



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

**14 – 16 September 2011**

Queen Sirikit National Convention Center  
Bangkok, Thailand

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

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December 2010

## **PRESS RELEASE # 1**

For immediate release

### **Thailand's most influential event for the medical and healthcare sector returns in 2011**

The fifth edition of MEDICAL FAIR THAILAND returns to Bangkok in 2011 and will take place at the Queen Sirikit National Convention Center in Bangkok from 14 to 16 September. Last held in 2009, the exhibition attracted 246 exhibiting companies from 30 countries including national pavilions and groups from Austria, Belgium, China, Germany, South Korea, Singapore, Taiwan and the United Kingdom. Some 3,700 high calibre buyers and decision makers from 53 countries visited the 3-day exhibition which showcased a plethora of state-of-the-art medical and health care devices, services and innovative solutions for both in- and out- patient and rehabilitative care.

MEDICAL FAIR THAILAND is recognized as the most important resource and business platform for both international and regional suppliers from the medical and healthcare sectors. The exhibition serves as a converging point for healthcare providers, medical suppliers, industry professionals, government bodies, hospital administrators, doctors, nurses and other healthcare professionals sourcing for the latest innovations in healthcare. 300 exhibiting companies from 30 countries and 5,000 industry professionals and visitors are expected to be present at the 2011 exhibition. A 2-day conference addressing the urgent needs of the region has been planned. More details on the conference will be available soon.

### **ASEAN's promising healthcare sector**

The healthcare market in ASEAN-6 is set to top US\$50 billion in 2010, while an estimated US\$2.2 billion will be spent on medical devices and consumables. Where medical tourism is concerned, Asia's medical tourism industry is expected to be worth at least US\$ 4.4 billion by the year 2012. Currently an estimated 1.32 million medical tourists come to Asia from all over the world.

The promising healthcare sector brings opportunities to enterprising companies who wish to penetrate the ASEAN countries. Major ASEAN nations continue to boost healthcare spending in order to expand access to treatment, modernize their medical systems and furnish more advanced services to both local and foreign patients, and catering to the silver industry. The proposed investment in healthcare facilities opens up a myriad of opportunities across the entire healthcare ecosystems, particularly for suppliers of medical devices and equipment.

### **Opportunities beckon in Thailand and Vietnam**

- **THAILAND**

Thailand is a US\$9 billion market for healthcare spending and this is growing at an annual rate of close to 9% per annum. The medical device and consumable market in Thailand is valued at approximately US\$ 795 million in 2010. In 2009, Thailand received 1.7 million medical tourists and the Kingdom will continue to remain a hot spot for medical tourism. As it is, the Thai Government is actively supporting medical tourism through simplifying visa procedures for foreign patients and investing US\$10–15 billion in new hospitals through to 2015.

- **VIETNAM**

Vietnam spent US\$3.4 billion on healthcare in 2009, and impressive growth of 14% per year is forecasted. Its US\$300 million market for medical devices and supplies is growing at better than 6% per annum. The government plans to build and upgrade hospitals across the country, equipping 1,200 hospitals and medical institutes with a total of 190,000 beds by the end of 2010, to be followed by a further 250,000 beds in 1,300 additional establishments by 2020.

MEDICAL FAIR THAILAND 2011 has the staunch support of Thailand's Ministry of Public Health, Thailand Convention & Exhibition Bureau, and Messe Düsseldorf / Organizer of 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 2011 can be found at [www.medicalfair-thailand.com](http://www.medicalfair-thailand.com)

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