



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 # 4**

For immediate release

### **MEDICAL FAIR ASIA 2010 attracts over 400 top-notch exhibitors**

- **Products on show reflect immediate and future needs of healthcare sector**
- **Global and regional exhibitor mix enhances show value**

**MEDICAL FAIR ASIA 2010** returns to Singapore in September with an unprecedented diversity and a wide array of exhibits set to grace the show floor. At press time, the organisers are anticipating that over 400 companies from an impressive 30 countries will be present at MEDICAL FAIR ASIA 2010. This strong turnout underlines that the international healthcare sector concurs that no other exhibition in this region offers such a unique platform to network and discover the latest and most sophisticated global innovations and solutions on medical and rehabilitation equipment, services and initiatives for both in- and out-patient care.

### **NATIONAL PAVILIONS HIGHLIGHT IMPORTANCE OF ASEAN MARKET**

Emphasizing its pre-eminent status in Asia, MEDICAL FAIR ASIA has continually received the staunch support from national pavilions and groups such as:

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|---|-------------|--|
| ○ | Australia   | Australian Trade Commission                        |
| ○ | Austria     | Austrian Federal Economic Chamber                  |
| ○ | China       | Shenzhen Association of Medical Devices)           |
| ○ | France      | The French Chamber of Commerce in Singapore        |
| ○ | Germany     | Federal Ministry of Economics and Technology       |
| ○ | India       | Indian Trade Promotion Organisation                |
| ○ | Japan       | Japan External Trade Organization                  |
| ○ | South Korea | Korea Medical Devices Industrial Coop. Association |
| ○ | Singapore   | Singapore Manufacturers' Federation                |
| ○ | Taiwan      | Taiwan Medical and Biotech Industry Association    |

Many of these countries enjoy strong exports track records in ASEAN, hence they consider this region as high importance and having tremendous potentials. Japan, for example, is a leading supplier of ultrasound, CT, and X-ray equipment to the region, while Germany also has a strong record for CT and X-ray equipment, and various other types of medical hardware.

## **INNOVATIVE OFFERINGS FOR HEALTHCARE SECTOR**

Here are just some of the leading companies you can expect to meet at MEDICAL FAIR ASIA 2010.

- **Diagnostics**

The focus of Finnish diagnostic company *ANI LABSYSTEMS* is on an area of major interest to the healthcare sector in Singapore and elsewhere in the region. Their core business is fluorescent enzyme immunoassay (FEIA) and enzyme immunoassay (EIA) for infectious diseases, neonatal screening and other disorders. Chinese companies *BEIJING BIOD BIOTECH* and *AUTOBIO DIAGNOSTICS* are additional exhibitors focused on this important sector. Also active in diagnostics is Japan's *CLARO*, which has developed and will showcase its digital slide scanners for automatic cancer diagnosis machines.

- **Medical consumables**

Sino-Italian joint venture *NANJING MAIDIXIN MEDICAL DEVICE* supplies surgical instruments such as disposable linear cutters, biopsy instruments, and circular staplers whose credentials are underlined by its Chinese SFDA, ISO13485:2003 and CE certifications. Also exhibiting is *TOUCHSTONE INTERNATIONAL MEDICAL SCIENCE*, manufacturer of single-use surgical devices such as circular and linear staplers, linear cutters, and string clamps.

- **Medical imaging**

In the medical imaging field, *CHISON MEDICAL IMAGING* from China will display its latest ultrasound systems, while *EDAN INSTRUMENTS* will highlight its foetal, ultrasound and transcranial dopplers, among other products. Another medical imaging player with a presence at MEDICAL FAIR ASIA 2010 is *UMC (BEIJING) TECHNOLOGY DEVELOPMENT* who will feature its colour and black & white Doppler ultrasound systems.

- **Patient monitoring**

Patient monitoring is another important facet of healthcare not only in Asia but also globally and here, local Asian companies are playing an increasing role in serving the market. China's *BIOLIGHT*, one of China's largest manufacturers of patient and central monitoring systems has added digital colposcope systems to its product range. *BIOLIGHT's* products are widely used in over 40 countries including 5,000 hospitals.

- **Respiratory care**

*ALTERA AS* from Turkey will showcase its respiratory care products including breathing circuits and filters, and oxygen and aerosol therapy products. Taiwan's *BESMED HEALTH BUSINESS* is another medical device manufacturer serving this sector that is also active in emergency care and anaesthesia, while *HEADSTAR MEDICAL PRODUCTS* and *VADI MEDICAL TECHNOLOGY* are additional Taiwanese players with leading positions in the respiratory care field will also exhibit at MEDICAL FAIR ASIA 2010.

## **CONCURRENT EVENTS**

MEDICAL FAIR ASIA 2010 will be augmented by the following concurrent events:

- **OS+H Asia 2010**, the 7<sup>th</sup> Occupational Safety+Health Exhibition for Asia. More than 100 exhibiting companies from 20 countries will introduce an unparalleled resource of safety equipment and solutions for better workcare. OS+H Asia 2010 is supported by Singapore's Ministry of Manpower (MOM).
- Due to the raising importance of work safety, **The Singapore WSH Conference 2010 "Embracing Challenges, Pushing WSH Frontiers"**, organized by the Workplace Safety and Health Council and the Ministry of Manpower will be held on 15 and 16 September 2010.
- The Singapore Institution of Safety Officers' **Forum for Safety & Health : "Raising WSH Standards"** on 17 September 2010 will provide an excellent opportunity for Workplace Safety & Health (WSH) Experts, Professionals, and Specialist Service Providers & Manufacturers from around the world to share on the latest insights and technological advancement in key safety and health issues.

## **ABOUT MEDICAL FAIR ASIA 2010**

MEDICAL FAIR ASIA, organized by Messe Düsseldorf Asia, is Asia's largest regional and most authoritative platform for the medical and healthcare industry. Held for the 8<sup>th</sup> time in Singapore, the exhibition sponsored by Singapore's Ministry of Health, is 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 is also supported by numerous associations such as the Association of Private Hospitals of Malaysia (APHM), Indonesian Hospital Association (PERSI), Hospital, Medical, Laboratory Equipment & Supplies Importers Association of the Philippines (HOMLESIAP) and the Federation of Medical Societies of Hong Kong.

MEDICAL FAIR ASIA 2010 will showcase the latest cutting edge medical and health care equipment, solutions and services from over 400 exhibiting companies from 30 countries. 8,000 visitors, practitioners and professionals from across the Asia-Pacific and beyond are expected to be the exhibition. Visitor registration is now available online at [www.medicalfair-asia.com](http://www.medicalfair-asia.com)

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

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