



8<sup>th</sup> International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

**15 - 17 September 2010**  
**Suntec Singapore**

[www.medicalfair-asia.com](http://www.medicalfair-asia.com)

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## **PRESS RELEASE # 1**

For immediate release

- **Asia's most successful medical fair returns to Singapore**
- **Medical devices market remains resilient in Asia**
- **Exhibition well-positioned to meet the next wave of healthcare modernization**

Asia's number one and most successful exhibition for the medical and health care industry returns to Singapore in September 2010 as MEDICAL FAIR ASIA. Formerly known as HOSPIMedica ASIA and in line with Messe Düsseldorf's Group of Companies' marketing strategy of promoting the medical fairs under the consistent brand name of MEDICAL FAIR ---MEDICAL FAIR ASIA will be held from 15 to 17 September 2010 at Suntec Singapore. The exhibition is expected to attract a solid participation from some 400 leading international and regional manufacturers and suppliers from across the globe.

Inaugurated in 1997 as HOSPIMedica ASIA and having been around for more than a decade, this world-class exhibition has proven to be an outstanding platform for both manufacturers and suppliers to showcase their products and services to procurers, healthcare givers, practitioners and professionals, and decision makers from across Asia and afar. Last held in September 2008, the exhibition welcomed 367 leading exhibiting companies from 33 countries including 12 national and group pavilions from Australia, Austria, China, France, Germany, India, Italy, South Korea, Singapore, Spain, Taiwan and the United Kingdom. The event also attracted more than 6,000 trade visitors from 58 countries - the highest attendance achieved since its debut - a clear indication of the growing need for an event dedicated specifically to Asia's medical and health care sectors.

"Given the global expertise of the Messe Düsseldorf Group of Companies in organizing the world acclaimed MEDICA and 14 medical fairs across the five continents, and its track record of unparalleled successes, it is by no means a surprise that both exhibitors and visitors regard MEDICAL FAIR ASIA as THE number 1 choice for the industry in Asia," says Gernot Ringling, Managing Director of show organizer, Messe Düsseldorf Asia. "MEDICAL FAIR ASIA will continue to keep the health care markets of Asia up-to-date with the latest in medical and health care equipment, solutions and services. The exhibition will also address the challenges of the aging population that has placed unprecedented demand on the social and health care systems and at the same time take a closer look at the global technologies that are driving medical equipment innovations."

### **Healthcare relevance – prospects for medical devices market remain strong**

The prospects of the medical devices market remain strong in Asia largely due to the expansion of the respective healthcare sectors. Healthcare is now more than ever a relevant issue given the aging population, growing demand for superior healthcare by the increasingly sophisticated, health conscious and demanding patient base and the dire need to improve emergency preparedness in times of unforeseen

disasters such as earthquakes and tsunamis and pandemics such as the avian flu and H1N1 influenza. The governments in Asia are already embarking on measures to provide ready, available and high quality medical services to the population as well as integrated care for the elderly. These along with the development of preventive steps and blueprint for healthcare technology have propelled the subject of healthcare into one of the vital national projects in countries not just in Asia but worldwide.

Asia's healthcare market will continue to grow exponentially and this is spearheaded by a number of distinct factors. The buoyant medical tourism market in Asia has provided the impetus for hospitals and healthcare establishments to compete for the medical tourism pie projected to be valued at US\$4.4 billion by 2012. In doing so, these establishments require significant investments in technologically advanced equipment in order to position themselves to compete as medical destinations and centres of excellence for patients seeking affordable high quality healthcare. Additionally, the reconstruction and construction, re-equipping of existing medical establishments with new devices are contributing to the urgent need for more sophisticated medical equipment, hardware and software.

Hence, MEDICAL FAIR ASIA 2010 is well-positioned to meet the needs of Asia's medical and health care sectors. Not only will the exhibition bring together a multitude of new and innovative technologies, solutions, products and services – many of which are launched in Asia for the first time - but will also align its theme with current and future demographic trends, challenges and policies, and notably - the next wave of healthcare modernization.

### **Concurrent occupational safety + health exhibition**

Held alongside MEDICAL FAIR ASIA is OS+H Asia 2010, Southeast Asia's leading exhibition on workplace safety and care. This exhibition will be held for the 7<sup>th</sup> time in Singapore and will showcase the latest OSH equipment, solutions and services from some 150 exhibiting companies spanning the globe.

### **About MEDICAL FAIR ASIA 2010**

MEDICAL FAIR ASIA, held for the 8<sup>th</sup> time in Singapore, is organized by Messe Düsseldorf Asia, sponsored by Singapore's Ministry of Health, endorsed by the Singapore Exhibition and Convention Bureau as an Approved International Fair and supported by Messe Düsseldorf GmbH, organizer of MEDICA and REHACARE INTERNATIONAL, the world's largest trade fair for the medical and rehabilitative care industries. The exhibition in 2010 will showcase the latest cutting edge medical and health care equipment, solutions and services from some 400 exhibiting companies. More than 8,000 trade visitors from the region are also expected to visit the 3-day event.

More details on MEDICAL FAIR ASIA can be found at [www.medicalfair-asia.com](http://www.medicalfair-asia.com) or contact:

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