

PRESS RELEASE

For Immediate Release

Largest Medical Fair in Thailand Surges Forward with Increased Exhibitor Participation

Significant expansion of exhibition hall space & added synergistic activities cements trade fair's position in the region

30 April 2013 – MEDICAL FAIR THAILAND (MFT) reaffirms its leadership position as Thailand and the region's benchmark for Southeast Asia's medical and health care industry offering solutions, equipment and supplies for hospitals, diagnostic, pharmaceutical, medical and rehabilitation sectors. More than 400 exhibitors are expected this year at Queen Sirikit Convention Centre from 12 to 14 September 2013.

Now into its 6th edition, MFT will see a further increase in the number of country pavilions and national groups from Austria, Belgium, China, Germany, India, Japan, Korea, Malaysia, Singapore, Thailand and Taiwan at the trade exhibition. An impressive line-up of brand names and industry market leaders will also be returning to the trade fair and will include participation from a broad section of the medical and health care industry such as small to medium sized companies, supply chain tier manufacturers and specialists. To date MFT is almost sold-out and promises to be a highlight for visitors with a vested interest to meet with end-users within the industry. Trade professionals will also gain the opportunity to network with local and international distributors, industry medical experts and practitioners on the trade floor.

Mr. Gernot Ringling, Managing Director, Messe Düsseldorf Asia (MDA), states, "MFT 2013 is set to be another landmark event for both exhibitors and visitors. Over the years, there has been a significant increase in the exhibition show floor with new initiatives which we are launching such as the First Physical and Rehabilitation Medicine Conference. This will ensure that MFT continues to expand its visitor reach to new industry groups whilst delivering a rich visitor experience and ideal business platform for the region's medical and health care manufacturers, wholesalers and distributors."

International visitor attendance to Thailand and the Southeast Asian region has been on the rise, making up more than 30% of overall attendance to MFT. Over 6000 visitors are expected to attend MFT over the course of three days. With its comprehensive offering of medical and health care innovations, strong industry support from various regional and international trade associations, and a consolidated international outlook catering to business professionals and practitioners, this year's trade fair is equipped for its road to success.

First Physical & Rehabilitation Medicine Conference

Teaming up for the first time, this physical and rehabilitation medicine conference focuses on the theme of "Emerging Trends in Physical and Rehabilitation Medicine". Jointly organized by the Thai Rehabilitation Medicine Association and MDA, this conference will cover industry trends in the field of physical and rehabilitation medicine as well as therapeutic innovations and treatments. A strong programme and notable speaker line-up of industry experts can be expected over a two-day period. The conference will



6th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

12 - 14 Sept 2013

QSNCC • Bangkok
Queen Sirikit National Convention Center

www.medicalfair-thailand.com

Officially supported by :



Ministry of Public Health



Supported by Messe Düsseldorf / Organizer of



Organized by :



Messe
Düsseldorf
Asia

Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place
#09-02 HarbourFront Tower Two
Singapore 099254

Tel: (65) 6332 9620
Fax: (65) 6337 4633
(65) 6332 9655

medicalfair-thailand@mda.com.sg
www.messe-duesseldorf.de/MDA

Business Registration 199507124Z

also address current and future challenges for the medical and health care industry presented by keynote speaker - Professor Marta Imamura MD, President, International Society of Physical and Rehabilitation Medicine (ISPRM). Approximately 200 delegates from the region are expected to attend the Physical & Rehabilitation Medicine Conference.

Dr. Graiwat Teeranet, President of the Thai Rehabilitation Medicine Association adds, "Dr. Graiwat Teeranet, President of the Thai Rehabilitation Medicine Association adds, "We are pleased to be aligned with ISPRM in jointly organizing Advanced Rehab Technology Conference (ARTeC 2013), the first Physical & Rehabilitation Medicine Conference. We share many synergies when it comes to our vision for the Thai and regional medical and health care industry. The timing of our collaboration marks an exciting new chapter for MFT and reinforces the continued relevance of the exhibition to Thailand's medical and health care landscape.

A multitude of factors continue to drive the growth of Southeast Asia's healthcare market. According to Deloitte Centre for Health Solutions, Southeast Asia accounts for 63% of private health expenditure, the highest amongst the various major regions.

Thailand's healthcare market is one of the fastest growing regional markets for medical and health care investments. Key growth factors include more active government investment, initiatives to develop a structured policy and regulatory environment conducive to the growth of private sector contribution and a growing greying market driving increased demand for quality healthcare products and services.

