



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

March 2009

PRESS RELEASE # 1

For immediate release

MEDICAL FAIR THAILAND 2009 - THE event for all involved in the medical care industry!

Messe Düsseldorf Asia's biennial medical showcase for Thailand returns in 2009 as MEDICAL FAIR THAILAND. This is in line with Messe Düsseldorf Group of Companies' marketing strategy of promoting the medical trade fairs under the consistent brand name of MEDICAL FAIR.

Set in Bangkok from 16 to 18 September 2009, MEDICAL FAIR THAILAND will once again serve as the launch pad for businesses aiming to make an impact on the regional medical and health care market.

As a key platform for companies looking to become frontrunners in the industry and benefit from optimal networking opportunities, MEDICAL FAIR THAILAND is the most comprehensive healthcare event for professionals sourcing for the latest in innovations that will elevate the quality of care, enhance treatment and be more effectively and efficiently patient focused.

Some 250 exhibiting companies from more than 20 countries including national groups and pavilions from Austria, Belgium, China, Germany, India, Korea, Singapore, Taiwan and United Kingdom will take advantage of the three-day event to showcase the latest medical and health care innovations to an expected turnout of 5,000 trade visitors and buyers.

Having drawn more than 10,000 visitors from nearly 60 countries since its launch in 2003, the exhibition's objective remains the same - to bring global and the most advanced medical care technologies, products, solutions and services to Southeast Asia's medical and health care industry.

This objective has proven to be beneficial in light of present times as the impact of changing demographics, waning fertility rates and a rapidly aging global population demands a need for improved healthcare. The recent years have also seen an increase in the number of public and private hospitals, a trend that will further boost the medical equipment and supplies market by 30 percent to a value of approximately US\$ 43 billion by 2010.

In the face of growing challenges, MEDICAL FAIR THAILAND is an important opportunity for healthcare providers, medical suppliers, industry professionals, government bodies, hospital administrators, doctors, nurses and other healthcare professionals to assess the healthcare situation. The event is also essential for businesses to arm themselves with insights that are driving the global medical and health care markets.

To further ensure that all exhibiting companies and trade visitors benefit from MEDICAL FAIR THAILAND, a Business Matching Service is available. This specialised service allows trade visitors to meet the suppliers that match their buying needs before and during the exhibition. Exhibitors can also take advantage of the Business Matching Service to meet target customers and reach potential buyers, distributors and business partners.

MEDICAL FAIR THAILAND 2009 is strongly supported by the Ministry of Public Health; Thailand Convention & Exhibition Bureau, MEDICA, the world's number one trade fair for out-patient and in-patient care and REHACare International, a specialised trade fair for those with special needs and requiring special care.

More information on MEDICAL FAIR THAILAND can be found at www.medicalfair-thailand.com

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