

Taiwan Excellence Pavilion concludes Medical Fair Asia 2024 showcasing Cutting-Edge MedTech Innovations

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Themed “Shaping the Future with Taiwan's MedTech Innovation” the Taiwan Excellence Pavilion covered three aspects of Taiwan's medtech innovations - Diagnostic Innovations, Treatment Innovations, and Innovations in Telemedicine and Digital Health Platforms



From left to right: Mr. John Cheng, Head of Primary Care at Healthway Medical Group; Mr. Wen-Chung Wu, Director of Economic Division of Taipei Representative Office in the Republic of Singapore; Ms. Anna Wu, Director of Taiwan Trade Center Singapore (TAITRA); Mr. Chen-yuan Tung, Representative of the Taipei Representative Office in the Republic of Singapore; Mr. Daniel Lee, Chairman of Taiwan Medical and Biotech Industry Association; Ms. Chian-Huey Lin, Secretary General of Bureau of Industrial Parks, Ministry of Economic Affairs, and Ms. May Ng, