

Press Release
For immediate release

10th edition of MEDICAL FAIR THAILAND ends on a high note as it sets new benchmarks in healthcare innovation and solutions, and deeper engagement

Singapore, 10 October 2023 – MEDICAL FAIR THAILAND 2023 exceeded expectations and concluded last month on a high note, witnessing unrivalled success by attracting over 10,000 trade visitors from 74 countries and regions during the in-person edition, which was held from 13 to 15 September, and more than 94,600 online engagements during the digital extension which ran for seven days through to 22 September. The region’s leading medical and healthcare exhibition once again impressively underscored the positive results following the last edition in 2019 with yet another exemplary showing.

A significant increase in bookings from exhibiting companies meant that the show floor was at capacity this edition three months ahead of its opening and extended into the foyer outside of Halls 98 and 99 at BITEC, offering a showcase with 800 exhibitors from 40 countries and regions. MEDICAL FAIR THAILAND 2023 also welcomed the largest number of national and group pavilions in its 20-year history, with 22 in total including first-time participation from Latvia, Poland, and Portugal. The share of international trade visitors was also up – with 40 percent coming mainly from neighbouring Indonesia, Malaysia, Philippines, Vietnam, as well as Japan, Korea, China, and Hong Kong.

The internationality of the exhibition and the global showcase of transformative innovations and best-in-class healthcare solutions, further augmented Thailand’s standing as a choice location and health hub in the region and strengthens MEDICAL FAIR THAILAND’s position as a linchpin for international healthcare businesses keen to expand their footprint in Southeast Asia. **Gernot Ringling, Managing Director, Messe Düsseldorf Asia**, expressed his optimism; “The vibrant energy and high engagement levels throughout the three-days and ahead of the exhibition with the pre-event webinars, was testament to the region’s demand and readiness to procure medical solutions and healthcare technology and keen interest to do business in Southeast Asia. Seeing exhibitors and trade visitors rekindling in-person face interactions after a four-year hiatus due to the pandemic, underscored the irreplaceable value of face-to-face connections in the MICE industry. With some 40 percent of visitors coming from outside of Thailand, this further highlights the relevance of the exhibition and the significance of Thailand as a healthcare destination.”

For first time visitor, Malaysian healthcare service provider – **Ethos Healthcare**, according to its **Director, Nicholas Tham**, the wide range of products and solutions all in one place, and the diverse internationality was impressive and offered a good platform to meet relevant companies in one location. “Of particular interest was a line of products and technology from a US-based company with their wearable smart patches for healthcare monitoring.”

For French exhibitor **SIDAS (Podiatech Medical Foot Solutions)**, Thailand proved to be “a great location to target the rest of Southeast Asia and to look for relevant partners. It is one of the leading medical markets in the region, and with its strong tourist market also looking for medical treatments here - we found



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some very good leads,” said **Laurent Vinter, Director, International Sales, Medical**. This is their first foray into Thailand after a successful participation at MEDICAL FAIR ASIA in Singapore last year.

Similarly for **ZKR Intelligent Healthcare Communication Solutions** who profiled their nurse calling systems, according to **Sahin Aziz, Head of Global Business Development**, MEDICAL FAIR THAILAND was the ideal platform to reach out to the industry in the region. He said: “Thailand holds a unique strategic importance. It isn’t just a thriving medical hub, but it is also a gateway to the Southeast Asian markets. Given its significance in the regional medical landscape, MEDICAL FAIR THAILAND was the perfect venue for us to showcase our leading innovations and expand our reach further.”

For one of the Japanese pavilion organisers – Shimane, Japan, who brought five exhibiting companies from the Southwestern prefecture, with the growing interest and rise in Thailand’s healthcare sector, and the exhibition’s growing prominence on the regional stage, they were impressed with the quality of visitors and the footfall to their booths, “our companies are very happy and we are positively optimistic of our return to the next edition in 2025,” said **Yoko Morihiro from the Overseas Expansion Support Office, Shimane Prefectural Government**.

