

FOR IMMEDIATE RELEASE

Strong showing for Thailand's leading medical and health care exhibition - MEDICAL FAIR THAILAND 2011

12 May 2011 - The fifth edition of MEDICAL FAIR THAILAND is well underway with strong showing from exhibitors as most booths have been snapped up four months ahead of the exhibition. This year's exhibition will also see its show floor extended by some 30%, indicating increased confidence in Asia's expanding medical and health care industry as well as a rising interest in the diverse aspects of medical and health care technology.

With Asia's healthcare budgets projected to grow to more than US\$300 billion in 2012, and the rising need for healthcare due to urbanisation, aging populations and greater access to new medical technologies, an increasing number of country pavilions are participating at this year's exhibition. MEDICAL FAIR THAILAND's growing internationality amongst both exhibitors and visitors is testament to the growing significance of medical and health care technology, from materials, to measuring and manufacturing processes, all the way to final products packaged under sterile conditions.

MEDICAL FAIR THAILAND 2011 will take place from 14 to 16 September at Bangkok's Queen Sirikit National Convention Center (QSNCC), and will welcome country pavilions from Austria, Belgium, China, Germany, Korea, Singapore, Taiwan, United Kingdom, and for the first time, a Japan pavilion. Altogether, an anticipated 300 international exhibitors from more than 20 countries will showcase the very latest innovations and technology at this year's exhibition.

As Thailand's most influential trade exhibition for the medical and health care industries, MEDICAL FAIR THAILAND 2011 - the 5th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies, is a key industry networking, sourcing and knowledge-sharing platform. Presenting the latest equipment and supplies for diagnostic, pharmaceutical, rehabilitation, for hospitals and the medical and health care sectors, industry professionals and business visitors from Southeast Asia, particularly Thailand, Malaysia, Vietnam and Singapore are expected to form the majority of the attendees.

Since its launch in 2003, MEDICAL FAIR THAILAND has grown significantly and has attracted more than 10,000 international visitors as they come together to exchange expertise and to keep abreast of the latest technological improvements in patient care and medical and health care technology.



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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Business Registration 199507124Z

At this year's exhibition, exhibitors and visitors can look forward to:

Wide-range of new innovations

Visitors at this year's show can expect an impressive display of technology and a range of new products, as well as presentations, live demonstrations and creative product displays, from autonomous robots to a simulated operating theatre.

More details on the line-up of medical and healthcare equipment and technology will be released next month.

Business matching service for serious buyers

Working closely with exhibitors and visitors to ensure synergistic business matches and to enhance strategic capabilities, a business matching service will be provided. This free service, which begins by registering online, will enable participants to view comprehensive exhibitor and visitor profiles or opt for automated business matches, and schedule appointments prior to the exhibition.

Onsite during the exhibition, there will also be a business matching lounge and qualified staff on-hand to assist in facilitating business matching opportunities to meet the buying needs of visitors and to ensure effective use of time whilst at the event.

Extra Night Extra Smile (ENES) promotion for international delegates

International exhibitors, delegates and visitors to TIPREX 2011, can take advantage of the *Extra Night, Extra Smile* scheme which includes a complimentary third night's stay for two nights or longer at a selection of hotels in Bangkok.

In addition, the *Extra Smile* component will facilitate special group fast tracking and airport transfers, a complimentary Bangkok city tour by tram car, and special discounts at leading department stores and entertainment outlets.

An initiative by the Thailand Conventions & Exhibition Bureau (TCEB) to position Thailand as the 'exhibition city of ASEAN', these value-add incentives will provide international exhibitors and visitors to TIPREX 2011 an even more eventful business experience.

With the strong line-up of exhibitors, business matching service and value-added programmes, the lead up to MEDICAL FAIR THAILAND 2011 is gaining force once again as Thailand's most recognised exhibition for medical and health care professionals.

For more information on MEDICAL FAIR THAILAND 2011, visit www.medicalfair-thailand.com

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

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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) and Thailand Convention & Exhibition Bureau.

About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf in Germany, one of the world's leading trade fair organizers, responsible for organizing more than 20 global No. 1 exhibitions in various industries including plastics, printing and packaging - specifically K, drupa and interpack held in Düsseldorf, Germany. Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in Southeast Asia since 1995. Its trade fairs for the plastics and rubber sectors in Malaysia (M-PLAS), Thailand (TIPREX) and Vietnam (Plastics & Rubber Vietnam) and the printing and packaging sector in Thailand (PACK PRINT INTERNATIONAL), and the medical and health care industries in Thailand and Singapore (MEDICAL FAIR THAILAND, MEDICAL FAIR ASIA, and Occupational Safety and Health Asia) are successful events serving the regional markets of Southeast Asia and beyond. In 2012, Messe Düsseldorf Asia will feature its Indonesian portfolio with Indopack, Indoprint, and Indoplas.