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ASIA EDITION

Medical Fair Thailand 2019 receives breakthrough response

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28 percent increase in visitors and growing international profile



MEDICAL FAIR THAILAND 2019, that took place from September 11-13, proved to be a roaring success as it welcomed more than 11,525 trade visitors from over 70 countries and regions, and 900 exhibitors and 21 national and group pavilions; breaking records and exceeding expectations on multiple levels when it closed last week. The 28 percent increase in visitors from the 2017 edition as well as the exhibition's growing international profile saw nearly 40 percent of visitors coming from outside Thailand. The marked increase in visitorship from the neighbouring markets of Cambodia, Myanmar and Vietnam, is also testament to the region's demand, and readiness, to procure medical solutions and healthcare innovations at trade platforms such as MEDICAL FAIR THAILAND. The 3-day exhibition also hosted several visiting delegations and various industry trade associations from all over the world — another strong indication of MEDICAL FAIR THAILAND's standing as a must-visit sourcing platform.

The success story of first-time Korean exhibitor, Plasmapp Co. Ltd underlines MEDICAL FAIR THAILAND as the ideal business event for meeting targeted and quality trade visitors in the medical and healthcare sector; on the second day of the exhibition, Plasmapp Co. Ltd secured a US$2 million contract for their medical sterilisation devices which utilises high-quality plasma solutions. According to its CEO, Mr Youbong Lim; "We have participated in many exhibitions and MEDICAL FAIR THAILAND has been really good as we are able to meet genuine dealers here. We have even met potential leads from Iran and Singapore here, and are overall very impressed with the exhibition."

MEDICAL FAIR THAILAND began in 2003 with just 177 exhibitors but has grown exponentially over the last 16 years as it continues to reinvent itself with its forward-looking approach. This year's edition profiled two new innovative features — the Community Care Pavilion which focuses on products and solutions for an ageing population such as remote sensors and monitoring devices and mobility solutions; as well as the Start-Up Park — a platform for start-ups to showcase their innovations and to meet potential investors and customers. A hit with visitors and other exhibitors on the show floor, who were impressed by the range of technology on display, the Start-up Park showcased companies from Singapore, Japan, South Korea, Hong Kong, Taiwan and Thailand. According to Dr. Subhasis Banerji, Founder and Managing Director of SynPhNe Pte Ltd, one of the Start-up Park exhibitors, "We had a good stream of potential customers from local hospitals as well as visitors from India whom we had good conversations with." SynPhNe is a Singapore-based start-up specialising in wearable

technology and solutions, and therapy devices that help restore coordination and mobility for those who have suffered brain injury or stroke.

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, King Chulalongkorn Memorial Hospital, Ramkhamheang Hospital, and Vejthani Hospital were among the 95 organisations who sent groups of representatives to MEDICAL FAIR THAILAND 2019.

The heightened interest from the local medical and healthcare community in promoting Thailand's expertise and capabilities was further reflected on the show floor under the umbrella of three Thai pavilion organisers; Thailand Center of Excellence of Life Sciences (TCELS), the Medical and Health Device Manufacturers Industry Club (MEDIC), and long-time exhibitor National Innovation Agency (NIA) of Thailand. This was NIA's fifth time exhibiting at MEDICAL FAIR THAILAND and MEDICAL FAIR ASIA; which takes place in Singapore. The 60-strong representation from Thai companies was also indicative of the country's commitment to further strengthen its position as a leading hub for pharmaceuticals and medical devices, and a world-class provider of medical care under the Thailand 4.0 initiative.

The next edition of MEDICAL FAIR ASIA will be held from 9 to 11 September 2020 at Marina Bay Sands, Singapore. A detailed post event report on MEDICAL FAIR THAILAND 2019 will be released soon.