

PRESS RELEASE

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Let's meet in Bangkok! MEDICAL FAIR THAILAND gears up for 10th edition with strong international line-up and new highlights

- 700 exhibitors from around the world
- 'Phygital' edition brings best of in-person and online experience
- Highlights include: Medical Manufacturing pavilion, Community Care pavilion, and the Start-up Park

10 November, 2022, Singapore – Preparations are in full swing as MEDICAL FAIR THAILAND makes its way to Bangkok once again in 2023. After a three-year hiatus, the 10th edition of the exhibition will run its physical edition from 13 to 15 September at BITEC, followed by a 7-day digital extension where exhibitors and visitors can engage further online through its AI-powered business-matching system until 22 September. This is the first time MEDICAL FAIR THAILAND will be held in a 'phygital format'.

Highlights for next year's edition include signature showcases such as the Community Care Pavilion and Start-Up Park, and also the introduction of the Medical Manufacturing pavilion. As the region's leading specialist trade fair for the medical and healthcare sectors for the past two decades, MEDICAL FAIR THAILAND serves the full value chain and end-to-end needs of the medical and healthcare sectors. From diagnostics, wearable technology, connected healthcare solutions, rehabilitation and therapy equipment, 3D printing technology, and now - medical technology (MedTech) components, processes and solutions - the exhibition offers the ideal destination for medical and healthcare buyers and professionals looking to meet their sourcing objectives, gain industry insights and to share best practices.

Commenting on preparations for 2023, **Mr. Gernot Ringling, Managing Director, Messe Düsseldorf Asia**, said: "We have been waiting for three years so we are excited and are gearing up for a big comeback for MEDICAL FAIR THAILAND 2023. With the positive feedback, industry commitment, and almost 80% bookings received for 2023, we should be on track to reach close to pre-pandemic levels by next year. On the back of a highly successful and well-received phygital edition of MEDICAL FAIR ASIA that was held in Singapore earlier this year, and as we navigate further in a post-pandemic landscape, we are confident by next year the industry will be more than ready to move into high gear and Thailand will be an ideal location."

MEDICAL FAIR THAILAND 2023 comes against a strengthening backdrop where Thailand continues to firm its position as a medical hub of the region with its supportive government policies and incentives, making it a model investment destination for a wide range of medical and healthcare service sectors. In line with Thailand's 4.0 policy, the Thai government considers the healthcare industry to be a priority sector for investment, thus the staging of MEDICAL FAIR THAILAND 2023 is well-positioned.

MEDICAL FAIR THAILAND 2023 - Established favourites and new features

- **New! Medical Manufacturing Pavilion**
Making its debut next year, is the special themed pavilion focused on medical manufacturing processes and components - from new materials, intermediate products, packaging and services, to microprocessors and nanotechnology. The field of medical device manufacturing is rapidly gaining momentum and given the advantages offered by additive manufacturing – highly customisable, low-cost, and a wide variety of possible materials – these processes are well suited to fill the



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13-15 SEP 2023
PHYSICAL • BITEC • BANGKOK

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demand for the emerging needs of medical device manufacturing. With Thailand's growing reputation as a production and distribution base of medical devices both within and outside Thailand, it has become a natural market for medical devices. According to data from the Office of Industrial Economics, Ministry of Industry (Medical Devices Intelligence Unit), there is much potential for investment opportunities in sophisticated medical devices particularly due to Thailand's reliance on imports for this segment.

➤ **Community Care Pavilion – special focus on mental health**

The Community Care Pavilion returns once again in 2023 with a special spotlight on mental health with a showcase featuring digital mental health technologies, from smart medicine to therapeutic medical equipment. Its mainstay of addressing the needs of ageing societies on the back of rising chronic diseases and an ageing population, the pavilion will also feature a full suite of geriatric medicine, rehabilitative equipment, assistive technology, and mobility products.

Thailand's proportion of citizens aged over 60 years, is forecast to be one of the highest in ASEAN by 2045, and will also exceed countries such as Europe and the United States. Thailand's fast-increasing ageing population and the estimated more than three million Thais suffering from poor mental health, is expected to further drive the demand for related healthcare services.

➤ **Start-Up Park**

Returning to the show floor for the third time and fast gaining ground as a signature component at MEDICAL FAIR THAILAND, is the Start-Up Park – a strategic platform particularly for companies with ready-to-market healthcare solutions to meet relevant buyers and partners, industry influencers, experts, and potential investors. From innovative healthcare industry solutions, health apps and new tools for gathering and AI-supported analysis of health data, to robotic assistance systems and new approaches in diagnostics – the Start-Up Park is a must-attend for all small companies and enterprises looking to scale-up their business.

The Start-Up Park plays a significant role as an enabler of the entrepreneurial ecosystem that encourages life sciences and medical and health innovation in Thailand. With the country's vibrant start-up landscape propelled further by the government's numerous grants and new regulations as part of Thailand's ambitious plans to be a start-up-based country, the start-up scene has grown systematically over the years and is considered one of Asia's hidden gems. At the last edition of MEDICAL FAIR THAILAND held in 2019, a total of 11 start-up companies participated from Singapore, Japan, South Korea, Hong Kong, Taiwan and Thailand.

Booth space applications for MEDICAL FAIR THAILAND 2023 are available. For more information, go to www.medicalfair-thailand.com.

NOTE TO EDITOR:

About Messe Düsseldorf Asia (MDA)

MDA is a subsidiary of Messe Düsseldorf in Germany, one of the world's leading trade fair organizers, responsible for 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, MDA has developed a portfolio of numerous trade fairs in the region since 1995. For more information: www.mda.messe-dusseldorf.com

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