

**Press Release**  
For immediate release

## **MEDICAL FESTIVAL ASIA: New all-encompassing ecosystem comprising events for the region's medical and healthcare sector**

- **Business sourcing platform, thought-leadership programme, and awards ceremony**

**Singapore, 20 October 2020** - *Medical Festival Asia*, a 10-day online event for the medical and healthcare sector will take place from the 9 to 18 December 2020. The Festival will include four pillar components, a trade marketplace with an online exhibition – MEDICAL FAIR ASIA 2020 Digital Edition, thought-leadership conferences, an awards ceremony recognising the best healthcare companies, and knowledge-sharing seminars and technical presentations.

To be held biennially, *Medical Festival Asia* is a concept by Messe Düsseldorf Asia and GlobalHealth Asia-Pacific (GHAPAC), and will serve the region's industry and medical professionals, medical and healthcare establishments, care services, academia and education, and other auxiliary services in providing a stimulating platform for the industry to connect and conduct business, and share best practices.

For Messe Düsseldorf Asia, organiser of MEDICAL FAIR ASIA, which recently announced its move to a digital edition for 2020, the all-encompassing concept of a festival has been an idea a long time in the making. The launch of *Medical Festival Asia* as a one-stop platform offering a multitude of activities represents a tailored approach in expanding the profile of the exhibition beyond a sourcing platform

**Ms Daphne Yeo, Senior Project Manager for MEDICAL FAIR ASIA, Messe Düsseldorf Asia**, said: "The trade fair component represents our international expertise in organising exhibitions under the global network of MEDICAlliance<sup>1</sup> while *Medical Festival Asia* communicates the leading role of our trade fair portfolio and 23-year history, in creating a marketplace spanning end-to-end of the healthcare and medical ecosystem in this region."

For GHAPAC, a leading healthcare and medical tourism platform, *Medical Festival Asia* paves the way for more global and cross-industry collaborations, which will in turn grow the stature of healthcare providers across the region. On co-creating a festival-like event for the B2B landscape, **Varun Panjwani, Chief Executive Officer, GHAPAC**, said: "The Asia-Pacific region has seen an increase in demand for healthcare services, with the population and economic dynamics spurring incredible levels of activity. *Medical Festival Asia* will support the ecosystem growth and bring the industry together under one-roof."

Commenting on the collaboration, **Andrew Phua, Executive Director, Exhibitions and Conferences, Singapore Tourism Board**, said: MEDICAL FAIR ASIA is a key highlight in Singapore's business events calendar. As our MICE industry weathers current challenges, Messe Düsseldorf Asia and GHAPAC's initiative to launch an umbrella event such as *Medical Festival Asia*

<sup>1</sup> A global network of medical trade fairs that share the expertise of No.1 exhibitions in their sectors - MEDICA, REHACARE and COMPAMED organised by the Messe Düsseldorf group in Germany.



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

**9 – 18 Dec 2020**

Digital Edition • Online

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

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demonstrates both innovation and adaptability. As a preferred destination for MICE events, Singapore remains focused on helping the MICE sector innovate and meet evolving customer needs so as to emerge stronger from COVID-19. We look forward to supporting *Medical Festival Asia*, and are confident that the event will be a success.”

### The four key pillars of Medical Festival Asia:

- **Trade marketplace**

MEDICAL FAIR ASIA 2020 Digital Edition will present some 300 exhibitors showcasing products, services and innovation for the medical and healthcare industry, focusing on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies.

- **Thought-leadership**

This pillar comprises a multi-track conference - GlobalHealth Asia-Pacific Healthcare and Medical Tourism Summit – gathering industry leaders and senior management personnel for discussions on thought-leading topics such as Business of Healthcare, Digital Transformation & Healthcare Innovation and Private Equity & Start-Up Disruption.

With over 50+ speakers and leading delegates, the insights will set directions and action plans for the coming year. Select speakers include:

- Mr Alex Boulden, Partner at Bain & Company
- Dr Timothy Low, Board of Directors, Farrer Park Hospital
- Dr Ravi Bickram Shrestha, General Manager & Senior Director at Global Healthcare IT at Canon Medical Systems Corporation
- Dr Prem Pillay, Director of Spine and Pain Services at Neuro Spine and Pain Centre
- Michael Lints, Partner at Golden Gate Ventures
- Individuals from Joint Commission International, leading epidemiologists, and many more.

- **Healthcare Awards**

The GlobalHealth Asia-Pacific Speciality Awards will focus on recognising leading Healthcare Clinics and Medical Centres, along with Medical Aesthetic and Wellness providers.

The prestigious awards evening shall honour individuals that have received votes from consumers and deliberated by our esteemed jury members.

Selected jury members on GlobalHealth Asia-Pacific’s panel include:

- Dr Timothy Low, Board of Directors, Farrer Park Hospital
- Datuk Dr Kuljit Singh, President, Association of Private Hospitals Malaysia
- Mr Arifin Ng, Sr. Vice President at Singapore Medical Group and Managing Director at Lifescan Imaging & Lifescan Medical Centre
- Ms Elayne Soh, CEO at Beyond Medical Group, Singapore, and more.



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▪ **Knowledge-exchange**

A series of interdisciplinary seminars and technical presentations held alongside the exhibition will present industry trends and best practices spanning the end-to-end of the healthcare and medical ecosystem. These include:

- Virtual WT | Wearable Technologies Conference 2020 Asia
- Exhibitor Technical Presentations
- START-UP PODIUM® - a series of fireside chats and panel discussions with topics such as Improving Healthcare during and after the Pandemic, Opportunities in Augmented Reality & Virtual Reality, and more.

For more information on *Medical Festival Asia*, go to [www.medicalfestivalasia.com](http://www.medicalfestivalasia.com)

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**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. For more information, visit <http://mda.messe-dusseldorf.com/>

**About GlobalHealth Asia-Pacific (GHAPAC)**

Founded in 2010, *Global Health Asia-Pacific* quickly became the leading healthcare and medical tourism platform in the region by providing compelling content as well as thought leadership on the healthcare industry.

The crown jewel of the firm is its flagship medical publication, available in-flight and at lounges across the main regional airlines and airport lounges, offering an essential selection of medical news and a forum for commentary, which today has been extended to carrier e-libraries (made available domestically) and the firm's own digital and social media platforms.

Tapping into its understanding of the industry, the firm is also the organiser of the Global Health Asia-Pacific Awards and Conference — Asia's leading healthcare events and awards platform fostering cross-border collaboration.

For more information, visit <https://www.globalhealthandtravel.com/>

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