

**PRESS RELEASE**

**For immediate release**

**Medical, healthcare and MedTech innovations take centre stage at Asia's leading exhibitions - MEDICAL FAIR ASIA & MEDICAL MANUFACTURING ASIA 2018**

**29 August 2018, Singapore** – MEDICAL FAIR ASIA 2018 and MEDICAL MANUFACTURING ASIA 2018 was opened today by Dr Koh Poh Koon, Senior Minister of State for Trade and Industry, at the Marina Bay Sands, Singapore. Open to trade professionals and all those involved in the medical and healthcare sectors till 31 August 2018, the 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.

**Future-ready showcase of medical and healthcare advances and technology that reflect industry trends and developments**

The two exhibitions will showcase innovations and technology from 1,220 exhibitors from 62 countries. MEDICAL FAIR ASIA will present its largest ever line-up of national pavilions and groups; 23 in total including first-time participations from Belgium, Brazil, Denmark, European Union, Iran, the Philippines, Qatar, Russia and Spain.

According to the World Health Organization (WHO), by 2050 the number of people in the world over 60 years old is expected to have doubled to 2 billion which coupled with rising affluence in this region will create a growing demand for quality geriatric care in Asia. Several, new future-ready highlights at the exhibitions will address this need including the Community Care Pavilion focusing on geriatric medicine and solutions, rehabilitative and orthopaedic equipment and products; Start-Up Park, a dedicated showcase on start-ups with technological innovations; a Future 4 Health (FTR4H) Digital Health Lounge demonstrating latest digital health solutions involving Artificial Intelligence (AI), Smart Data, Internet of Things (IoT), as well as the CYBATHLON showcase featuring a Brain-Computer Interface Race and a staircase-climbing wheelchair. Other topical exhibits at the 12<sup>th</sup> edition of



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

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

**MEDICAL MANUFACTURING**



4<sup>th</sup> Manufacturing Processes for Medical Technology Exhibition and Conference

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

**29 - 31 Aug 2018**  
Marina Bay Sands • Singapore

Member of:



**MEDICAlliance**

**MEDICAL MANUFACTURING ASIA 2018**

Jointly organised by:



Organised by:



Messe  
Düsseldorf  
Asia

Messe Düsseldorf Asia Pte Ltd  
3 HarbourFront Place #09-02  
HarbourFront Tower Two  
Singapore 099254

Tel: (65) 6332 9620  
Fax: (65) 6337 4633 / (65) 6332 9655

[medicalfair-asia@mda.com.sg](mailto:medicalfair-asia@mda.com.sg)

[mma@mda.com.sg](mailto:mma@mda.com.sg)

<https://mda.messe-dusseldorf.com>

Business Registration 199507124Z

Messe Düsseldorf Asia is a member of



MEDICAL FAIR ASIA will include telehealth initiatives, wearable devices and smart medicine.

### **Meeting trends and demands – sourcing and procurement platform for the industry in the region**

According to Forbes, Asia’s healthcare industry is expected to grow by 11.1% by the end of 2018, fuelled by the increasing adoption of technology, innovative healthcare access programmes and the delivery of care outside of traditional hospital settings. In tandem, the MedTech market in Asia will grow at a compound annual growth rate (CAGR) of 8%, overtaking the European Union (EU) as the second largest market globally by 2020.

Highlighting these trends and demands vis-à-vis the relevance of the exhibitions, Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia, said: “The market opportunities in Asia are undeniable for global healthcare investors and service operators. MEDICAL FAIR ASIA and MEDICAL MANUFACTURING ASIA 2018 are strategically staged in Singapore — the region’s leading medical and MedTech hub —to provide a launch pad for companies to introduce their newest technologies and products and undertake the manufacturing of high-value medical products. A notable feature of the 12<sup>th</sup> edition of MEDICAL FAIR ASIA will be the strong showing of new disruptive digital healthcare solutions such as remote and wireless healthcare, IT platforms, wearable devices, smarter medicine and healthcare analytics as part of its exhibit line-up.”

This year almost 90% of exhibitors are from overseas, drawn from all over the world by Asia’s flourishing market potential. As the largest exhibitions of their kind in the region serving the full value chain and end-to-end needs of the medical and healthcare sectors, MEDICAL FAIR ASIA and MEDICAL MANUFACTURING ASIA 2018 will present some 12,000 innovations in Diagnostics, Wearable Technology, Connected Health Solutions, Rehabilitation & Therapy Equipment, 3D Printing, Micro and Nanotechnology, MedTech components, substances, testing systems and more. The comprehensive range of exhibitors ensure the two



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

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

**MEDICAL MANUFACTURING**



4<sup>th</sup> Manufacturing Processes for Medical Technology Exhibition and Conference

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

**29 - 31 Aug 2018**  
Marina Bay Sands • Singapore

Member of:



**MEDICAlliance**

**MEDICAL MANUFACTURING ASIA 2018**

Jointly organised by:



Organised by:



Messe  
Düsseldorf  
Asia

Messe Düsseldorf Asia Pte Ltd  
3 HarbourFront Place #09-02  
HarbourFront Tower Two  
Singapore 099254

Tel: (65) 6332 9620  
Fax: (65) 6337 4633 / (65) 6332 9655

[medicalfair-asia@mda.com.sg](mailto:medicalfair-asia@mda.com.sg)

[mma@mda.com.sg](mailto:mma@mda.com.sg)

<https://mda.messe-dusseldorf.com>

Business Registration 199507124Z

Messe Düsseldorf Asia is a member of



synergistic exhibitions are the ideal trade destination for medical and healthcare buyers to fulfil their sourcing and procurement objectives.

