

New REHACARE ASIA 2026 champions preventive healthcare, rehabilitation, and elder care in Southeast Asia

REHACARE ASIA is launching in September 2026 to address the surging demand for healthcare innovations in the rapidly-ageing Southeast Asian region. The event will showcase the latest advancements and foster collaboration across the industry.

SINGAPORE, 3 November 2025 – Messe Düsseldorf Asia is proud to announce the official launch of REHACARE ASIA 2026, a new dedicated trade show focusing on the burgeoning preventive healthcare, rehabilitation, and elder care sectors in Southeast Asia.

The inaugural event will be co-located with the 16th edition of MEDICAL FAIR ASIA and the 7th edition of MEDICAL MANUFACTURING ASIA, taking place from 9-11 September 2026 at Marina Bay Sands in Singapore.

The launch of REHACARE ASIA marks the evolution of a feature that first debuted as an exhibition zone in 2018 at MEDICAL FAIR ASIA. Its expansion into a full-fledged, independent show is a strategic response to the rapid growth of the preventive health, rehabilitation, and elder care markets across Southeast Asia.

Healthcare surge in Southeast Asia

Given falling fertility rates and continued gains in life expectancy, Southeast Asia is experiencing one of the fastest rates of population aging in the world. According to a report by the Association of Southeast Asian Nations (ASEAN) published in December 2023, the number of those aged 60 plus in Southeast Asia is expected to grow by 124% from 77.4 million in 2020 to 173.3 million in 2050. Their share of the population will increase from 1 in 9 persons to 1 in 5 persons in that timeframe.

Coupled with rising wealth across Southeast Asia, this is driving up the demand for innovative healthcare solutions now, and even more so in the future.

For instance, medical technology market revenue in Southeast Asia is on a steady upward trend and is projected to rise from US\$14.11 billion in 2025 to US\$18.61 billion in 2029. Digital healthcare is forecast to grow at an annual rate of 8.6% from 2024 to 2028. As for the home healthcare market in Southeast Asia, it reached a market size of US\$14.6 billion in 2024 and is projected to soar to US\$36.3 billion by 2033.

Trend-setting showcase

REHACARE ASIA will showcase exciting frontier ideas in the sector driven by technological advancements that not only result in more effective treatment but also greater user motivation to stay healthy.

These include the introduction of gamification elements into rehabilitation exercises for more enjoyable therapy sessions and greater adherence to treatment protocols, anti-gravity treadmills, the use of virtual and augmented reality (VR/AR) to generate customised scenarios for treatment,



International Trade Fair
for Rehabilitation and Care

9 – 11 SEP 2026

Marina Bay Sands • Singapore

An initiative by:



Organised by:



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telerehabilitation which allows patients to receive care remotely, the use of Artificial Intelligence (AI) and machine learning for home-based digital rehabilitation, robotic-assisted therapy and exoskeletons, wearable technology and sensors.

Rehabilitation has also become hyper-personalised with innovations like 3D body scanning, motion analysis, robotics, bioprinting and advanced software solutions, allowing therapists and clinicians to tailor recovery programmes with unprecedented accuracy.

Bridge for connection and collaboration

MEDICARE ASIA is expanding its influence in the medical and healthcare sector with the addition of REHACARE ASIA 2026 to its portfolio. This new exhibition further solidifies its presence as a key business platform for such exhibitions throughout Asia.

Shirley Lim, Portfolio Director of MEDICARE ASIA, said: "The launch of REHACARE ASIA is testament to MEDICARE ASIA's strategic growth and our commitment to providing a central business platform tailored to the needs of the healthcare community in the region. What we seek to do is to find new ways to foster strategic alliances, innovate new offerings, and develop customer-centric strategies to unlock the longevity dividend—helping people in Southeast Asia to live not only longer, but healthier and happier lives."

She added that attendees can further leverage MEDICARE ASIA's connections to changemakers in the international healthcare community. These include global-leading trade shows organised by its parent company, the Germany-based Messe Düsseldorf Group, including REHACARE, MEDICA and COMPAMED.

The parent show of REHACARE ASIA is the global REHACARE International, which has been organised for over 40 years in Germany and is known as a leading international trade fair for rehabilitation, prevention, inclusion, and care.

Said Ms Lim, "We are building a strong channel from Asia to our global-leading trade shows in Düsseldorf. For our attendees, we see ourselves as their partner in Asia, and a link to the rest of the world."

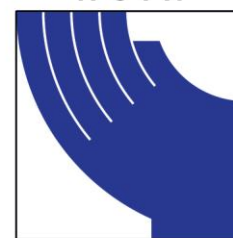
REHACARE ASIA 2026 will be the second show in the REHACARE portfolio to be held in Asia, following the successful launch of REHACARE CHINA in 2023.

On the show's expansion in Asia, Hannes Niemann, Project Director for REHACARE, said, "It is incredibly exciting to see how the market in Southeast Asia is embracing new innovations to support its aging population. This dedicated show in Singapore is a fantastic opportunity to further highlight the immense potential of the region's rehabilitation and care sectors."

Indeed, building on the momentum and expertise of MEDICAL FAIR ASIA and the global REHACARE brand, REHACARE ASIA 2026 is poised to become the premier platform for driving innovation and collaboration to harness Southeast Asia's longevity dividend.

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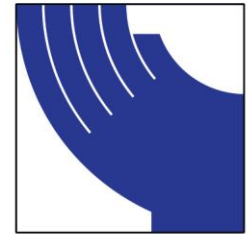
About REHACARE ASIA

REHACARE ASIA is an initiative by MEDICARE ASIA – the central business platform for all attendees to our portfolio of Medical and Healthcare Exhibitions throughout Asia. REHACARE ASIA is a 3-day trade exhibition and conference that empowers rehabilitation professionals and industry leaders to transform lives and shape the future of care. It is also a platform for showcasing innovative solutions and technologies that enhance quality of life and functional outcomes in preventive, rehabilitative, and long-term care. For more information, go to: www.medicalfair-asia.com

About MEDICARE ASIA

MEDICARE ASIA is the central business platform for all attendees to our portfolio of 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. MEDICARE ASIA – your partner in Asia and link to the world. For more information, go to: <https://medicalfair-asia.com/medicare-asia>

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