



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

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

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## **PRESS RELEASE # 2**

For immediate release

- **ASEAN: A US\$50 billion-plus healthcare market; a US\$2 billion-plus medical device market**
- **Double-digit growth in health spending returns**
- **Hospitals boost investment to serve local and global needs**

MEDICAL FAIR ASIA 2010 returns to Singapore at the start of an anticipated phase of increasing healthcare expenditure in ASEAN. Having stuttered slightly in 2009 on account of recession-induced spending cuts, healthcare spending is once again on the upturn and returning to double-digit growth rates. The healthcare market in ASEAN-6 this year is set to top US\$50 billion, while an estimated US\$2.2 billion will be spent on medical devices and consumables. On these accounts, suppliers of all types of products and solutions to the medical and healthcare sectors cannot afford to miss Asia's premier industry event.

Major ASEAN nations continue to boost healthcare spending in order to expand access to treatment, modernize their medical systems and furnish more advanced services to both local and foreign patients.

- Spending on healthcare in Singapore this year is expected to hit close to US\$8 billion, and carry on increasing at an average rate of 10% per year over the next four years. Singapore remains a top destination for advanced healthcare in the region. Its medical device and supply market is valued at an estimated US\$250 million and growing at 13% per annum.
- Malaysia healthcare spending exceeds that of Singapore, amounting to around US\$8.4 billion in 2009. Growth in annual expenditure averaging 12% is forecast over the next five years. Already valued at US\$650 million in 2009, the market for medical devices and consumables is growing at over 5% per annum.
- Thailand is a US\$9 billion market for healthcare spending and this is growing at an annual rate of close to 9% per annum. The medical device and consumables market in Thailand is valued at approximately US\$600 million.
- Indonesia is ASEAN's largest healthcare spender, investing over US\$14 billion in healthcare in 2009. An expanding population and increased personal wealth are expected to drive strong growth of close to 11% per annum. The market for medical devices and supplies was valued at more than US\$200 million in 2009 and is expected to grow at a rate in excess of 6% per annum.
- The Philippines spent US\$6 billion on healthcare in 2009 and growth going forward of 13% per annum is forecast.

- The Vietnamese market for medical equipment and supplies is estimated at US\$289 million in 2009 and is expected to continue to expand healthily at about 6% per annum and this will take the Vietnamese market to approximately US\$385 million in 2014.

### **Investment in private hospitals picks up**

The challenge of providing quality care is also being taken up extensively by the private sector in ASEAN. One example is a S\$600 million hospital-cum-hotel at Farrer Park in Singapore dubbed Connexion. Slated to open in 2011, the facility will house 189 specialist medical units, 11 operating theatres and three day surgery units. Furthermore, plans are also afoot in Malaysia by Columbia Asia to build six mid-size hospitals. Columbia Asia already operates five hotels in Malaysia, as well as facilities in India, Vietnam and Indonesia.

The private healthcare model is expected to play an increasing role in supplementing healthcare services in developing countries, meeting the needs of both local patients and medical tourists. This is highlighted by data indicating that Indonesia only has 0.6 hospital beds per 1,000 people compared with 0.9 in the Philippines, 1.7 in Vietnam, 1.8 in Malaysia, 2.1 in Thailand, and 2.5 in Singapore. This compares with 6.6 beds in South Korea and 12.7 in Japan. Further investment in new hospital capacity in ASEAN is thus inevitable as economies develop and work towards the levels of advanced economies.

### **Medical tourism drives high-tech device demand**

Insured Americans are now being given the option of having complex surgery performed overseas, which adds to the potential of world-class hospitals in ASEAN to serve this burgeoning sector. At the same time, the legions of uninsured or those just seeking the best service and care available will continue to drive growth in the region's medical care sector.

Thailand's annual growth rate for medical tourism has hovered around 14%, with major surgical procedures and standard medical care soaring. Thailand is one of the world's centres for medical services, with over 1,000 public hospitals and 400 private hospitals operating at international standards. Today, nearly 2 million foreign patients visit Thailand each year for a range of healthcare services, including cutting edge procedures like stem cell treatment.

Singapore offers real competition for Thailand in the medical tourism sector. The city-state provides a comprehensive spectrum of healthcare services from primary care such as health screening through to quaternary care services such organ transplants and fluency in English and world class standards are added bonuses.

### **About MEDICAL FAIR ASIA 2010 – the region's largest medical and most important medical and health care event!**

MEDICAL FAIR ASIA is the largest and most authoritative platform for the medical and healthcare industry in Southeast Asia and has the staunch support from national pavilions from all over the world. Held for the 8<sup>th</sup> time in Singapore, MEDICAL FAIR ASIA 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 from over 30 countries. More than 10 national pavilions and groups are also expected to showcase and introduce a wide array of medical and health care innovations to an expected audience of over 8,000 trade visitors from the region and beyond.

### **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.

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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