## 9 knowledge platforms, over 100 topics on healthcare and MedTech

To better understand the next wave in digital healthcare, augmenting MEDICAL FAIR ASIA and MEDICAL MANUFACTURING ASIA 2018 are a series of industry-focused conferences, seminars and workshops covering a wide-range of topics from Sports Medicine, to Wearable Technologies, Robotic Surgery, Community Care, MedTech and more. These knowledge platforms include:

The second edition of MEDICAL FAIR ASIA MEDICINE + SPORTS Conference, back by popular demand, will have experts discuss new exchange formats, tailored sport medical therapies and innovative approaches for prevention, recovery and population in health management.

The inaugural Paradigm Shifts in Healthcare seminar, which is free to attend, will address some of the issues posed by Singapore's rapidly ageing population, which will see 900,000 Singaporeans aged over 65 by 2030. Speaking at the seminar Associate Professor Chan Yew Weng, Senior Consultant, Department of Anaesthesiology, Singapore General Hospital (SGH), will share predictions that society will slowly evolve towards the adjunct use of communication robots with artificial intelligence to help the elderly to cope, as in Japan. He believes that in the near future post-surgery rehabilitation and recovery will be moved from the hospitals and day care centres into individual homes with communication robots encouraging individualised physiotherapy modules to be performed. Speakers from SGH and KK Women's and Children's Hospital (KKH) will cover related healthcare transformation topics as the industry prepares its move from 'Beyond Hospital to Community', 'Beyond Quality to Value' and 'Beyond Healthcare to Health'.

The 'High Technology for Medical Devices' forum by IVAM Microtechnology Network returns for its second edition with insights on the latest micro- and nano- technology innovations, while the inaugural 'MedTech in Focus'



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

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



4<sup>th</sup> Manufacturing Processes for Medical Technology Exhibition and Conference

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

**29 - 31 Aug 2018**  
Marina Bay Sands • Singapore

Member of:



**MEDICAlliance**

**MEDICAL MANUFACTURING ASIA 2018**

Jointly organised by:



Organised by:



Messe  
Düsseldorf  
Asia

Messe Düsseldorf Asia Pte Ltd  
3 HarbourFront Place #09-02  
HarbourFront Tower Two  
Singapore 099254

Tel: (65) 6332 9620  
Fax: (65) 6337 4633 / (65) 6332 9655

[medicalfair-asia@mda.com.sg](mailto:medicalfair-asia@mda.com.sg)  
[mma@mda.com.sg](mailto:mma@mda.com.sg)  
<https://mda.messe-dusseldorf.com>

Business Registration 199507124Z  
Messe Düsseldorf Asia is a member of



seminar will discuss trends and innovations in MedTech manufacturing and processes as the industry embraces digitisation.

Over the next three days, visiting delegations that include industry professionals from hospitals, medical centres, nursing homes, industry associations to educational institutions, amongst many others, from around the region, are expected to make their way to the exhibitions. Admission is free to both exhibitions, and is open to all those involved in the medical and healthcare sectors.

### About the Organiser

Messe Düsseldorf Asia is a subsidiary (<http://mda.messe-dusseldorf.com/>) of Messe Düsseldorf in Germany, one of the world's leading trade fair organisers, responsible for organising more than 20 global No.1 exhibitions in various industries. With extensive expertise in organising trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in Southeast Asia since 1995.

### For more information, please contact:

#### Nanny Eliana

PR Consultant  
Bridges M&C Pte Ltd  
178 Joo Chiat Road #03-01 S427449  
D+ 65 6348 2215 M+65 94500599  
E [nan@bridges-comms.com](mailto:nan@bridges-comms.com)

#### John Battersby

PR Consultant  
Bridges M&C Pte Ltd  
178 Joo Chiat Road #03-01 S427449  
D+ 65 6348 2215 M+65 9754 1029  
E [john@bridges-comms.com](mailto:john@bridges-comms.com)



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

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

### MEDICAL MANUFACTURING



4<sup>th</sup> Manufacturing Processes  
for Medical Technology  
Exhibition and Conference

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

**29 - 31 Aug 2018**  
Marina Bay Sands • Singapore

Member of:



**MEDICAlliance**

**MEDICAL MANUFACTURING ASIA 2018**

Jointly organised by:



Organised by:



Messe  
Düsseldorf  
Asia

Messe Düsseldorf Asia Pte Ltd  
3 HarbourFront Place #09-02  
HarbourFront Tower Two  
Singapore 099254

Tel: (65) 6332 9620  
Fax: (65) 6337 4633 / (65) 6332 9655

[medicalfair-asia@mda.com.sg](mailto:medicalfair-asia@mda.com.sg)  
[mma@mda.com.sg](mailto:mma@mda.com.sg)  
<https://mda.messe-dusseldorf.com>

Business Registration 199507124Z  
Messe Düsseldorf Asia is a member of

