

## MEDICAL FAIR THAILAND 2019 to address healthcare industry challenges

12 September 2019 | News | By Hithaishi CB

**The leading sourcing and networking exhibition explores dynamic healthcare industry to strengthen Thailand's status as a medical hub of ASEAN, in line with its Thailand 4.0 policy**



The ninth edition of MEDICAL FAIR THAILAND 2019 opened, on 11 Sep 2019, by Dr Prapon Tangsrikeitikul, Deputy Permanent Secretary, Ministry of Public Health, at BITEC, with a clear focus on addressing the region's healthcare challenges and objectives as outlined by the Thai government and industry experts. The leading sourcing and networking exhibition is set against a dynamic healthcare industry as Thailand continues to strengthen its status as a medical hub of ASEAN and Asia in line with its Thailand 4.0 policy, which considers the healthcare industry to be a priority sector for investment and further development.

Reflecting the growth in Thailand's healthcare industry in recent years, this edition of MEDICAL FAIR THAILAND will see the largest showing ever of Thai companies – with over 60 companies. Opening the exhibition as guest of honour, Dr Prapon said he was impressed with the increase [60 % increase from the 2017 edition] in the number of Thai companies this year covering a range of sectors from hospital equipment to diagnostics and medical technology: "The growing participation from Thai companies underlines the exhibition's importance as a stepping stone for them to reach local and regional markets, as well as to showcase Thai capabilities," he said.

Echoing this sentiment and on the back of the National Innovation Agency (NIA) of Thailand's repeat participation at MEDICAL FAIR THAILAND, Dr Pun-Arj Chairatana, Executive Director, NIA said: "We are very pleased to be back, because we share the same values and objectives. Just like MEDICAL FAIR THAILAND, the NIA is focusing on promoting innovation in Thailand. We have helped a large number of innovative business developers to reach their goals with our services such as the incubation and accelerate programmes, as well as funding. Also, we help Thai innovators to get the international exposure to build strategic partnerships and flourish in both domestic and the wider regional markets."

NIA will be showcasing some of the hottest trends in medical science such as the 3D printing of prosthetics, wearable technology and telemedicine. Together with the NIA, two other Thai government agencies and industry organizations have national pavilions at this year's exhibition including the Thailand Center of Excellence of Life Sciences (TCELS) representing the life sciences sector which is experiencing particularly strong growth, and the Medical and Health Device Manufacturers Industry Club (MEDIC) which will include Thailand's largest latex manufacturer, Sri Trang Gloves.

Thailand's medical and healthcare sectors have been growing in sophistication and size for more than two decades and today they are booming. "Messe Düsseldorf Asia is proud to have played a small part in that development as MEDICAL FAIR THAILAND has grown along with Thailand's healthcare industry since our first exhibition back in 2003. Sixteen years on, from only 177 exhibitors, we have grown to 1,000 exhibitors making this the largest edition of the exhibition since we began," said Mr Gernot Ringling, Managing Director of Messe Düsseldorf Asia, organizer of MEDICAL FAIR THAILAND.

"Over the next three days, we look forward to welcoming some 12,000 trade visitors from various medical and healthcare sectors of which 40 % will come from outside Thailand – a testament yet again to the international appeal and relevance of the exhibition," he added. The exhibition will also host international delegations including those from Indonesia, Japan, Myanmar, Taiwan and Vietnam, as well as local visiting groups from various local public and private hospitals, healthcare establishments and institutions.

Commenting on the relevance of the exhibition to Thailand's MICE (Meetings, Incentive Travel, Conventions and Exhibitions) industry in the welcome speech from the Thailand Convention & Exhibition Bureau (TCEB), Ms Kanokporn Damrongkul, Director of the Exhibition Department, said: "After nine editions, it is today a highlight on Thailand's events calendar, and a must-attend trade show for the region's medical trade. Our support for MEDICAL FAIR THAILAND is an expression of how TCEB uses trade shows such as these as a tool to drive the "Thailand 4.0" policy." The MICE sector is an economic driver for Thailand, attracting a total of 1.25 million overseas MICE travelers in 2018, and generating around 95 thousand million baht in revenue.

MEDICAL FAIR THAILAND 2019 welcomes 1,000 exhibitors from 60 countries, presenting more than 10,000 products; the most comprehensive range of medical and healthcare innovations spanning state-of-the-art imaging and diagnostic equipment, patient monitoring systems, cost-effective consumables and digital healthcare solutions. The exhibition will also see its widest representation of national pavilions and country/regional groups - 21 in total including five newcomers; Brazil, Denmark, Hong Kong, Indonesia, and Israel.