

FOR IMMEDIATE RELEASE

New medical advancements to serve growing medical and health care needs take centrestage at MEDICAL FAIR THAILAND 2011

23 August 2011 – Southeast Asia’s largest medical and health care exhibition for hospital, diagnostic, pharmaceutical, medical and rehabilitative equipment and supplies is expecting an impressive line up of innovative products and solutions. The 5th edition of MEDICAL FAIR THAILAND will be the largest in the event’s history and with just over three weeks to go until the show, its floor space is 30% larger than in 2009.

It will feature significantly more medical and health care companies including many of the world’s leading players such as Dlouhy GmbH, Panasonic Systems Asia Pacific, Huckert’s International, Schrak Seconet, and Machan International. There will also be national pavilions and country groups representing companies in Austria, Belgium, China, Germany, Korea, Singapore, and Taiwan.

Reflecting the global interest in the medical and health care sector, particularly in Southeast Asia, this year will see a new pavilion from Japan organized by JETRO (Japan External Trade Organization) for selected Japanese manufacturers of medical equipment.

“Our goal is to connect medical and health care professionals from Thailand and the rest of Southeast Asia and the world with industry innovations. We will bring international, regional and local manufacturers and suppliers together to propel the industry further, and to showcase technology for countries like Thailand to remain at the forefront of a competitive marketplace.”

“We are delighted the exhibition is sold out and that it is larger than before. We have had significant global interest and participation, in terms of medical manufacturing companies and government agencies and others, all keen to come to Bangkok and participate in what we believe will once again be a very successful show for all involved,” said Messe Düsseldorf Asia’s Managing Director Gernot Ringling.

“It is very encouraging to have so many major international exhibitors and to have companies such as Panasonic who will feature a simulated operating theatre and De Soutter Medical, from the UK, participate so fully in MEDICAL FAIR THAILAND. To further have a new pavilion from Japan, a country in the midst of rebuilding itself, shows the commitment and global reach that is now part and parcel of the exhibition as it continues to evolve.”



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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Messe
Düsseldorf
Asia

Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place
#09-02 HarbourFront Tower Two
Singapore 099254

Tel: (65) 6332 9620
Fax: (65) 6337 4633
(65) 6332 9655

medicalfair-thailand@mda.com.sg
www.messe-duesseldorf.de/MDA

Business Registration 199507124Z

According to Dr Paljit Warachit, Permanent Secretary, Ministry of Public Health, Thailand offers health care costs as low as one-tenth of what they are in the United States and Western Europe. But more than affordability is attracting patients to the country, as local medical facilities here are state-of-the-art. Thailand has more than 1,000 public hospitals and 400 private hospitals that are staffed with overseas-trained doctors operating at international standards. He also said in his welcome message for MEDICAL FAIR THAILAND's show catalogue, that Thailand is well poised to benefit from Southeast Asia's rapidly growing medical tourism sector which is projected to hit US\$2 billion by 2012.

Alongside the exhibition is an agenda-setting seminar and conference programme that includes a 3-day *Rehabilitation for All* conference focusing on the multidisciplinary approach of Neuro-rehab and sports rehabilitation, and a *French Medical Day* presenting the latest medical equipment and health care solutions and technology from French-based companies. "MEDICAL FAIR THAILAND presents an unparalleled resource for industry knowledge, expertise and business best practices across all levels," said Ringling.

The 3-day conference is jointly organized by The Royal College of Psychiatrists of Thailand, Thai Rehabilitation Medicine Association, the Thai Society of Neurorehabilitation and Messe Düsseldorf Asia. Conducted mostly in Thai, the conference is open to physicians, nurses, physical therapists, occupational therapists and other allied health care professionals.

"Our competitive medical costs and quality medical treatments and services make us a preferred medical destination for foreign patients," said Exhibition Director at Thailand Convention and Exhibition Bureau (TCEB) Supawan Teerarat. "MEDICAL FAIR THAILAND 2011 will provide an ideal platform with growing opportunities for exhibitors to showcase latest technologies, solutions and applications in the medical and health care industry to Thailand and the ASEAN region."

"TCEB, as a government organization, has supported incentive programmes and buyers appreciation programme under 'Believe in Thailand' and extends more opportunities for overseas marketing promotion and networking opportunities in the target countries," she added.

TCEB's 'Extra Night, Extra Smile' programme is one of the incentive programmes aimed at increasing the number of exhibition visitors by offering a complimentary one night stay for delegates who stay two consecutive nights or longer plus special VIP Fast Track at Bangkok's Suvarnabhumi airport, whereas, 100 A-Head is to attract group visitors from ASEAN plus six countries and Be My Guest programme is to give two free rooms night for potential buyers.

Visit www.medicafair-thailand.com for further information.

MEDICAL FAIR THAILAND 2011 at a glance

Show: MEDICAL FAIR THAILAND 2011
5th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

Date: 14 Sep – 16 Sept 2011

Venue: Queen Sirikit National Convention Center (QSNCC), Bangkok

Time: 10.00am – 6.00pm

Admission: Admission is free for all involved in medical and health care.

Registration: www.medicalfair-thailand.com

Press contact:

Zarina Ann Muhammad
Tel: (65) 6332 9624
E-mail: zarina@mda.com.sg

About MEDICAL FAIR THAILAND

MEDICAL FAIR THAILAND is Thailand's 5th biennial trade fair in the series of "Medical Trade Shows" presented across the globe by the Messe Düsseldorf Group of Companies which includes world's leading number one medical and health care trade fairs held annually in Düsseldorf, Germany :

- MEDICA – World Forum for Medicine International Trade Fair with Congress
- REHACARE INTERNATIONAL – International Trade Fair and Congress for Rehabilitation - Care - Prevention - Integration

MEDICAL FAIR THAILAND once again has garnered impressive support from various associations, with this year's exhibition receiving support from Thailand's Ministry of Public Health, Thai Medical Informatics Association, The Private Hospital Association, Thai Medical Device Technology Industry Association, The Nurses' Association of Thailand, Thai Rehabilitation Medicine Association, Thai Cosmetics Manufacturers' Association, The Pharmaceutical Association of Thailand under Royal Patronage, Association of Private Hospitals of Malaysia, Indonesian Hospital Association, MTEC (a member of NSTDA), Technology Promotion Association (Thailand-Japan), Japan External Trade Organization, Vietnam Medical Equipment Association and Thailand Convention & Exhibition Bureau.