

Record-Breaking MEDICAL FAIR THAILAND 2025: 14,474 visitors, 1,000 exhibitors, and 19 country groups – a landmark event for ASEAN’s healthcare future

Singapore, 26 September 2025 – Medical Fair Thailand 2025 closed its doors a fortnight ago after three transformative days at BITEC, Bangkok, with results that set new records and raised the bar for the region’s healthcare exhibitions. The 11th edition welcomed a record-breaking 14,474 attendees from 70 countries, underscoring both the exhibition’s international standing and Southeast Asia’s growing role in shaping the global healthcare landscape.

As part of the MEDICARE ASIA portfolio of nine healthcare exhibitions across Asia and backed by the Messe Düsseldorf group — organiser of world-leading MEDICA and COMPAMED in Germany — Medical Fair Thailand 2025 stood out as more than an exhibition. It became a regional hub for sourcing, collaboration, and knowledge exchange, enabling healthcare stakeholders and distributors to explore innovation, strengthen networks, and unlock new opportunities across ASEAN and beyond.

Global participation underscores ASEAN’s healthcare hub status

With 40 percent of attendees coming from outside Thailand — led by strong representation from the Philippines, Malaysia, Singapore, Indonesia, Myanmar, and Vietnam, followed by India, China, and Japan — Medical Fair Thailand reaffirmed its role as a regional meeting point for healthcare innovation and collaboration.

“The strong international turnout this year reflects the exhibition’s growing importance as a gateway between ASEAN and the global healthcare community,” said Gernot Ringling, Managing Director of Messe Düsseldorf Asia. “It reinforces our role not only as a platform for showcasing medical innovations, but also as a bridge that connects regional demand with international supply — fostering partnerships, knowledge exchange, and growth opportunities across borders.”

That international reach was echoed by visitors from across Asia. First-time attendee Kaho Murakami, representing a Japanese medical device distributor keen to explore the Thai healthcare market, remarked: “It was fantastic to see so many international exhibitors with such a comprehensive range of medical products and equipment.”

For Malaysia-based Ampersand Sdn Bhd, long-time attendee Dilun Ho once again found value at Medical Fair Thailand. “This year was fresh, with many new exhibitors and relevant suppliers. The exhibition featured the medical devices I was interested in, and I was particularly impressed with the diverse country pavilions and the networking opportunities,” said Dilun Ho, Founder.

A sourcing and procurement powerhouse

This year’s edition also featured a highly engaged Hosted Buyer Programme, bringing together local and regional buyers from leading hospitals, clinics, nursing homes, and key distributors. Purpose-built to drive sourcing opportunities and meaningful business meetings, the programme delivered exceptional value for both exhibitors and buyers. Strengthening this role further, Medical Fair Thailand 2025 welcomed 89 hospital and healthcare visitor groups from across Thailand — a powerful endorsement of its position as the country’s foremost procurement hub and a trusted showcase for global and regional healthcare suppliers.

Longtime visitor Dr. Manoon Boonnad (Ph.D.), Chief Executive Officer of M.B.D Surgical Supply in Chiang Mai, agreed: “I have been following this exhibition both in Thailand and Singapore almost every edition since 2011. It is truly an excellent event for



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medical device buyers, as it allows us to stay updated on the latest medical innovations, meet suppliers, and reconnect with colleagues in the industry.”

A milestone showcase of innovation

With 1,000 exhibitors from 40 countries and 19 national and group pavilions, this edition marked the largest and most diverse showcase since its launch in 2003. Exhibits spanned medical devices, healthcare solutions, medical manufacturing, and next-generation technologies shaping the sector’s future.

“Southeast Asia has always been an important partner for Taiwan’s medical device supply chain,” said Brian Lee, Executive Director, Strategic Marketing, TAITRA (Taiwan External Trade Development). “Through Medical Fair Thailand 2025, the Taiwan Excellence mark helped a wider Southeast Asian audience recognise the strengths of Taiwan’s medical industry and opened more opportunities for collaboration with businesses throughout the region.”

New features included the LaunchPad Zone, putting innovators in the spotlight; the expanded Medical Manufacturing Zone, showcasing next-generation medical production technologies; and the return of the Community Care Pavilion.

Also featured this year were neurorehabilitation and gait training workshops led by Assoc. Prof. Dr. Parit Wongphaet of Samrong General Hospital, a pioneer in robotic gait training. Tailored for clinicians and rehabilitation professionals, the sessions drew over 200 local and international participants and included live patient demonstrations. The daily workshops provided valuable knowledge to existing practitioners while showcasing evidence-based robotic-assisted gait therapy and the Bodyweight-Supported Treadmill Training (BWSTT) protocol.

