



**3rd International Exhibition on Hospital, Diagnostic,  
Pharmaceutical, Medical & Rehabilitation  
Equipment & Supplies**

**12 – 14 September 2007**

Queen Sirikit National Convention Center (QSNCC)  
Bangkok, Thailand

[www.hospimedica-thailand.com](http://www.hospimedica-thailand.com)

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July 2007

**PRESS RELEASE**

**For immediate release**

- **HOSPIMedica THAILAND Highlights Health Solutions for the Region**
- **Concurrent Events Bring Additional Benefits to Attendees**

HOSPIMedica THAILAND will be held for the third time in Bangkok, Thailand and will be staged from 12 to 14 September at the Queen Sirikit National Convention Center (QSNCC). Some 5,000 trade visitors and buyers from the region are expected to visit the three-day event, which will bring the best in global and healthcare technologies to one of the most dynamic regions in the world. 250 exhibiting companies from 25 countries are already confirmed for the show including national groups from Austria, Belgium, China, France, Germany, South Korea, Singapore, Pakistan, Taiwan and United Kingdom.

HOSPIMedica THAILAND will provide essential access to the ASEAN region for players in the healthcare sector and especially those seeking to penetrate the Indochina markets of Thailand, Vietnam, Cambodia and Laos. The combined population of the ASEAN countries is in excess of 540 million people, and the changing demographics including declines in fertility, longer life expectancy and the aging population will have an enormous impact on the need for better healthcare. Furthermore, with the increase in medical tourism, particularly in Thailand, many healthcare institutions are in urgent need of new equipment, solutions and better initiatives to serve the medical and healthcare needs.

HOSPIMedica THAILAND will serve as an important forum for decision makers, medical suppliers, industry professionals, government bodies, hospital administrators, doctors, nurses and other healthcare professionals. This is the platform for the industry to be exposed and benefit from the wealth of innovations required to boost the quality of care, enhance treatment and make patient care more effective and efficient.

## **MUST-ATTEND CONCURRENT EVENTS**

Exhibitors and show attendees alike can make the most of their participation at HOSPI Medica THAILAND via a number of significant concurrent events. The **Asia-Invest Matchmaking Conference**, for example, will be held just prior to the show on 10 - 11 September 2007, and will give participants the opportunity to enlarge their networks in South-East-Asia and boost their activities in the prevention and care of lifestyle-related non-communicable diseases. Companies from Germany, Finland, Thailand and Malaysia will be present at the conference. More information and registration details can be found at [www.health-management-sea.com](http://www.health-management-sea.com)

In addition, a business event - **Asia-Invest Matchmaking Medical Devices EU-Asia** - will be held on 13 and 14 September 2007. This gathering offers small and medium-sized enterprises looking to venture further into the European and Asian medical devices sector the opportunity to establish valuable contact with potential business partners at no cost. The objective of this event is to bring together 40-45 European companies and 70-80 Asian companies from Thailand and China. More information is available at [www.asiainvest-thailand.com](http://www.asiainvest-thailand.com)

Adding even more value to a presence at HOSPI Medica THAILAND is the **First ASEAN Neuro Rehab Certificate Workshop Series**, the first event of its kind in ASEAN, which will take place on September 13. This one-day workshop aims to enable physicians and other specialists to start and run Video Fluoroscopic Swallowing Study (VFSS) labs. The keynote lecturer is Professor Christian Hannig of the Technical University Munich.

A post-show opportunity also awaits exhibitors and show visitors alike in the form of a **study trip to Ho Chi Minh City, Vietnam** on 15 (Saturday) and 16 (Sunday) September. The Vietnamese Government has prioritized healthcare as a key component of its Five-Year Socio-Economic Development Plan 2006-2010. Specific aims include strengthening and improving public healthcare at the grassroots level, augmenting preventive healthcare, and improving the capacity to monitor, detect and control epidemics and diseases, especially HIV/AIDS and other emerging diseases. This will entail investment in high technology healthcare and an expansion of the healthcare budget so that outmoded medical facilities can be replaced. The program includes presentations on business opportunities, procurement policies, logistics and local practices, and visits to public and private hospitals. More information and registration details can be found at [www.hospimedica-thailand.com/vietnam.html](http://www.hospimedica-thailand.com/vietnam.html)

## **BUSINESS MATCHING SERVICE**

As part of the organizer's value-added service, HOSPI Medica THAILAND will offer a Business Matching service to both exhibiting companies and pre-registered visitors. This unique and expedient service will match sellers with buyers and vice-versa.

**VISITOR PRE-REGISTRATION**

The online pre-registration for visitors is now OPEN and will remain until 31 August 2007 afterwhich visitors can register at QSNCC during the show days.

**PRODUCT HIGHLIGHTS**

Visitors can view some of the products and innovations on display at the show at [www.hospimedica-thailand.com](http://www.hospimedica-thailand.com)

For more information on HOSPIMedica THAILAND, please visit [www.hospimedica-thailand.com](http://www.hospimedica-thailand.com) or contact:

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