



7th International Exhibition on Hospital, Diagnostic,
Pharmaceutical, Medical & Rehabilitation Equipment &
Supplies

17 – 19 September 2008
Suntec Singapore

www.hospimedica-asia.com

February 2008

PRESS RELEASE # 1

For immediate release

Leading Medical and Healthcare Showcase Returns to Singapore

Southeast Asia's benchmark healthcare event, HOSPIMedica ASIA, will once again take centrestage in Singapore. Organized biennially by Messe Düsseldorf Asia, HOSPIMedica ASIA 2008 will be held at Suntec Singapore from 17 to 19 September 2008. HOSPIMedica ASIA has proven to be a global supplier base for the region's medical and health care sectors. It has been successful over the years due to the quality of the trade visitors as well as the presentation of cutting-edge products and solutions.

In 2006, HOSPIMedica ASIA embraced the strong support from 367 leading international and regional exhibiting companies from 32 countries including the 13 national pavilions from Australia, Austria, Belgium, China, France, Germany, India, Korea, Pakistan, Singapore, Spain, Taiwan and the United Kingdom. The exhibition attracted 5,366 visitors and professionals from 58 countries. Both exhibitor and visitor attendance is expected to grow further in 2008.

Growing Demand for Healthcare in Asia

The standards of healthcare in most Southeast Asian countries have risen despite escalating costs. This shift can be attributed to changing demographics and signal a necessity for up-to-date solutions ranging from new equipment for healthcare needs to providing better alternatives to existing concerns.

By 2012, the healthcare industry in Asia is expected to gross US\$7 billion annually, resulting from a build-up of several factors:

- Rising cost of healthcare, especially for more populous countries. About 60% (currently an estimated 3 billion, and growing towards 5 billion in 2050) of the world's population live in Asia.
- Greater demand for healthcare products and services, especially for an ageing population, changing lifestyles and general socio-economic development, plus a growing middle class that can afford better quality of products and services.
- Increasing healthcare expenditure for both public and private sectors in each country. Consumer healthcare expenditure is expected to double from US\$90 billion in 1999 to US\$188 in 2013.
- Better demand for medical devices and pharmaceuticals, requiring better intellectual property protection and regulatory system, better standards and practices, better R&D, better economic infrastructure, to attract foreign investments and key players.

Growing Attractions for Medical Tourism - Singapore, Thailand and Malaysia

Competitive healthcare services in Singapore, Thailand and Malaysia continue to attract international patients seeking quality medical treatment at lower costs. The growth of the medical tourism industry in Asia is estimated at about 20-30% per annum, and is expected to reach US\$4 billion by 2012. Medical tourism is increasingly becoming an important source of income to private healthcare providers in Singapore, Thailand and Malaysia. Each country is setting their sights to offer the best and most affordable healthcare.

In 2006, Singapore attracted 370,000 medical tourists and is targeting one million medical visitors by 2012. This will add S\$3 billion to the economy and 13,000 new jobs. Thailand is targeting 2 million foreign patients in 2010 which will contribute to approximately 80 trillion baht to its economy. Where Malaysia is concerned, close to 300,000 foreign patients sought treatment in 2006 which generated a total of RM 203.66 million in revenue. Statistics indicate a strong and growing interest in Malaysia's medical tourism industry.

Southeast Asia – moving towards a healthier future

Southeast Asia is an emerging market for healthcare supplies and services. Numerous opportunities await key players interested to expand their markets for healthcare services, and medical devices. It is not surprising that healthcare providers value their presence at the region's leading and most authoritative exhibition serving the Southeast Asian countries.

HOSPIMedica ASIA 2008 will be held alongside OS+H Asia, The Occupational Safety and Health Exhibition for Asia which focuses on safe work and care. More details on HOSPIMedica ASIA can be found at www.hospimedica-asia.com or please contact:

Exhibition information

Shirley Lim, General Manager
Michelle Leong, Assistant Project Manager
Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place
#09-02 HarbourFrontTower Two
Singapore 099254
Tel: (65) 6332 9620
Fax: (65) 6337 4633 / 6332 9655
Email: hospimedica-asia@mda.com.sg
Website: www.hospimedica-asia.com

Press information

Rita Biswas, Senior Marcom Manager
Cheryl Chin, Marcom Executive
Tel: (65) 6332 9645 / 6332 9641
Fax: (65) 6337 4633 / 6332 9655
Email: press@mda.com.sg