According to Dr. Lee Chooi Lynn, Rehabilitation Medicine Consultant from the Brunei Neuroscience Stroke and Rehabilitation Centre, Jerudong Park Medical Center: “The workshop was indeed a highlight—it was both insightful and highly beneficial, offering practical knowledge that is directly applicable to my work in rehabilitation medicine.”

Knowledge and thought leadership

Beyond the exhibition floor, Medical Fair Thailand 2025 reinforced its role as a centre for thought leadership with the Medical Manufacturing Conference (with knowledge partner Frost & Sullivan) and the Wearable Technologies Conference Asia.

“IoT and connected technologies are reshaping how we approach elder care — from monitoring and prevention to empowering independence,” said Supratik Gupta, speaker at the Wearable Technologies Conference. “Platforms like the Community Care Pavilion are essential, as they showcase practical innovations that address the needs of our ageing societies.”

Strengthening local collaboration and partnerships

This edition also highlighted strong support from Thailand’s healthcare ecosystem. The exhibition was supported by the Ministry of Public Health, with first-time participation from its Division of Medical Engineering (MEDI) under the Department of Health Service Support. Other key partners included the MIND Centre – Faculty of Medicine Ramathibodi Hospital, Mahidol University, highlighting pioneering MSC stem cell research in cell therapy and regenerative medicine, and the Plastics Institute of Thailand, underlining the role of advanced materials in medical device development.

Reflecting on this year’s achievement, Ringling noted: “This year’s edition has exceeded expectations, not only in scale and internationality but in the quality of exchanges and partnerships forged here in Bangkok. The strong turnout reaffirms Thailand’s role as a healthcare hub for the region, and Medical Fair Thailand’s position as a trusted platform that drives innovation and sustainable growth for the industry.”



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The Business Matching platform proved its value in action, with more than 13,000 meeting requests exchanged and over 1,000 confirmed meetings onsite — demonstrating its effectiveness in creating targeted partnerships and real business outcomes.

Shawn Chong, Managing Director of Precision Healthcare — a Singapore-based supplier and distributor of oncology assays across ASEAN — shared: “The [Business Matching] app was very useful. My company is very niche, as we only supply oncology assays, and through the app, I connected with two companies developing assays and looking for regional distributors.”

Looking forward

With ASEAN’s healthcare market projected to reach US\$5 trillion by 2030, and Thailand’s MedTech sector alone forecast to hit US\$2.5 billion by 2028, Medical Fair Thailand 2025 has once again proven itself as the definitive gateway for global healthcare suppliers to connect with ASEAN opportunities.

The full post-event report will be available next month. Meanwhile, the journey continues in Singapore with Medical Fair Asia 2026, taking place at Marina Bay Sands from 9–11 September 2026. As the flagship edition of the Medical Fair series in Asia, the Singapore event serves as a pivotal gateway to one of the region’s most dynamic healthcare markets and a global hub for innovation, investment, and collaboration. For more information, visit www.medicalfair-asia.com

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About MEDICAL FAIR THAILAND

MEDICAL FAIR THAILAND, established in 2003, alternates with MEDICAL FAIR ASIA in Singapore, forming Asia’s leading event cycle for the medical and healthcare industry. The three-day event showcases equipment and supplies across hospital, diagnostic, pharmaceutical, medical, and rehabilitation sectors. Complementing the exhibition are conferences providing insights into healthcare trends and technologies. As a key sourcing and networking platform, MEDICAL FAIR THAILAND connects international manufacturers and suppliers with buyers and decision-makers, creating best opportunities for business growth.

MEDICAL FAIR THAILAND is an initiative of **MEDICARE ASIA** – the central business platform for all attendees to our current portfolio of nine Medical and Healthcare Exhibitions throughout Asia. It seeks to foster strategic alliances, innovate new offerings and develop customer-centric strategies to engine our portfolio for growth in the vast and diverse continent – Asia. It also seeks to build a strong channel from Asia to our global-leading trade shows in Düsseldorf – MEDICA, COMPAMED, and REHACARE. Through MEDICARE ASIA, attendees will benefit from harmonised offerings that are tailored to their needs, central point of contact and stronger business platforms – both in Asia and Düsseldorf.

About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH, one of the world’s leading trade fair organisers, renowned for staging over 20 global flagship exhibitions across key industries, including medical and healthcare, plastics, packaging, and printing. This includes internationally recognised events such as MEDICA, K, interpack, and drupa, held in Düsseldorf, Germany. With decades of experience in Southeast Asia, Messe Düsseldorf Asia has been a driving force behind highly specialised trade fairs across Indonesia, the Philippines, Singapore, Thailand, and Vietnam since 1995.

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