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PRESS RELEASE

For immediate release

MEDICAL FAIR ASIA 2012

- Asia's most prominent medical trade fair returns to Singapore with a 50% expansion in floor space

The 9th edition of Asia's most significant medical and health exhibition, MEDICAL FAIR ASIA, returns even bigger and better to Suntec Singapore from 12 to 14 September 2012. With a show floor extended by some 50% to occupy all three halls on level six of the convention centre, MEDICAL FAIR ASIA 2012 – the biggest edition yet since its debut in 1997 – will showcase an international line-up of leading medical and health care players from around the world.

Focused on equipment and supplies for the hospital, diagnostic, pharmaceutical, medical and rehabilitation sectors, all three halls will bring together new and innovative technologies, solutions, products and services from around the world, in line with current and future demographic trends, medical and health care challenges and the next wave of healthcare modernisation.

As part of the international series of medical trade shows presented by the Messe Düsseldorf Group, MEDICAL FAIR ASIA, organised by Messe Düsseldorf Asia, has established itself as the region's most effective business forum for medical and health care manufacturers and suppliers to feature their products and services to procurers, healthcare givers, practitioners and professionals, and decision makers.

Leading forum for medical and health care sectors

With a history that spans more than a decade, the biennial exhibition has grown exponentially over the years. The last edition of MEDICAL FAIR ASIA held in 2010 set a new record in the number of attendees and exhibiting companies as it attracted more than 7,000 quality trade visitors, and 475 companies from 31 countries, of which 80% came from overseas.

Next year, MEDICAL FAIR ASIA is expected to attract strong participation from some 500 exhibitors from 35 countries and an attendance of 10,000 trade visitors from across ASEAN and the Asia Pacific region. It is also anticipated to draw participation from various national groups such as Austria, China, France, Germany, Japan, Malaysia, Singapore, South Korea and Taiwan, further underpinning the global relevance of the exhibition.



9th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

12 - 14 Sept 2012
Suntec Singapore

www.medicalfair-asia.com

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Growing medical device market

Raising the bar and providing a platform for the medical technology segment, 2012 will see the addition of MEDICAL MANUFACTURING ASIA to Messe Düsseldorf Asia's portfolio. Co-located with MEDICAL FAIR ASIA 2012, the exhibition is jointly organised by the Singapore Precision Engineering & Tooling Association (SPETA). MEDICAL MANUFACTURING ASIA comes at a time when the Asia Pacific medical device market is expected to account for 25% of global market share and reach US\$62.3 billion in revenue by 2012. The co-located exhibitions offer synergistic opportunities for specialists sourcing diversified solutions. With the expansion of the show floor and the concurrently held exhibition, this further reinforces MEDICAL FAIR ASIA as the region's most prominent medical and health care equipment and supplies sourcing platform.

"The increasingly rising participation and attendance at MEDICAL FAIR ASIA with record numbers at the last edition in 2010, coupled with the booming medical and health care industry in Asia, is a clear indication of the growing need for a trade fair specifically dedicated to Asia's medical and health care sectors. It is also testament to the exhibition's role and position as a meeting place for all medical and health care professionals in Asia and beyond," says Gernot Ringling, Managing Director, Messe Düsseldorf Asia.

Boom in the healthcare market

The unprecedented growth of the Southeast Asian healthcare market due to the ever increasing awareness and benefits of quality healthcare, upward trend of medical tourism, rising ageing population, higher life expectancies, and economic development have given rise to a booming medical and health care sector particularly in medical devices and equipment. The demand for improved medical and health care products and services is expected to ignite the growth of a global market for medical equipment and supplies, currently valued at US\$273 billion. Countries in the region, particularly Singapore, Thailand and Malaysia are already making headway as they take advantage of the boom in the global healthcare market. At present, Southeast Asia records the highest private health expenditure of any region in the world, at 63.1% of total health expenditures.

Set against this impressive backdrop, major ASEAN nations are boosting their healthcare spending in order to expand access to treatment, modernise their medical systems and furnish more advanced services to both local and foreign patients, and to cater to the silver industry. This emergent market creates opportunities for enterprising companies across the entire health care ecosystem planning to penetrate the ASEAN region.

Space applications are now open for MEDICAL FAIR ASIA 2012 and MEDICAL MANUFACTURING ASIA 2012. For more information on the exhibitions, please visit www.medicalfair-asia.com / www.medmanufacturing-asia.com or contact:

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At a glance

organiser	:	Messe Düsseldorf Asia
date	:	12 – 14 September 2012
venue	:	Suntec Singapore
frequency	:	Biennial
exhibitors	:	about 500 exhibitors from 35 countries
sponsor	:	Ministry of Health, Singapore
endorsed by	:	Singapore Exhibition and Convention Bureau as an Approved International Fair
supported by	:	Messe Düsseldorf GmbH, organiser of MEDICA and REHACARE INTERNATIONAL
concurrent exhibitions :		MEDICAL MANUFACTURING ASIA 2012 and OS+H Asia (Occupational Safety + Health Exhibition for Asia) 2012.

About Messe Düsseldorf Asia

Messe Düsseldorf Asia 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 various industries including plastics, printing and packaging - specifically K, drupa and interpack held in Düsseldorf, Germany. Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in Southeast Asia since 1995. Its trade fairs for the plastics and rubber sectors in Malaysia ([M-PLAS](#)), Thailand ([TIPREX](#)) and Vietnam ([Plastics & Rubber Vietnam](#)) and the printing and packaging sector in Thailand ([PACK PRINT INTERNATIONAL](#)), and the medical and health care industries in Thailand and Singapore ([MEDICAL FAIR THAILAND](#), [MEDICAL FAIR ASIA](#), and [Occupational Safety and Health Asia](#)) are successful events serving the regional markets of Southeast Asia and beyond. In 2012, Messe Düsseldorf Asia will feature its Indonesian portfolio with [Indopack](#), [Indoprint](#), and [Indoplas](#).
