



4th International Exhibition on Hospital, Diagnostic,  
Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

**16 – 18 September 2009**

Queen Sirikit National Convention Center  
Bangkok, Thailand

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

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## **FINAL REPORT**

### **Excellent turnout at MEDICAL FAIR THAILAND 2009 - High calibre attendance at a top notch show**

MEDICAL FAIR THAILAND 2009 ended on a high note on 18 September 2009 with excellent results. This highly influential medical and health care exhibition played host to 258 exhibiting companies from 30 countries including national pavilions and groups from Austria, Belgium, China, Germany, Korea, Singapore, Taiwan and United Kingdom. Opened on 16 September 2009 by Thailand's Deputy Minister of Public Health, H.E. Manit Nopamornbodee who commented, "The development in the areas of medical science and technology has been rampant over the past twenty years. The biennially held MEDICAL FAIR THAILAND is a good forum for both the public and private health care sectors to come together to exchange know-how and to keep abreast of new technological improvements in the areas of in- and out-patient care."

Underscoring its role as the key industry event for the medical and health care industries of Southeast Asia, the exhibition attracted more than 3,600 visitors from 54 countries. Visitors were treated to wide array of breakthrough innovations, a wealth of technology highlights, products and services for the medical and health care sectors.

Held biennially in Bangkok, MEDICAL FAIR THAILAND has received enthusiastic response from all involved in the medical and health care sectors since its inception in 2003. With its comprehensive product range and outstanding expertise, it is the most important meeting point for manufacturers, suppliers, distributors, and decision makers, procurers, practitioners and relevant health care authorities and experts from the region. Further endorsement of MEDICAL FAIR THAILAND is evidenced by the strong support of Thailand's Ministry of Public Health and leading health care associations such as the Private Hospital Association, Thai Rehabilitation Medicine Association, Thai Medical Device Technology Industry Association, Government Pharmaceutical Organization, The Nurses' Association of Thailand, The Pharmaceutical Association of Thailand Under Royal Patronage and the Thailand Convention and Exhibition Bureau.

"About 90 per cent of the exhibiting companies came from overseas and this underscores the confidence of both the international and regional communities in the Southeast Asian health care market," commented Gernot Ringling, Managing Director of show organizer – Messe Duesseldorf Asia. He added, "MEDICAL FAIR THAILAND will

continue to remain committed to the upbeat progression of health care industry and will provide the best platform for the latest in medical care solutions, technologies and equipment.”

**Participating companies are the best judge of MEDICAL FAIR THAILAND’s success:**

“The medical and health care sector in Thailand definitely has the potential to develop further especially as the location of MEDICAL FAIR THAILAND. We have met promising quality contacts and are very satisfied with our participation, especially with the possibility of business prospects in the region which we got through the show.”

*Wolfgang Binder, Export Management Asia/Pacific, Dlouhy GmbH*

“We managed to meet many good quality visitors as well as decision makers at MEDICAL FAIR THAILAND that were interested in what we do. This resulted in a lot of good leads, prospects and contacts. We look forward to exhibiting at MEDICAL FAIR THAILAND again.”

*Gerard Plessier, Managing Director, Siam Medical Leasing*

“Thailand is a great location with great growth potential and MEDICAL FAIR THAILAND is a high-end show which introduces new technology, so we were able to meet a lot of regional visitors. The leads from MEDICAL FAIR THAILAND were of a better quality and we managed to touch base with more distributors and decision makers.”

*Robert J. Milsom, Marketing & Project Director, M.R.I. Co., Ltd.*

“As first time exhibitors, our aim at participation was to penetrate the South East Asian market. MEDICAL FAIR THAILAND has helped us reach our target and expectations because we managed to meet with visitors from India, Pakistan, Bangladesh, Vietnam, Malaysia and Indonesia at the show. These visitors are decision makers and they came with a business mindset. This resulted in a lot of good potentials.”

*Kevin Liu, Marketing Manager, Delta Electronics, Inc.*

“MEDICAL FAIR THAILAND was very good and it more than met our expectations. We connected with quality distributors and we were able to discuss and talk seriously with them about business. We will certainly come back in two years.”

*Chris Wang, International Business Manager, Teknova Medical Systems Ltd.*

“This is our first time entering a healthcare exhibition and the show has exceeded our expectations. Our original intention for taking part in MEDICAL FAIR THAILAND was to create awareness for the association, but we also managed to get the OEM for Iran and Cambodia. I am glad that this show is located here because it brings the world to Thailand and I strongly urge for the continuation of the exhibition here.”

*Mrs. Ketmanee Lertkitcha, President, The Thai Cosmetic Manufacturers Association*

“We have found MEDICAL FAIR THAILAND to be a very international exhibition where the profile of visitors is of a very high level. The show also has a wide range of vendors showcasing products, services and equipment from all aspects of the medical and health care sector, providing us with the opportunity to meet and network with like-minded businesses.”

*C.K. Teh, Regional Marketing Manager, Asia,*

*iSOFT Health Systems (Malaysia) Sdn. Bhd.*

“Currently, our products are only sold locally and our purpose in participating is to promote our products and explore new markets. Through our involvement in MEDICAL FAIR THAILAND, we met a lot of overseas visitors and there has been interest shown in exporting our products, thus achieving our objective. We are satisfied with the show as it has brought us to an international level.”

*Wichan Junkoontod, Sales Representative  
Tienson Company Limited (representative of Ministry of Public Health)*

“MEDICAL FAIR THAILAND has established itself as the event for Thailand and the Indochina region. The German exhibitors were satisfied with visitor turnout, especially with their quality and their regional presence.”

*Andreas Batzel, Medical Engineering Division  
ZVEI (German Electrical and Electronic Manufacturers' Association)*

“There were a number of high quality visitors from Philippines, India, Malaysia, Singapore and Myanmar. We're very satisfied with our participation and will definitely be back in 2011.”

*Etienne Huckert, Director, Laboratoire Huckert's International*

“Our aim was to seek distributors and we are very happy to meet many business potentials from all over Asia.”

*Werner Liebaut, Export Manager, Medec Benelux NV*

“I was pleasantly surprised with the number of visitors to the show. The quality of the show is very, very good and it has exceeded my expectations. This is what I was hoping for.”

*Graeme Walton, Managing Director, Global Medi Product*

MEDICAL FAIR THAILAND will return to Bangkok in autumn 2011. Prior to this, Sydney, Australia will play host to MEDICAL FAIR AUSTRALIA from 11 to 13 May 2010 while Singapore will host MEDICAL FAIR ASIA from 15 to 17 September 2010. Participating details are now available online at [www.medicalfair-australia.com](http://www.medicalfair-australia.com) and [www.medicalfair-asia.com](http://www.medicalfair-asia.com) respectively.

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