

Visitor Statistics

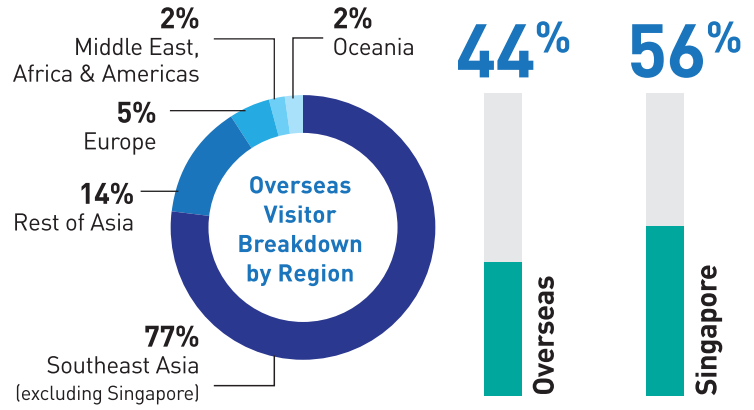
6,300 trade visitors



69 countries and regions

40% Senior Management Professionals

400 VIPs



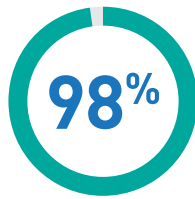
Visitor Satisfaction Level



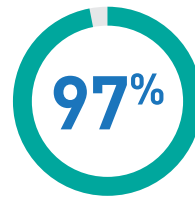
considered the exhibition an important & beneficial event for their profession



were satisfied with the products exhibited



satisfied with their visit experience



will recommend the exhibition to industry professionals



intend to visit the next edition in 2024



TOP 10 Overseas Visiting Countries



Malaysia



Thailand



Indonesia



Vietnam



Philippines



Republic of Korea



India



Australia



Japan



China

Top Reasons to Visit

- Gather Information
- Seek Representation
- To Attend Concurrent Events
- To Purchase
- Visit Suppliers



Top 5 Product Interest

- Diagnostics
- Electromedical Equipment / Medical Technology
- Laboratory Equipment
- Medical consumables
- Rehabilitation Equipment / Orthopaedic Supplies

By Organization Type

- Distributor / Trader / Importer & Exporter / Manufacturer / Producer **61%**
- Hospital, Clinics, Wellness and Care Centre **16%**
- Service Provider **8%**
- Government / Regulatory Body & Training Institutes **5%**
- Other healthcare related agencies **10%**

By Job Function

- CEO / Managing Director / Senior Management **34%**
- Sales & Marketing **23%**
- Department Heads / Managers **14%**
- Medical Practitioners, Nurses, Therapists **9%**
- Purchasing / Procurement **7%**
- Others **13%**

SHOW HIGHLIGHTS

Community Care Pavilion



Community Care Pavilion featured products and solutions for non-hospital settings such as elder care facilities, nursing homes and rehabilitation centres.

Start-Up Park



Start-Up Park hosted talks and presentations by a range of key stakeholders including hospitals, the pharmaceutical sector, research and development (R&D), government agencies, industry associations, academia, and more.

Concurrent Activities



214

Conference delegates

5

Concurrent Conferences,
Seminar and Forums

136

Speakers



84

Conference sessions /
Topics covered



WT

WEARABLE TECHNOLOGIES

Wearable Technologies Conference

WT value chain on how to leverage your company's potential in the wearable market



MEDICAL FAIR ASIA MEDICINE+SPORTS CONFERENCE

Innovative approaches in prevention, training, regeneration and rehabilitation



GlobalHealth
ASIA-PACIFIC



GlobalHealth APAC Summit

Gathering of C-Level executives and senior management for cross-country / cross-industry collaborations



Start-Up Podium

Series of fireside chats and panel discussions with high-level speakers in the medical start-up scene

The Paradigm Shifts in Healthcare Symposium

Prehabilitation & Pandemic Management in Community Health



DIGITAL EDITION HIGHLIGHTS

7 DAYS

of digital activities powered by the Integrated Virtual Platform



12,300

attendees



From **80** countries and regions

36,400

online engagements

(chat messages, views, meeting requests sent, scheduled appointments, virtual booth visits and engagements)



60%



Local

40%



Overseas

7 pre-event webinars,
covering **21** topics & speakers



Key Features of the Digital Edition Platform

- Business Matching
- Conference Hall
- Exhibition Hall (virtual booth)
- Lead Retrieval
- Visitor Directory

