

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Record-breaking MEDICAL FAIR ASIA: The comprehensive sourcing and knowledge sharing platform

26 June 2018 – This year, MEDICAL FAIR ASIA will stage its largest edition to date, with over 1,000 exhibitors including 24 country groups, over 10,000 medical and healthcare products, as well as the special zones of - Community Care Pavilion, Start-Up Park and Future 4 Health (FTR4H) Lab & Lounge. Trade visitors can also expect many new faces on the show floor, including first-time group participations from Belgium, Brazil, Denmark, European Union, Iran, Netherlands, Philippines, Qatar, Russia and Spain. Now onto its 12th edition, MEDICAL FAIR ASIA will take place at Singapore's Marina Bay Sands from the 29th to 31st of August 2018.

MEDICAL FAIR ASIA is more than just the region's top sourcing platform. Through a comprehensive line-up of conferences and seminars, MEDICAL FAIR ASIA demonstrates its ability to anticipate healthcare challenges in the region and supplies the knowledge and tools that healthcare establishments, service providers and communities will need to meet these challenges.

Mr. Gernot Ringling, Managing Director, Messe Düsseldorf Asia, the organiser of MEDICAL FAIR ASIA, said: "MEDICAL FAIR ASIA has evolved beyond being a comprehensive sourcing platform to become a hub for the exchange of knowledge and ideas and the uncovering of valuable insights and best practices of industry leaders. We are confident that the comprehensive line-up of conferences, seminars and forums at MEDICAL FAIR ASIA will provide healthcare professionals of all levels and disciplines with critical information that would give them the edge in tackling imminent healthcare challenges."

Delegates to MEDICAL FAIR ASIA can expect to learn about current healthcare topics from the growth of the sports medicine sector and wearable technology to the decentralisation of healthcare from the institutions to the community. Start-ups and small and medium enterprises (SMEs) can also participate in workshops offering concise knowledge on clinical trials, product validation, patent law and regulatory processes.

Information-packed conference and seminar programme

**1. MEDICAL FAIR ASIA MEDICINE + SPORTS Conference | 29 August
Organised by: Navispace & Messe Düsseldorf Asia**

The one-day MEDICAL FAIR ASIA MEDICINE + SPORTS Conference has established itself as a signature event for sports medicine practitioners after its highly successful inaugural run in 2016, with topics ranging from digital innovations in sports and healthcare and exercise as medicine, to customising programmes for convalescing patients and athletes.

Sports medicine, which encompasses physical therapy, joint repair, and the treatment of musculoskeletal injuries, continues to be a growing sector, with



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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Asia-Pacific's sports medicine market expected to see the greatest growth by 2025.¹

Among the panel of speakers at the conference is sports medicine luminary Dr. Paul Gastin, Head of Sports and Exercise Science, School of Allied Health, La Trobe University and Prof. James Skinner, Professor Emeritus in the Department of Kinesiology, Indiana University.

Prof. James Skinner said: "Asia is at the forefront of the development of new technology in the field and the conference is beneficial for medical and fitness professionals looking for new ways to apply evidence-based information to patients and clients."

"The conference is ahead of its time as it brings in high levels of innovation to its discussions, further establishing itself as the go-to event for sports medicine and other health-related professionals in Asia," added Dr. Patrick Yung, President of Asian Federation of Sports Medicine.

2. Paradigm Shifts in Healthcare | 30-31 August Organised by: Messe Düsseldorf Asia

The inaugural Paradigm Shifts in Healthcare seminar will enable medical professionals to prepare for future healthcare challenges. Discussions will centre on the transformation of the healthcare industry and its trajectory, as well as challenges of the decentralisation of healthcare from institution to community. Topics include digitalisation in paediatric perioperative medicines, improving surgical outcomes among the elderly, and challenges and opportunities of providing aged care and community healthcare in local housing estates.

The seminar will feature a stellar line-up of leading experts from Singapore General Hospital (SGH) and KK Women's and Children's Hospital (KKH). "Through these six lecture presentations, we hope to share some of our work, our views and challenges. We would also like to work with industry partners, healthcare providers and healthcare policy managers to enable the care of the elderly in their individual homes and communities, where they can be safe, comfortable and pain-free," said Associate Professor Chan Yew Weng, who is on the panel of speakers.

3. WT | WEARABLE TECHNOLOGIES CONFERENCE 2018 ASIA | 30 – 31 August Organised by: WT | Wearable Technologies

Dedicated to discussions on wearable technology, the 30th edition of this international conference will make its Singapore debut at the MEDICAL FAIR ASIA. The Singapore conference will focus on how wearables can digitalise the industry, provide remote healthcare monitoring and many others.

"Digitisation and wearable medtech create a paradigm shift in personalised medicine, providing new ways of tackling the healthcare challenges. The

¹ Source: Global Trends in Sports Medicine Market Size & Share to Reach USD 8,152.5 Million by 2022: Zion Market Research



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conference is predicted to be the hot spot for dialogues on these topics," said Mr. Christian Stammel, Founder and CEO of WT | Wearable Technologies.

4. MEDICAL INNOVATION & TECHNOLOGY FORUM 2018 | 31 August Organised by: Robotic Surgery Society of Singapore

The forum will touch on the role of robotic surgery in meeting the demands of patients today, give healthcare professionals patient-centric insights as well as provide opportunities to discuss treatment options that allow for faster recovery rate and shorter post-surgery downtime. Sessions will highlight the role of robotic surgery in the areas of gynaecology, colorectal, urology and cardiothoracic.

The strong line-up is also augmented by the Exercise is Medicine Allied Health & Fitness Professionals (AHP) Course, a one-day course that helps fitness professionals conduct supervised exercise programmes, and the Medtech SME Workshop designed to provide guidance for start-ups and SMEs.

Co-located with MEDICAL FAIR ASIA, is the 4th MEDICAL MANUFACTURING ASIA (MMA) the region's leading medtech exhibition. MMA focuses on the materials, components and manufacture of medical technology and devices including micro and nanotechnology and many others.

For more information on MEDICAL FAIR ASIA (MFA) and MMA exhibitions, log on to: www.medicalfair-asia.com and www.medmanufacturing-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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