

For immediate release

MEDICAL FAIR ASIA 2020 wraps up a successful first digital edition

Singapore, 22 December, 2020 – MEDICAL FAIR ASIA, the region's leading medical and healthcare exhibition concluded last week after 10 days of online sourcing opportunities, insightful conference sessions and presentations. Some 8,500 trade visitors from 92 countries and regions across the healthcare spectrum from medical professionals, general practitioners, healthcare establishments to medical technology companies, participated in the first digital edition of the exhibition. International online visitors to the event made up 80 percent of participants, with top countries including Malaysia, Indonesia, Philippines, Thailand, Japan and Australia.

In the first digital iteration, participants were able to benefit from live streams, real-time chats, networking and AI-supported matchmaking. Trade visitors had access to a global showcase where 345 exhibitors from 38 countries and regions displayed over 3,000 products in the Exhibition Hall - from pandemic management solutions, mobility devices using robotic technology, wearable healthcare solutions to the latest in telehealth. There were also 12 international group pavilions from Canada, France, Germany, Hong Kong, Japan, South Korea, Taiwan and Thailand and three themed zones; Community Care, Pandemic Management Solutions, and the Start-up Park. An EU group pavilion consisting 56 European healthcare companies also took part under the auspices of the EU Business Avenues programme.

With business networking and matchmaking at the core of the exhibition, exhibitors were feeling positive and confident with the meeting outcomes and according to exhibitor – Ms Ruka Hattori, Excel Engineering Co Ltd (Japan); “The quality of the meetings has been very good; we had a fruitful time due to the clarity in the interests and purpose of the meeting.” Similarly for first time visitor Mr Sai Kyaw Linn, Director of Sales and Business Unit, Anzer IT Healthcare, Myanmar: “The meetings went well and we hope we can cooperate (with the exhibiting company) as a partnership soon. Even though this is my first time to MEDICAL FAIR ASIA, it has been a convenient event with many useful features.”

Offering a dynamic online experience for the healthcare community, more than 40,000 online interactions (meetings, chat sessions and engagement) took place on the platform alongside 46,000 session views from 9 to 18 December. The information and knowledge-sharing sessions which ran parallel with the trade fair also saw healthy take-up at the Conference Hall which featured 90 online sessions across various multi-disciplinary topics presented by 120 distinguished speakers, where some conference sessions saw over 700 attendees (both live and on-demand) taking to the platform.

“Despite the exhibition taking on a different format this year, we remain dedicated to provide our participants with an effective platform for their business, to create meaningful networks and continued access to the markets of Southeast Asia and connecting global sellers and quality buyers. We are pleased with the results of the first digital edition and being able to deliver a successful and content-rich platform amid these challenging times. As we look ahead to 2021 with hope and optimism, we are looking forward to seeing everyone in person next year at MEDICAL FAIR THAILAND, from 8-10 September 2021,” said **Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia.**



13th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

9 – 18 Dec 2020

Digital Edition • Online

www.medicalfair-asia.com

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MEDICAL FAIR ASIA also expanded its content this edition to include Medical Festival Asia, a joint collaboration with medical concierge service and platform - GlobalHealth Asia-Pacific, with a signature event; *Healthcare and Medical Tourism Summit*. Also spread across 10-days, the Summit included a comprehensive line-up of topics such as healthcare delivery in a post pandemic era, innovations in digital healthcare, and going from reacting to COVID-19 to planning for vaccines, from a stellar line-up of speakers that included world-renowned virologist Professor Peter Piot, award-winning cancer surgeon, Royal London Hospital - Professor Shafi Ahmed, and Stefan Nachuk, Deputy Director, Health System Design Fund, Bill and Melinda Gates Foundation.

Making its return at the exhibition for the third consecutive year at the MEDICAL FAIR ASIA series (which alternates between Singapore and Bangkok), was the Start-up Podium - a discussion platform for next-gen start-ups, entrepreneurs and major players in the forefront of commercialisation with speakers from A*STAR, KPMG, K&B Group Kohler Co, Mehta Hospitals, AstraZeneca, and Mahidol University amongst others. The opening session – *How the Pandemic has changed Healthcare* – attracted 420 unique attendees. For Dr Sean Reynolds, Associate Director, Marketing & BD – Medtech, K&B Group, and one of the panelists at this session and a first time speaker at the Start-Up Podium at MEDICAL FAIR ASIA, “it was important for me to participate in this session because the global industry of medical devices and medtech needed to understand the implications of the pandemic and its effect on our industry. I hope what was shared will resonate with others and provide ideas as we continue to work our way through this pandemic.”

The digital platform remains open to registered visitors till 25 December 2020, with selected content such as speeches and some presentation sessions made available at the [MEDICAL FAIR ASIA website](#) thereafter. A detailed post event report will be released in the coming weeks.

The 10th edition of [MEDICAL FAIR THAILAND](#) will be held from 8-10 September 2021, at BITEC, Bangkok.

For more information, go to www.medicalfair-asia.com.

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About Messe Düsseldorf Asia - 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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