



**HOSPI Medica THAILAND 2007**  
**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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## **FINAL PRESS REPORT**

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### **HOSPI Medica THAILAND Proves a Regional Winner**

By the time **HOSPI Medica THAILAND** had concluded on September 14, some 3,800 trade visitors and industry professionals from 52 countries had passed through the doors at the Queen Sirikit National Convention Center in Bangkok. Approximately 80% of visitors were from the host nation, reflecting Thailand's emergence as a global hub for medical tourism. Other origins of visitors included, Singapore, Malaysia, India and China. Noteworthy is that 1.1 million overseas patients sought medical care in Thailand in 2006 generating approximately US\$1.1 billion. This sector will see a doubling of patients by 2010.

Visitors at HOSPI Medica THAILAND were also of the highest quality and relevance for exhibitors. According to a random survey conducted by organizer Messe Düsseldorf Asia, over 60% said they would definitely or probably be buying products and services, and 45% indicating this would happen within the next six months. Furthermore, 55.7% of show visitors indicated they attended HOSPI Medica THAILAND in order to learn about new developments, highlighting the increasingly advanced needs of the healthcare industry in Thailand and the region in general.

A total of 250 exhibitors from 24 countries participated in HOSPI Medica THAILAND including eight national groups from Austria, Belgium, China, Germany, South Korea, Singapore, Taiwan and the United Kingdom. During his address at the official opening of HOSPI Medica THAILAND, Messe Düsseldorf Asia Managing Director Gernot Ringling noted that the third convening of the show saw the number of exhibitors up by 40% compared with the inaugural show in 2003. Over 95% of the exhibitors came from outside Thailand, highlighting the importance global healthcare industry players are placing on the Thai and regional markets.

This growth in exhibitor numbers comes as no surprise given the market for medical equipment and supplies market in Thailand is expected to maintain steady growth of 20% in 2007. Thailand relies on imports particularly of high tech medical equipment and accessories, with a dependency of more than 80% of its total requirements.

Growth in the healthcare sector in Thailand is mainly derived from expansion of healthcare facilities, replacement of medical equipment and upgrades. Demand is being further spurred by marketing strategies initiated by major private hospitals to boost their income as well as to differentiate themselves from their peers. In order to position themselves as specialized healthcare centers, increasing numbers of private hospitals are focusing on specific fields and targeting patients with specific ailments and treatment needs including cardiac, ophthalmic, neuro, dialysis, dental and plastic surgery. "These strategies will have a great impact on the demand for cutting edge and top quality medical devices and accessories," said Dr. Chatri Banchuin, Director General of Department of Medical Services, Ministry of Public Health, Thailand, in his opening address at HOSPIMedica THAILAND.

**HOSPIMedica THAILAND** will return to Bangkok 16–18 Sept 2009 but prior to this, the Southern Hemisphere welcomes the inaugural **HOSPIMedica AUSTRALIA** in Sydney 13–15 May 2008 while **HOSPIMedica ASIA** comes to Singapore 17–19 Sept 2008. More information on these events can be found at [www.hospimedica-australia.com](http://www.hospimedica-australia.com) and [www.hospimedica-asia.com](http://www.hospimedica-asia.com), respectively.

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