Increase in participation from the domestic market

On the local front, the positive visitor numbers can also be attributed to the surge in the number of hospital and group visits from various public and private hospitals, medical facilities, and related establishments from Bangkok and the surrounding provinces. Bangkok Hospital, Rajavithi Hospital, Ramathibodi Chakri Naruebadindra Hospital, Siriraj Piyamaharajkarun Hospital, Sirindhorn Hospital, and Ramkhamhaeng Hospital were among the 54 hospital and healthcare organisations who sent groups of representatives to MEDICAL FAIR THAILAND 2023.

The heightened interest from the local medical and healthcare community in promoting Thailand’s expertise and capabilities was also reflected on the show floor under the umbrella of three Thai pavilion organisers; the National Innovation Agency (NIA) of Thailand, Medical and Health Device Manufacturers Industry Club (MEDIC) under the auspices of The Federation of Thai Industries, and the National Science and Technology Development Agency (NSTDA). This was NIA’s sixth time exhibiting at MEDICAL FAIR THAILAND.

The collaborative representation was also indicative of the country’s commitment to further strengthen its position as a leading hub for medical devices, and a world-class provider of medical care under the Thailand 4.0 initiative. According to **Srithip Utchin, Senior Consultant, NSTDA**, “This year the collaboration and team up by three partner organisations under one strong Thai pavilion was to create impact and showcase the best of Thai medical devices and what the Thai medical device industry has to offer.”

Other highlights at MEDICAL FAIR THAILAND this year

This year’s edition saw the return of the Community Care Pavilion and the Start-Up Park, and the introduction of the Medical Manufacturing Pavilion - addressing a range of needs for the elderly, to smart and emerging technologies, to high quality medical technology components. Highlighting the success of specialised pavilions, at MEDICAL FAIR THAILAND, the Community



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Care Pavilion continued to mirror the regional shift towards preventive and chronic care, and solutions designed for ageing societies.

According to **Dr Kanat Khrutakul, President, Health and Elderly Establishment Confederation (HEC)** who conducted a half-day seminar 'Innovation in healthcare devices for elderly care' alongside the exhibition: "As we witness the rising age in Thai society, events like MEDICAL FAIR THAILAND become essential. They bridge the gap between our healthcare needs and the latest medical innovations relevant for elder care." Following the seminar, key procurement officers from various elderly care facilities and homes for the aged were given a guided tour of the show floor. According to **Apple Lee, Manager, International Trade Department, HSAP - Huisianpu Medical Systems Inc**, one of the featured stops for the tour, "being able to meet and demonstrate our products to this very targeted visitor group particularly our Alzheimer's disease training system has been one of the highlights of our participation," she said.

The Start-Up Park, one of the hallmarks of MEDICAL FAIR THAILAND, emerged as an innovation hub this year with 14 participating companies. This resonates with Southeast Asia's dynamic healthcare start-up ecosystem which continues to see a long-term upward growth trajectory. Beyond networking, the Start-Up Park provided start-ups with insights from leading experts including market-penetration strategies. An exclusive closed-door session with industry thought leaders was a notable feature. Panel expert, **Professor Dr Chagriya Kitiyakara, Nephrologist and Director of Medical Innovations Development (MIND) Center, Faculty of Medicine Ramathibodi Hospital, Mahidol University**, remarked: "It was a very good experience and I was generally very impressed with all the presentations (from the start-up companies)." He went on to mention the relevance of such discussions and how they are not only crucial for start-ups navigating market entry but also for professionals like him to rejuvenate and reconnect with start-up companies.

Other concurrently held events included the **45th WT | Wearable Technologies Conference 2023 ASIA** jointly organised by Wearable Technologies AG and Messe Düsseldorf Asia, which explored the vast potential of wearable technologies in transforming healthcare and featured a stellar line-up of speakers. "The confluence of leading minds from institutions like Johns Hopkins All Children's Hospital and Siriraj Hospital highlighted the limitless possibilities of wearable technologies in modern healthcare. Hosting the Wearable Technologies Conference in Thailand not only showcased the region's eagerness to embrace these advancements but also underlined our commitment to fostering innovation in Asia," stated **Christian Stammel, Founder and CEO of WT Wearable Technologies Group**.

Anticipation is already building for the next edition under the MEDICAL FAIR portfolio, with MEDICAL FAIR ASIA scheduled to take place in Singapore from 11 to 13 September 2024 at Marina Bay Sands.

For more information, go to www.medicalfair-thailand.com

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