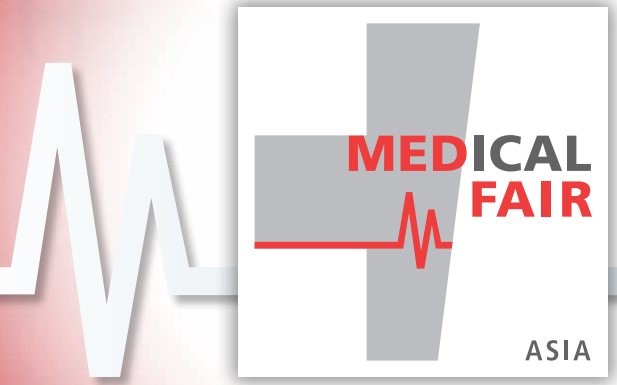


# POST SHOW REPORT

10th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

9 - 11 Sep 2014

Suntec Singapore



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



MEDICAL FAIR ASIA 2014

# SETS NEW RECORD

## IN EXHIBITOR AND VISITOR PARTICIPATION



“MEDICAL FAIR ASIA's continuing and growing importance to the region and beyond has been demonstrated by the success of this year's exhibition which continues to attract an increasing number of companies looking to do business in Asia as the region's healthcare sector continues on a robust growth path.”

**Gernot Ringling**  
Managing Director, Messe Düsseldorf Asia

Held from 9 – 11 September 2014, the 10<sup>th</sup> edition of MEDICAL FAIR ASIA surpassed expectations with robust exhibitor and visitor participation, drawing 10,504 visitors across three days and a record-setting 700 exhibitors, reaffirming its position as Asia's premier medical and health care event.

The largest edition to date, MEDICAL FAIR ASIA 2014 featured a suite of new initiatives which included the 'm-Health' showcase focusing on ICT innovations and a robust business matching service which saw strong participation from exhibitors. This provided value-added touch-points to the exhibition which attracted a strong line-up of government level delegations and hospital management personnel from Hong Kong, India, Malaysia, Philippines, Turkey and Vietnam.





**15**  
national & group pavilions

**700**  
exhibitors from  
**38**  
countries

**↑ 50%**  
increase in participating exhibitors

**Over 99%**  
of exhibitors agreed that MEDICAL FAIR ASIA is an important medical and health care exhibition for Asia

**95%**  
of exhibitors were satisfied with the quality and decision making authority of visitors



**10,504**  
visitors from  
**64** countries

**98%**  
of visitors had their expectations met by the range of products and services offered at the exhibition

**80%**  
of the visitors surveyed considered making a purchase at MEDICAL FAIR ASIA 2014

**↑ 22%**  
increase in visitors

**38%**  
of visitors came from overseas

**93%**  
of visitors felt that their visit to the exhibition was important to their work

**82.5%**  
of the visitors identified MFA as an important medical event for Southeast Asia



## Authoritative Audience

With a strong presence of trade buyers and influencers, 85% of visitors at MEDICAL FAIR ASIA 2014 played an important role in the purchasing process for their organisations.

Final Decision Makers	25%
Significant Influencers	20%
Provide Product Recommendation	20%
Research New Products	20%

## Primary Job Function

Primary Job Function	%
CEO / Managing Director / Hospital Director	34.8
Sales & Marketing	26.2
Engineer / Technician	12.0
Head of Department	10.3
Purchasing	8.0
Doctor / Nurse / Pharmacist	7.4

## Organization Type

Organization Type	%
Traders / Distributors	40.0
Manufacturer / Producer	19.6
Hospital / Clinic / Medical Centre	17.8
Government / Ministry / Association	6.4
IT / Mobile Health Services	3.7
Nursing Home / Rehabilitation & Wellness Centre	3.5
Laboratory	3.2
Hospital Planner / Turnkey Contractor	2.1
Pharmacy	2.1
Procurement Agency	1.5

## Area of Speciality

Area of Speciality	%
Clinical Laboratory	8.3
Hospital Administration / Purchasing	7.2
General Medicine	6.9
Communication & Information Technology	6.8
Pharmaceuticals	6.4
Cardiology	5.9
Anaesthesiology	5.8
Intensive / Critical Care	5.2
Orthopaedics	5.0
Radiology / Imaging	4.7
Nursing	4.6
Emergency Room Specialist	4.2
Obstetrics & Gynaecology	4.1
Physiotherapy	4.0
Respiratory Medicine	3.3
Urology	3.0
Neurosurgery	2.8
Gastro-Enterology	2.7
Oncology	2.6
Internal Medicine	2.4
Ophthalmology	2.4
Otolaryngology Surgery	1.7

## Top 3 reasons exhibitors chose MEDICAL FAIR ASIA 2014 as their trade platform of choice:

### Generate new business

“This exhibition is an excellent place to be, and we are really happy with the number of contacts we have received, and also we have a lot of new leads – from Singapore, China, Philippines and others from around the region. We will definitely be back in two years’ time.”

