

**PRESS RELEASE  
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**MEDICAL FAIR ASIA and MEDICAL MANUFACTURING ASIA 2022 attracted 12,700 attendees for its first phygital edition**

- **12,700 attendees from 79 countries attended the exhibitions and concurrent conferences and seminars in person, as well as virtually**
- **37% of all visitors and 80% of all exhibitors were from outside of Singapore**
- **700 exhibitors from 50 countries and regions, and 19 national pavilions and groups were gathered on 15,000 square metres of show floor**

**27 September 2022, Singapore** – Held in Singapore, the physical components of the two co-located trade exhibitions for the medical, healthcare and MedTech sectors, were a resounding success. This year, the 14<sup>th</sup> edition of MEDICAL FAIR ASIA and 5<sup>th</sup> edition of MEDICAL MANUFACTURING ASIA saw a return to the physical, large-scale format after the digital-only edition in 2020. Visitors and exhibitors were also able to engage with each other through its AI-powered business-matching system for up to seven days after the physical events had concluded, and by closing time on 9 September, 36,400 online engagements were registered on the digital platform.

**Gernot Ringling, Managing Director, Messe Düsseldorf Asia (MDA)** - the organiser of both exhibitions, said, “The exhibitors’ and visitors’ excitement was palpable on the first day of the exhibition, and the energy and activity levels stayed high for all three days. Our exhibitors and delegates were very pleased to be able to return to conducting business face to face, demonstrating that in-person interactions are at the very heart of the MICE industry and vital for the sector’s continued success.”

“However, during the pandemic, we have learned to offer more value to our exhibitors and visitors by extending the duration of the exhibition digitally, which has attracted a significant global audience.”

More than 37% of all visitors came from outside Singapore, and Southeast Asian countries were well represented, with the top five visiting countries coming from Malaysia, Indonesia, India, Thailand and Vietnam.

Florian Degenhardt, International Sales Manager, from WAS, a German specialist vehicles and ambulances manufacturer (exhibiting under T&K Worldwide Commerce Pte Ltd), who has been exhibiting at MEDICAL FAIR ASIA for a few iterations, shared, “We’ve met people from all over Asia: from India to Japan. We even had delegations from Laos and Cambodia; countries I don’t recall having strong representation at previous shows.”



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**31 Aug – 2 Sep 2022**

Physical  
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**3 – 9 Sep 2022**

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MEDICAL MANUFACTURING ASIA 2022  
Jointly organised by:



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Reaffirming its position as the region's leading business-promoting platform for the healthcare and medical sector, MEDICAL FAIR ASIA 2022 hosted 19 national pavilions and country groups, including two new national pavilions from Indonesia and Latvia. According to Jadviga Neimane, Senior Project Manager, Investment and Development Agency of Latvia (LIAA) - the organiser of the Latvian pavilion; "MEDICAL FAIR ASIA has proven to be a good platform to introduce Latvian manufacturers to the Asian market and we hope to return in 2024 with a bigger booth."

Mangasi Pasraoran Siahaan, Coordinator of Programme and Evaluation, Ministry of Industry of the Republic of Indonesia stated, "Indonesian companies have been coming to MEDICAL FAIR ASIA for many years but 2022 is the first year the Ministry of Industry has organised a pavilion to support local companies in showcasing world-class and sophisticated high-tech equipment to the rest of the region and beyond. The event has been a success and we hope to return."

Making a successful comeback after a 4-year hiatus due to the pandemic, **MEDICAL MANUFACTURING ASIA** hosted 100 MedTech companies from 18 countries and regions, including national and group pavilions from Singapore, Austria, Germany, Japan, and the United States. For many of the exhibitors, it was their first time at MEDICAL MANUFACTURING ASIA. Almost half of the 23 local MedTech companies exhibiting at the Singapore Pavilion were first-time participants.

Jointly organised by MDA and long-time partner Singapore Precision Engineering & Technology Association (SPETA), the specialist trade fair offered regional and international companies the platform to showcase their innovative next-generation products and solutions to one of the fastest growing markets in the world. The number and quality of visitors to the exhibition demonstrated the pent-up demand for manufacturing technology in the region, as local companies looked beyond the pandemic and adapting their operations to meet future requirements of the healthcare sector.

For Simon Foo, Director, Medi SG Pte Ltd, the exhibition has been "a fantastic exhibition after a hiatus of 4 years with the quality of visitors being excellent. The number of leads we have collected has exceeded our expectations."

As one of the joint organisers of MEDICAL MANUFACTURING ASIA, Mr Ringling added, "Singapore has secured its position as a leader in the field of high-value MedTech manufacturing in the region but in more recent years we have seen some of our neighbours climbing higher up the value chain, and their manufacturers producing more sophisticated MedTech products. This growth and development in the sector make MEDICAL MANUFACTURING ASIA an ideal platform for international companies looking to enter the Asia-Pacific and ASEAN markets, as well as for regional companies



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wanting to expand globally.”

On a similar note, for German exhibitor and organiser of the IVAM Microtechnology Network pavilion, Dr Thomas R Dietrich, Chief Executive Officer, IVAM, said the exhibition was a great platform for European companies to network and build contacts in Singapore. “Singapore is a good hub to do business and with the ASEAN region. We have been very surprised at how many visitors we have received and the very promising leads. We will definitely be back in 2024.”

