

Press



MEDICAL FAIR ASIA 2016 posts Strong Growth

South East Asia's leading medical trade fair expects 1,000 exhibitors from 45 countries / exhibition area is growing by 40% / country pavilions from all parts of the world

MEDICAL FAIR ASIA in Singapore, the International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies, continues its sustained growth course in 2016 thereby providing impressive proof of its role as South East Asia's leading showcase for medical device technology and health care.

For the 11th edition of this trade fair from 31 August to 2 September at The Sands Expo and Convention Center, Marina Bay Sands, 1,000 exhibitors from 45 countries and 40% more exhibition space are expected than at the previous event in 2014. The number of country pavilions from throughout the world will reach record numbers. As part of these joint participations the leading industrial nations of the EU, North America with Canada, China, Japan, Taiwan, South Korea as well as the ASEAN states Malaysia, Singapore and Thailand will present themselves. Saudi Arabia and Turkey have announced their first-time participation.

"South Korea as a fast-growing and high-demand economic region is in the focus of the international medical device industry and health care sector. The ten ASEAN states alone are home to some 625 million people and they continue investing in their medical care in order to overcome the lag with western standards. This is clearly reflected in the extremely positive development of MEDICAL FAIR ASIA. This trade fair succeeds in opening doors to these high-potential markets for both global players and innovative firms from the region," says Horst Giesen, Global Portfolio Director for the "World of MEDICA" at the Messe Düsseldorf Group.

11th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

31 Aug - 2 Sep 2016
Marina Bay Sands • Singapore
www.medicalfair-asia.com

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This economic region offers particularly high potential for the segments healthcare IT, telemedicine, patient monitoring and digital applications that network and efficiently manage patient data. There is also constantly growing interest in prevention and rehabilitation care that focuses on largely retaining the self-determination of people affected. At MEDICAL FAIR ASIA 2016 visitors can obtain an overview of current solutions and developments in these growth areas. The trade fair will dedicate a Special Show with the theme of rehabilitation care.

Celebrating a premiere will be MEDICINE + SPORTS CONFERENCE ASIA, which will be held concurrently with MEDICAL FAIR ASIA on 1 September 2016. The event sheds some light on South East Asia's booming market for sports and preventive medicine and will discuss the region's health policy challenges. According to studies, this market segment is expected to grow by seven percent annually to reach a volume of US\$ 3.85 billion by late 2019. At the same time, the region registers a dramatic rise in cardio-vascular diseases, in respiratory tract diseases but also in chronic diseases such as diabetes. At the Conference sports physicians, health service providers, patients, physicians of other disciplines will meet with fitness trainers and industry experts in order to develop networks, find out about innovations and seek solutions for the current issues in the health care system. The agenda covers such issues as the role of sports in prevention as well as the monitoring of vital data and physical performance data by means of miniature medical devices worn right on the body, the so-called wearables.

About MEDICAL FAIR ASIA

MEDICAL FAIR ASIA is held in Singapore every two years. It belongs to the "World of MEDICA" family of events and is organised by Messe Düsseldorf ASIA, a subsidiary of Messe Düsseldorf, in close cooperation with the team in charge of the No. 1 trade fair MEDICA in Düsseldorf. Launched in 1997, MEDICAL FAIR ASIA is one of the well-established international medical trade fairs by Messe Düsseldorf Group.

All facts, figures and information on the trade fairs of the "WORLD OF MEDICA" are available at: <http://www.world-of-medica.com>

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