**Drs. Sjoerd W. Eisma**  
CEO, Hippus NV

### Assess market potential

“This is our first time in Singapore, and we have seen great interest in the system we provide, which has been a complete surprise for me. We have chosen to be here at MEDICAL FAIR ASIA as we believe the Asian market is a big and strategic market and the event provides great opportunities. We are very happy to be here.”

**Daniel Tsanov**  
CEO, Technology Innovation

### Source for agents / distributors

“This is our second participation at MEDICAL FAIR ASIA, and the experience has been very good. It is a good place to find distributors and potential leads, and we will exhibit next time as well.”

**Jokin Garmendia**  
International Sales Development Manager, INDIBA

## Exhibitors from all over the world converged at MEDICAL FAIR ASIA 2014

Argentina	Hong Kong	Saudi Arabia
Australia	Hungary	Singapore
Austria	India	South Korea
Bangladesh	Indonesia	Sri Lanka
Belgium	Israel	Sweden
Belarus	Italy	Switzerland
Brazil	Japan	Taiwan
Bulgaria	Malaysia	Thailand
Canada	Myanmar	Turkey
China	Netherlands	UK
Denmark	New Zealand	USA
France	Philippines	Vietnam
Germany	Poland	

## 15 National Groups and Pavilions were present at MEDICAL FAIR ASIA 2014

Austria	Hungary	South Korea
Canada	Italy	Taiwan
China	Japan	Thailand
France	Malaysia	UK
Germany	Singapore	USA

## Intuitive Business Matching Service

An integral element of the MEDICAL FAIR ASIA experience, the business matching platform proved very successful in connecting both visitors and exhibitors with over 8,500 connections made before and during the exhibition.

“I had a great experience at MEDICAL FAIR ASIA. Good networking with manufacturers will enable us to source more products and equipment and distribute in the South Pacific.”

**Ivan Girish Lal**  
Medica Pacifica (South Pacific) Ltd

“Thanks so much for putting together a great show. I was able to set up some meetings with the networking site and appreciate the service.”

**Ryan Sullivan**  
MDF Instruments USA Inc.

“The business matching service was of a big use for us. It allowed our team to meet a lot of potential future partners. It was easy to use and definitely helped us to establish a clear calendar of meetings.”

**Tiffany Celice**  
Easy Bio Pte Ltd



# Resounding Approval from Pavilion Exhibitors



“ Our exhibiting companies were very pleased with their participation at the fair, having met with potential partners and customers from the region. Our participation has grown and that reaffirms Austria’s commitment to the region and our position as a leading innovator in the field of medicines and medical technology. We look forward to growing with the fair and have great expectations for future editions. ”

**Volker R. Ammann**

Commercial Counsellor, Austrian Embassy – Commercial Section, Austria

“ Ontario and Canada as a whole has a lot of great companies focused on medical technology and medical devices. The vast opportunities in the region drew us to the show, and Singapore of course is an exciting market but it was really the regional aspect that appealed to us. This being the first year at the show, we have seen good traffic, good meetings, and we certainly feeling optimistic. ”

**Corie McDougall**

Area Director (South East Asia), International Trade Branch, Government of Ontario, Canada

“ Undoubtedly, MEDICAL FAIR ASIA has proven a complete success for our exhibitors, building a bridge between Chinese exhibitors and the regional market. The fair has given our exhibitors a great opportunity to explore new business with current partners and new customers. We look forward to returning in 2016! ”

**Liu Dan**

Deputy Director, China Chamber of Commerce of Commerce for Import & Export of Medicines and Health Products (CCCMHPIE), China

“ MEDICAL FAIR ASIA 2014 has proved to be a key marketplace for Korean medical device companies to gain exposure to Southeast Asia and the wider Asian region. We’ve seen a good mix of international trade visitors and this has helped grow the brands of our participating companies. ”

