

Press Release

For immediate release

MEDICAL FAIR THAILAND 2025 Opens Today — ASEAN's Definitive Platform Showcasing the End-to-End Value Chain of Medical and Healthcare Innovation

10 September 2025, Bangkok, Thailand – MEDICAL FAIR THAILAND 2025 opens today at BITEC, Bangkok, marking the 11th edition of ASEAN's leading platform for medical and healthcare innovation. Organised by Messe Düsseldorf Asia, the exhibition runs from 10–12 September 2025 and forms part of the global MEDICAlliance portfolio — anchored by MEDICA in Düsseldorf and complemented by the MEDICARE ASIA initiative spanning nine medical trade fairs across Asia.

The opening ceremony was officiated by Mr. Chernporn Tengamnuay, Vice Chairman of the Federation of Thai Industries, who highlighted Thailand's reputation as one of ASEAN's foremost healthcare hubs, supported by internationally accredited hospitals, skilled professionals, and a thriving private healthcare sector. "The Thai medical device market is projected to reach US\$2.5 billion by 2028, while the Asia-Pacific healthcare market is expected to hit US\$5 trillion by 2030. With strong R&D, government support, and global partnerships, Thailand is strengthening its role as a MedTech hub for the region. Against this backdrop, as an exhibition, MEDICAL FAIR THAILAND is a catalyst for innovation, collaboration, and sustainable healthcare progress in ASEAN and beyond," he said.

A truly international marketplace

With over 1,000 exhibitors from more than 30 countries and 19 national and group pavilions, MEDICAL FAIR THAILAND 2025 reaffirms its position as ASEAN's most international medical and healthcare trade event. New this year is the USA Pavilion, featuring California for the first time, alongside strong participation from Austria, Belgium, Brazil, Canada, Denmark, France, Germany, Italy, Poland, the UK and the USA. Notably, nearly 40 percent of the pavilions feature Asian representation — underscoring the region's importance not only as a manufacturing powerhouse, but also as a driving force for healthcare innovation on the global stage.

Bringing together the full medical and healthcare value chain — from medical technology, diagnostics, and digital health, to rehabilitation, eldercare, hospital equipment, and medical manufacturing — the exhibition offers a comprehensive showcase in the region, serving as the definitive sourcing, learning, and networking platform for healthcare professionals, policymakers, and industry leaders.

Conferences and knowledge platforms

Complementing the exhibition is a robust line-up of conferences and forums:

- The Medical Manufacturing Conference convenes regional and international experts to address innovation, AI, automation, sustainable practices, ASEAN's role in the global supply chain, and how patient-centric



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considerations are integrated into the manufacture of medical products and equipment.

- The Wearable Technologies Conference Asia spotlights advances in digital health, technology for eldercare, AI-driven exoskeleton technology, smart footwear and more - highlighting how technology is shaping patient outcomes and consumer health.

Adding scale and depth, GITEX DigiHealth 5.0 and Bio Tech Thailand 2025, organised by KAOUN International (organiser of GITEX Dubai), will also co-locate with MEDICAL FAIR THAILAND for the first time, creating a multi-dimensional platform that unites healthcare, biotechnology, and digital innovation under one roof. Together, these forums position MEDICAL FAIR THAILAND as a centre of thought leadership and professional development for the region.

New features and co-located events

This edition introduces new and expanded features:

- LaunchPad Zone — a showcase for breakthrough healthcare innovation, from new product launches to stem-cell research and regenerative medicine.
- Community Care Pavilion — a hub connecting providers, distributors, and solution suppliers in eldercare, rehabilitation, and home-based healthcare, offering solutions to enhance patient care and operational efficiency.
- Medical Manufacturing Zone — dedicated to materials, components, and production technologies essential to medical device manufacturing, including precision parts, specialty plastics, cleanroom systems, and automation technologies.

Also featured this year are daily neurorehabilitation workshops led by Assoc. Prof. Dr. Parit Wongphaet from Samrong General Hospital, a pioneer in robotic gait training. Designed for clinicians and rehabilitation professionals, the session includes live demonstrations with patients, showcasing evidence-based robotic-assisted gait therapy and the Bodyweight-Supported Treadmill Training (BWSTT) protocol, proven to significantly improve mobility outcomes.

Strengthening local collaboration and partnerships

This edition also highlights strong support from Thailand's healthcare ecosystem. The exhibition is 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; the MIND Centre - Faculty of Medicine Ramathibodi Hospital, Mahidol University, showcasing pioneering MSC stem cell research in cell therapy and regenerative medicine; as well as the Plastics Institute of Thailand, highlighting the role of advanced materials in medical device development.

A series of specialist seminars will also be organised in collaboration with leading local associations, including the Thailand Nursing Association, the Thai Medical Informatics Association, and the Royal College of Physicians of Thailand. These sessions will address emerging health trends, advanced nursing practices,



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hospital management, and other key areas shaping Thailand's healthcare landscape

As the region's leading healthcare platform, MEDICAL FAIR THAILAND continues to bridge global innovation with ASEAN opportunities, while amplifying Asia's role in shaping the future of healthcare.

Visitorship and international appeal

With robust pre-registration numbers, MEDICAL FAIR THAILAND 2025 is expected to welcome over 12,000 trade visitors spanning the entire healthcare spectrum. This includes participation from 80 visiting groups representing hospitals, eldercare and rehabilitation facilities from Bangkok and nearby provinces – including from Songkhla to Phuket, as well as over 100 hosted VIPs under the Buyer Programme, from neighbouring markets such as Brunei, Indonesia, Laos, Myanmar, Philippines, and Vietnam. Significantly, over the next three days, 40 percent of attendees are anticipated to come from outside Thailand, reinforcing the exhibition's status as a truly international meeting point for industry leaders, buyers, decision-makers, and healthcare professionals.

"This milestone edition of MEDICAL FAIR THAILAND reflects both the growing confidence in ASEAN as a healthcare market and Asia's rising role as an international hub for innovation. With its scale, internationality, and comprehensive coverage of the medical value chain, the exhibition and the thought leadership content and industry activities will set the stage for collaboration and progress that will define the future of healthcare in the region," said Gernot Ringling, Managing Director, Messe Düsseldorf Asia.

MEDICAL FAIR THAILAND 2025 runs from 10–12 September at BITEC, Bangkok, bringing together global innovation and ASEAN opportunities in one of the most comprehensive editions in its history. For more information, go to www.medicalfair-thailand.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 harmonized offerings that are tailored to their needs, central point of contact and stronger business platforms – both in Asia and Düsseldorf.

About Messe Düsseldorf Asia



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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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