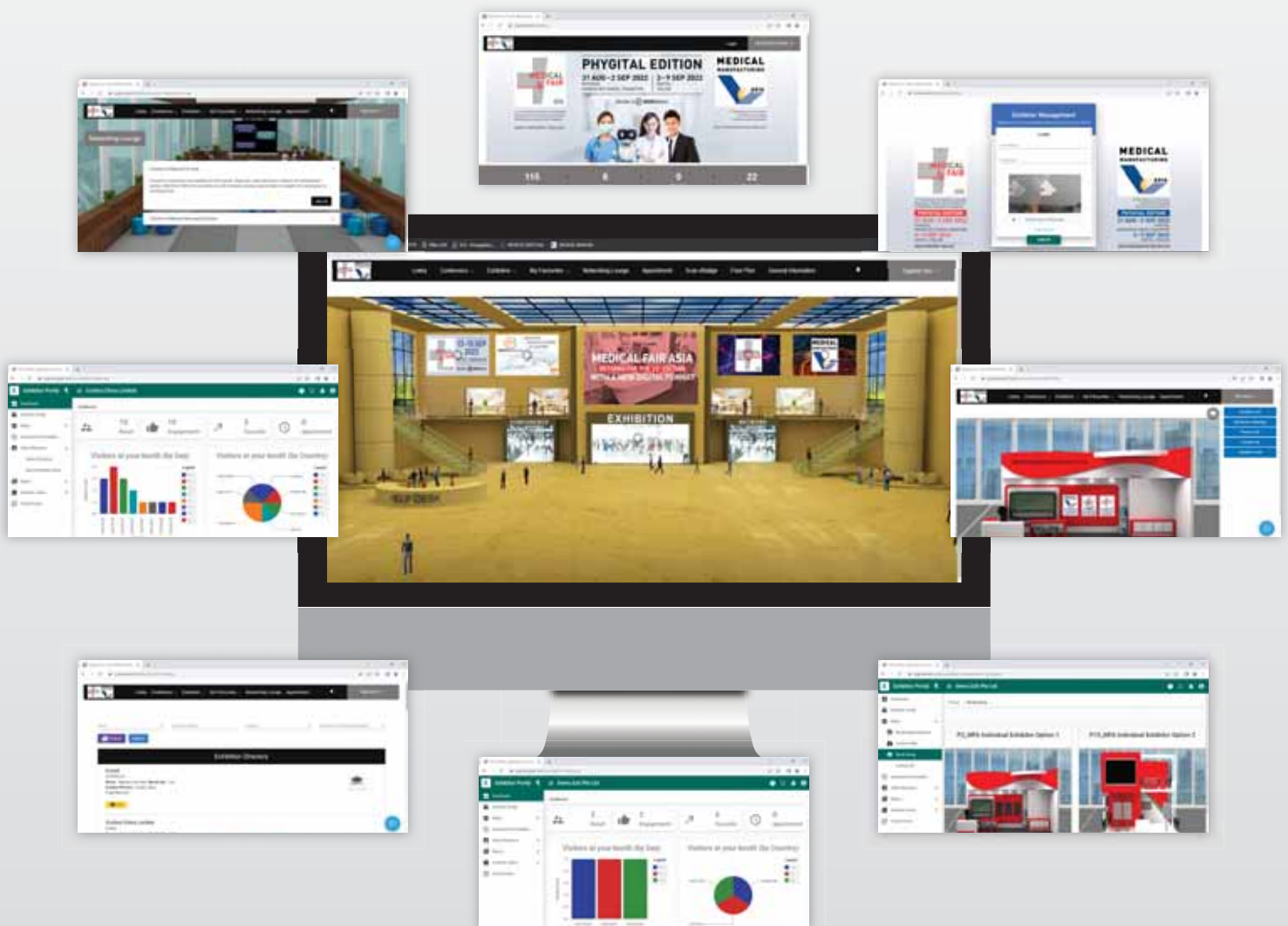


Trending topics on product innovation

- AmiShield veterinary chemistry analyzer
- BenQ Q-Smile Solution
- Develop your sales with the distribution of LESSA® medical consumables: Medical Recording Papers, Electrodes, Ultrasound and ECG gels and Mouth Pieces for Spirometry
- Drug- Eluting- Stent Made in Viet Nam: The Vstent
- IntegriMedical Needle Free Injection Systems
- The first and only Aerosol minimizing NIV mask in the world
- The Future with Revolutionary 2D/3D Visualization Solutions
- UV-C Disinfection of Mobile Technology in a Hospital Environment
- Wisonic - The Innovator of New Ultrasound
- World 1st Far-Infrared Technology Patch



...and many more



MARKETING & PROMOTIONS OUTREACH

3 million
impressions and
30,000
clicks on digital ads

> 150,000
trade professionals through
email marketing

VIP
3,000
VIP Invitations



> 300,000
website page views



Invites and promotional
materials mailed to
50,000
medical and healthcare
professionals



> 150
feature stories, article editorials
advertorials and broadcast
media features

SEE YOU IN 2023 (Thailand)

MEDICAL FAIR THAILAND
10th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies
13-15 SEP 2023 PHYSICAL BITEC, BANGKOK
16-22 SEP 2023 DIGITAL ONLINE
Member of **MEDICA**lliance
GLOBAL HEALTHCARE INNOVATIONS FOR THE FUTURE
www.medicalfair-thailand.com

SEE YOU IN 2024

MEDICAL FAIR ASIA
15th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies
MARINA BAY SANDS, SINGAPORE
11-13 SEPTEMBER 2024
Member of **MEDICA**lliance
WHERE HEALTHCARE CONNECTS WITH TECHNOLOGY
www.medicalfair-asia.com

Supporting organizations:



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www.medicalfair-asia.com

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