**Ahn Byung Chul**

Director, Korea Medical Devices Industrial Cooperatives Association, South Korea

“ We have participated in MEDICAL FAIR ASIA as we’re focusing on the Asian market, not just Singapore. Many visitors have come to our booths and we have seen many companies from various countries, particularly from India, Malaysia and Thailand, and have had many successful business meetings here. ”

**Yukihide Nakayama**

Coordinator for Japan Pavilion, JETRO Tokyo, Japan

“ We chose to exhibit at MEDICAL FAIR ASIA because we support the commercialization of innovative products created by Thai companies. We’ve also spent three years preparing for our participation as we believe this is the right platform as the right profile of customers can be found at the exhibition. ”

**Kant Weerakant**

Design and Solutions Manager, National Innovation Agency, Thailand

“ The show provides an excellent platform for Malaysian health products exporters to enter the ASEAN market and the surrounding regions. It is an useful avenue which provides opportunities to Malaysian companies to meet with those specialised in the medical and healthcare sector, and allows Malaysian companies not only to promote their medical products and services but also to study and evaluate the market potential. ”

**Mohamad Sabri Ab. Rahman**

Director, Malaysia External Trade Development Corporation, Malaysia

“ MEDICAL FAIR ASIA 2014 has been a great success for the Italian companies and a good opportunity to approach one of the most open and competitive markets in the world. Southeast Asia represents an important market and Singapore is the ideal gate to access it. The number of visitors has been extremely high and they were well-qualified. ”

**Armando Honegger**

Honegger Group, Italy



# YOUR GATEWAY into the vibrant Asian medical & health care scene

Driving businesses forward,  
**MEDICAL FAIR ASIA 2014** proved  
a successful experience for  
visitors and exhibitors alike.  
Here's what they had to say:

“ I visited the exhibition in 2012 and am impressed with the latest edition. There were many new products and innovations on display. The exhibition floor was buzzing with discussions between exhibitors and visitors and this is truly the place to be at for the medical industry. The organizers have done a good job in organizing a well presented exhibition. ”

**Cesar O. Salazar**

President, Surgico Phils. Inc, Philippines

## VISITORS

“ As a healthcare provider, we have to be at the forefront of new medical trends and technology. An event like MEDICAL FAIR ASIA provides a unique opportunity for us to meet the key global industry players and see the latest medical innovations under one roof. Both my team and I had a very fruitful visit. The exhibition has exceeded our expectations. ”

**Dr Prapa Wongphaet**

President, Samrong Hospital, Thailand

“ I found MEDICAL FAIR ASIA 2014 to be very informative and eye-opening. I have established several contacts who are able to share with me on updated technology for equipment and medical consumables, such as patient transporter, anti-viral face mask and a wide range of medical gloves. Meetings with some of these manufacturers and Hong Kong distributors are being arranged. ”

**Benjamin Lee**

Honorary Secretary, Federation of Medical Societies of Hong Kong, Hong Kong

“ The event has been very well organised. It is a wonderful event and the opportunity to be in the French Pavilion is a great advantage. In fact the business matching has been good too with meetings that have been organised prior to the event, connecting with doctors and distributors in the region. It has been very successful and a very pleasant experience. ”

**Lamine Guendil**

Director, Mintcare

“ We have been coming to MEDICAL FAIR ASIA over the last 8 years. It is a very important exhibition in Asia, and serves a very international and local market, so we do join every year. This time around, we have received a lot of good contacts, and we certainly expect positive results and will be here again in 2016. ”

**Manfred Blunk**

Area Sales Manager, VP (Vereinigte Papierwarenfabriken) GmbH

## EXHIBITORS

“ It has been a really good turnout and we have seen strong international mix of visitors which is good for our plans for regional expansion. We look forward to start negotiations and work on the leads and interest that has been generated. MEDICAL FAIR ASIA is a good platform, and continues to bring in the right people. ”

**Carl Baptista**

Director, Origin Scientia





## Insightful look into the future of Medical and Health care

The Singapore Medical & Healthcare Conference, themed *New Paradigms in Healthcare*, featured speakers showcasing cutting edge advancements in Singapore's medical and health care arena, ranging from innovations in healthcare funding to next-generation healthcare technology. The conference culminated with a facilities tour that presented the 223 delegates with the unique opportunity to go behind the scenes and visit three leading healthcare facilities in Singapore – Fortis Surgical Hospital, Kwong Wai Shiu Hospital and the NUHS Advanced Surgical Training Centre.



**See You at MEDICAL FAIR ASIA 2016!**  
**31 Aug – 2 Sep 2016**  
**Singapore**

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