## Highlights at MEDICAL FAIR ASIA and MEDICAL MANUFACTURING ASIA 2022

### ➤ Community Care Pavilion

The Community Care Pavilion, a signature showcase at MEDICAL FAIR ASIA for the last three editions, features products and solutions for non-hospital settings such as elder care facilities, nursing homes and rehabilitation centres. Since being introduced three editions ago, the Community Care Pavilion has been gaining momentum and mirrors the shift in recent years as Singapore puts focus on preventive and chronic care to communities. Solutions for remote monitoring, telemedicine, preventive care and the management of chronic diseases were well-represented.

### ➤ The Start-Up Park

Returning to MEDICAL FAIR ASIA once again was the Start-Up Park – a key highlight at the exhibition, and a hive of activity over the three days. Southeast Asia’s openness to innovative new companies has produced a thriving start-up ecosystem estimated to be worth US\$13 Billion in 2022, and the Start-Up Park has proven to be an ideal platform to meet movers and shakers from that ecosystem. It provided some of the best next-gen start-ups from the regional healthcare scene, and an opportunity to meet potential investors, buyers, and industry influencers.

The Start-Up Podium® hosted talks and presentations by a range of key stakeholders including hospitals, the pharmaceutical sector, research and development (R&D), government agencies, industry associations, academia, and more.

The participating start-up companies had speaking and product-pitching opportunities from the podium as well as exclusive closed-door focus group sessions with international experts; and perhaps most importantly, the opportunity to make new contacts at the popular, networking sessions at the end of the day.

Dr Jose Rene de Grano, President of the Private Hospital Association of the Philippines shared, “I’ve been impressed with the vibrancy of the exhibition and the (Start-Up Park) podium; I was not sure what to expect but it has turned out to be very busy. Something that stood out for me this year has been the technology, particularly the artificial



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intelligence (AI) and big data solutions on show.”

#### ➤ **IVAM Marketing Prize Asia**

For the first time this year, the IVAM Marketing Prize Asia was awarded at MEDICAL MANUFACTURING ASIA. The award celebrates creative and outstanding achievements in medical technology marketing by small and medium-sized enterprises. Six local companies were shortlisted for the prize which was awarded at the IVAM Forum.

#### **A topical programme of talks and workshops complemented the exhibitions**

Alongside MEDICAL FAIR ASIA and MEDICAL MANUFACTURING ASIA ran a comprehensive series of industry-focused conferences, seminars, forums and workshops covering a wide-range of topics from Sports Medicine, Wearable Technologies and Medical Devices to Community Care, Pandemic Management and more.

Returning for its third iteration, the CME (Continuing Medical Education) accredited programme at **MEDICAL FAIR ASIA MEDICINE+SPORTS CONFERENCE** attracted healthcare professional participants from a range of disciplines. While the majority of speakers were onsite, this year’s conference also trialled a virtual segment to enable speakers from Hong Kong to join leading international speakers from a diverse range of sports-related specialities including sports medicine and sports science, physiotherapists, sports techies, professional athletes and related healthcare professionals, to exchange insights on innovative approaches in prevention, training, regeneration and rehabilitation.

Also returning for its second iteration alongside MEDICAL FAIR ASIA, was the **Wearable Technologies Conference** which drew a trade audience who were eager to learn about the latest advances in developing and emerging technologies in the fast-moving wearable tech industry. Attendees also picked up advice from industry experts on how companies should introduce new products to the wearable tech markets, and enjoyed an exclusive networking opportunity at the end of the programme.

Kenneth Cheng, Director of Sales Asia Pacific, Nuralogix Corporation, shared, “I had only intended to attend a couple of the presentations at the Wearable Technologies Conference, but it was so good I ended up staying until the end.”

**The Paradigm Shifts in Healthcare Symposium**, returned for its second time with the theme of *Prehabilitation & Pandemic Management in Community Health*. Experts from Singapore General Hospital and Sengkang General Hospital shared their experience of the COVID-19 pandemic and their insights into some of the innovations and solutions which developed during the pandemic; from teleconsultations to managing burnout and fatigue among staff, and from simulation training methods to the shifting of chronic pain care from hospitals to the community.



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The **IVAM Forum : High-Tech for Medical Devices** brought together leading companies in the specialised fields of the micro- and nanotechnology sectors. Topics presented included but were not limited to modules and components for medical technology, lab-on-a-chip technology, inspection equipment and testing services, assembly, automation and production technology and process technology.

The post show report for both exhibitions will be released soon. The next editions of MEDICAL FAIR ASIA and MEDICAL MANUFACTURING ASIA will take place from 11-13 September 2024, and MEDICAL FAIR THAILAND will be held from 13-15 September 2023 at BITEC, Bangkok. For more information go to: [www.medicalfair-asia.com](http://www.medicalfair-asia.com) and [www.medmanufacturing-asia.com](http://www.medmanufacturing-asia.com)

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**Note to Editor:**

**About Messe Düsseldorf Asia**

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf in Germany, one of the world's leading trade fair organisers, responsible for organising more than 20 global No. 1 exhibitions in various industries including medicine and health, specifically MEDICA, COMPAMED and REHACARE INTERNATIONAL held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in the region since 1995. For more information, visit [www.mda.messe-dusseldorf.com](http://www.mda.messe-dusseldorf.com)

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