

PRESS RELEASE

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WHERE HEALTHCARE MEETS TECHNOLOGY: FUTURE-READY MEDICAL INNOVATIONS AT 12th EDITION OF MEDICAL FAIR ASIA

- **Future for Health - FTR4H Pavilion presenting cutting-edge solutions driving digital and mobile healthcare**
- **Community Care Pavilion focusing on medical innovations for the 'silver generation' and home care solutions**

13 November 2017 – Technology encapsulates our everyday lives, nowhere is this more obvious than in healthcare, where technology goes beyond convenience, it is helping to save lives. At MEDICAL FAIR ASIA 2018, preparation is in full swing for the 12th edition, which will deliver a future-ready platform of drivers and enablers highlighting new approaches that have the potential to revolutionise the medical world. The 3-day exhibition is the region's leading event for all those involved in medical and healthcare, and the next edition will see technology come alive with products and solutions with far-reaching implications for delivery of care for the future.

At the forefront of MEDICAL FAIR ASIA 2018 is the FTR4H Pavilion, powered by MEDICA - the world's leading medical event held in Germany – an international showcase aimed at driving the digital health ecosystem that explores the effects of digital transformation (mobile, IoT, big data) to the healthcare industry as well as a presentation of technologies and solutions from the digital and mobile healthcare fields. From new mobile apps, hardware and software technology, the inaugural FTR4H Pavilion is where healthcare meets technology.

Further augmenting this focus on technology and future-ready solutions at MEDICAL FAIR ASIA 2018 is the inaugural Community Care Pavilion – a comprehensive platform focused on medical solutions for the silver generation which will include a full suite of geriatric medicine, products and solutions such as rehabilitative equipment, mobility products using robotic technology, assistive technology to smart fabrics and wearable technology.

Commenting on the exciting developments expected at MEDICAL FAIR ASIA 2018, Mr Gernot Ringling, Managing Director of Messe Düsseldorf Asia, said: "The digital age of medicine is upon us. The healthcare landscape is changing exponentially and the growth opportunities driven by innovative healthcare technology, an ageing population, increasing chronic diseases, and empowered consumers, are immense thus making new models of healthcare delivery inevitable."

"MEDICAL FAIR ASIA has always been about staying ahead of the curve and reflecting the needs of the region's medical and healthcare sectors and it is our goal to ensure that the exhibition continues to be seen as a must-attend event," he added.

MEDICAL FAIR ASIA 2018 is highly-anticipated to be the largest edition in the twenty-year history of the trade exhibition, with 1,000 exhibitors from 50 countries and 20 national pavilions.



12th International Exhibition
on Hospital, Diagnostic,
Pharmaceutical,
Medical & Rehabilitation
Equipment & Supplies

29 - 31 AUG 2018
Marina Bay Sands • Singapore
www.medicalfair-asia.com

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The 12th edition comes against a healthy backdrop where Southeast Asia's healthcare market is expected to grow to S\$510.7 billion by the end of 2017, and is predicted to corner close to 30% of global revenues, according to research firm, Frost and Sullivan. It remains one of the fastest growing regions globally. On the domestic front, Singapore is expected to inject more resources into healthcare - by 2030, almost one million Singaporeans will be over the age of 65, and elderly healthcare will rise tenfold over the next 15 years to more than S\$66 billion annually. While on the global digital healthcare front, according to Global Market Insights, the global IoT healthcare market is expected to exceed US\$10 billion by 2024, while the global mHealth market is set to reach US\$10.2 billion by 2018.

Beyond the stellar line-up of exhibitors and technologies, MEDICAL FAIR ASIA also serves as a centre of knowledge for industry professionals to exchange ideas and share insights. The MEDICINE + SPORTS CONFERENCE is set to return for its second edition. The one-day conference is a multidisciplinary exchange forum where participants learn, network, and engage with those passionate about science and sports medicine. The event brings together sports medicine experts, healthcare professionals, athletes and sport techies, and those from sporting goods, sports, and fitness and healthcare industries.

Co-located with MEDICAL FAIR ASIA 2018, is the synergistic exhibition – MEDICAL MANUFACTURING ASIA. With its 4th edition, it is now well-established as the region's leading specialist trade fair for Asia's medtech and medical manufacturing processes sectors. Jointly organised by Messe Düsseldorf Asia and Singapore Precision Engineering & Technology Association (SPETA), it will feature an extensive product range from upstream to downstream processes in the medtech sectors - from new materials, components, micro and nanotechnology, testing systems and services, to substance and components for medical technology.

The Southeast Asian market offers a diverse range of business opportunities for potential exhibitors and visitors, making MEDICAL FAIR ASIA 2018 the ideal platform for companies to do business, network and share best practices. With more companies keen on strengthening and gaining a foothold in the Southeast Asian market, interested exhibitors are encouraged to submit their space application forms early. For more information on the exhibition, please visit www.medicalfair-asia.com

About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary 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 including medicine and health, specifically MEDICA, COMPAMED and REHACARE INTERNATIONAL held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in the region since 1995.

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