

FINAL PRESS REPORT
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Thailand's No. 1 medical and health care exhibition: MEDICAL FAIR THAILAND 2011 a resounding success

23 September 2011 - MEDICAL FAIR THAILAND 2011 closed amidst an exceptional atmosphere in the sold-out halls at QSNCC (Queen Sirikit National Convention Centre), Bangkok, from both exhibitors and visitors who were extremely satisfied with the exhibition's turn out. MEDICAL FAIR THAILAND 2011 was a source of strong business opportunities for the 328 exhibiting companies, an increase of more than 30% from 2009. A total of about 5,500 visitors, up by an impressive 50%, received the latest innovations and technologies from the medical and health care sectors between 14 to 16 September.

The exhibitors at the largest edition of MEDICAL FAIR THAILAND to date were in a very positive mood and the underlying sentiment unanimous throughout the exhibition was the internationality of visitors and busy show floor. With 30% of visitors attending from outside Thailand from over 50 countries, foreign visitorship represented an increase of some 75% in comparison to 2009. Visitors from Australia and the Middle East, for example, similarly made their presence strongly felt at the exhibition.

Gernot Ringling, Managing Director, Messe Düsseldorf Asia, pointed out the significant growth in interest in medical and health care technology in the region and the first time inclusion of a Japan pavilion that was well received by trade visitors. "With its strategic location, appealing tourist attractions and excellent exhibition facilities, Thailand is a destination of choice for MICE (Meeting, Incentive, Convention and Exhibition) events in Southeast Asia," said Ringling.

He added that coupled with an increasing demand for improved medical and health care and greater access to new medical technologies, the wide range of offerings on show at MEDICAL FAIR THAILAND and the internationality of visitors are testament to the relevance and dynamism of Thailand and Southeast Asia. "Throughout the exhibition, we have heard positive reports from exhibitors and visitors, in particular, the business opportunities generated," he said.

According to Takahiro Shidara, Deputy Director, Manufacturing and Environment Industry Planning Division, Manufacturing and Environment Industry Department – JETRO (Japan External Trade Organization), the aim of JETRO's participation at the exhibition was to promote Japanese manufacturers to overseas markets, with the objective to facilitate them to expand or enter the Southeast Asian market.

"As a first time exhibitor, the Japan pavilion did not expect to see so many visitors here at MEDICAL FAIR THAILAND, and I must say we and the nine exhibitors in the Japan pavilion are very satisfied with our participation, especially with the possibility of business prospects in Southeast Asia which we got through the show," he said.



5th International Exhibition
on Hospital, Diagnostic,
Pharmaceutical, Medical &
Rehabilitation Equipment & Supplies

14 - 16 Sept 2011

QSNCC • Bangkok
Queen Sirikit National Convention Center

www.medicalfair-thailand.com

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Many participating companies have already indicated their intention to exhibit at the next MEDICAL FAIR THAILAND in two year's time. Michelle Leong, Project Manager for MEDICAL FAIR THAILAND said the increased attendance on the show floor will certainly create a strong foundation for 2013. "We are so pleased to hear all the positive feedback from exhibitors and visitors, and it goes to show that the exhibition is the ideal platform for the market and for exhibitors keen to penetrate Thailand and its neighbouring countries," she said.

"Through our involvement in MEDICAL FAIR THAILAND 2011, we are able to feel the pulse of the market, gathering valuable market intelligence. We now have a better understanding of the Southeast Asian market. This trade exhibition has definitely met my expectations, and we will be back in 2013 for yet another good show," said Etienne Huckert, Director, Laboratoire HUCKERT's International. He also expressed satisfaction with the internationality of the visitors and the qualified business potential from around the region, particularly from Malaysia and Myanmar.

Echoing this sentiment was Kriengkrai Mahachanon, International Marketing & Sales Manager, Herbert (Thailand) Co., Ltd: "MEDICAL FAIR THAILAND is an exciting and vibrant trade exhibition, alive with boundless opportunities. We have met quality business contacts, both Thai and international, at this trade show, and plan to exhibit at the next edition of MEDICAL FAIR THAILAND."

The concurrently held three-day *Rehabilitation for All* conference and *French Medical Day* (held on 15 Sept) also received overwhelming response from the medical and health care industry. More than one hundred participants signed up for the *Rehabilitation for All* conference jointly organised by The Royal College of Psychiatrists, Thai Rehabilitation Medicine Association, The Society of Neurorehabilitation and Messe Düsseldorf Asia. For the French Medical Day presented by UBIFRANCE Thailand, the seminar programme started off with a comprehensive introduction on Thailand's healthcare market and its potential with the opening of the AEC in 2015, conducted by Dr Preecha Bhandtvej, President of THAIMED (Thai Medical Device Technology Industry Association).

"We are extremely happy with the turnout to our seminars featuring the latest products from leading French companies, and the exhibition has proven to be the right platform to showcase French medical and health care technology," said Chuenrat Mengtrakul, Commercial Attaché, Fashion & Beauty, Construction, Healthcare Products, Mission Economique - UBIFRANCE Thaïlande / Trade Commission. Based on such enthusiastic attendance and response, to maximize participation at the exhibition, she hopes to work towards presenting a French pavilion at MEDICAL FAIR THAILAND 2013.

Messe Düsseldorf Asia has announced the 6th edition of MEDICAL FAIR THAILAND will take place in **September 2013**.

More information on the results of MEDICAL FAIR THAILAND 2011 will be published in the post show report next month.

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