Synergizing the Hardware & Software in the Region's Medical & Healthcare Industry

Asia's leading medical and healthcare platform continues to elevate with the synergy of MEDICAL FAIR THAILAND (MFT) and Hospital Management Asia (HMA) 2013. For the first time, these key medical events will be staged concurrently from 12 to 14 September 2013. MEDICAL FAIR THAILAND is organized by Messe Düsseldorf Asia and Hospital Management Asia is organized by Exedra Events.

Over three days, both HMA delegates as well as MFT's exhibitors and visitors will benefit from an expanded platform which includes an annual convention that connects hospital management thinking and a comprehensive showcase of the world's most innovative hospital, diagnostic, pharmaceutical, medical and rehabilitation equipment and supplies from an impressive line-up of exhibitors and leading industry brand names.

Exedra Events' Managing Director, Mr. Ashok Nath says, "Hospital Management Asia (HMA) keeps healthcare managers, clinicians and leaders updated on worldwide hospital management thinking and experience. The conference topics are useful "how to" tools. At the same time, there are thought- leading topics such as "CEO Forum" and "Health Leaders Summit" for senior executives. HMA's mission is to help healthcare managers improve and succeed. HMA is now on its 12th year, expecting 800 to 1000 delegates to attend." Mr. Nath further adds that, "HMA is supported by the Private Hospital Association of Thailand, Medical Fair Thailand, Austco Marketing & Service (Asia) Ltd, Joint Commission International, The Australian Council on Healthcare Standards, Det Norske Veritas Healthcare, Inc, Thailand Convention and Exhibition Bureau, International Hospital Federation

(IHF), Asian Hospital Federation (AHF) and a number of hospital associations in the region.”

Impressive product and technology offerings

MFT 2013 is the ideal platform that will offer a full spectrum of best-in-class products and innovative solutions, aimed at a broad audience of medical and health care professionals who are on the quest for cost-effective and high-performance solutions. MFT 2013 will feature equipment for a wide variety of uses ranging from accident and emergency to laboratory rehabilitation, supplies for ophthalmic, pharmaceutical and orthopaedic use, as well as communications and information technology equipment geared for the medical and health care sector. The exhibition will also present:

- Medical technology, operating technology, electromedicine
- Medical furniture and special furnishings for hospitals, clinics and medical practices
- Physiotherapy equipment, physiotherapeutic products, devices and treatments, including; innovative prosthetics, state-of-the-art rehabilitation technology
- Preventative healthcare, wellness and fitness related solutions
- Single-use and consumer items that include medical products, wound care and disposable items, medical commodities and consumable articles
- Laboratory equipment, diagnostics and a wide spectrum of clinical analysis technology

MEDICAL FAIR THAILAND will take place from 12 – 14 September 2013.
First Physical & Rehabilitation Medicine Conference and Hospital Management Asia will take place from 12 – 13 September 2013.

For more details and information on the exhibition, visit the website at www.medicalfair-thailand.com.

-----end-----

Press contact:	Exhibitor contact:
Rabita Jamal	Michelle Leong
Tel: (65) 6332 9624	Tel: (65) 6332 9682
rabita@mda.com.sg	michelle@mda.com.sg

About Messe Düsseldorf Asia (MDA)

MDA is a subsidiary of Messe Düsseldorf in Germany, one of the world’s leading trade fair organizers, responsible for organizing more than 20 global No. 1 exhibitions in industries including plastics, printing and packaging, and medical and health care - specifically K, drupa, interpack, MEDICA, COMPAMED and A+A held in Düsseldorf, Germany. Since 1995, MDA’s portfolio of trade fairs in Southeast Asia includes: for the plastics and rubber sectors in Thailand ([TIPREX](#)), Vietnam ([PLASTICS & RUBBER VIETNAM](#)) and Indonesia ([INDOPLAS](#)), the printing and packaging sectors in Thailand ([PACK PRINT INTERNATIONAL](#)) and Indonesia ([INDOPACK](#) and [INDOPRINT](#)), the wire, cable, tube and pipe sectors in Thailand ([wire Southeast ASIA](#) and [Tube Southeast ASIA](#)), the medical and health care industries in Thailand and Singapore ([MEDICAL FAIR THAILAND](#), [MEDICAL FAIR ASIA](#), [MEDICAL MANUFACTURING ASIA](#)) the Workplace Safety & Health sectors in Singapore([OS+H ASIA](#)) and the metal and steel trade industries in Indonesia ([indometal](#)).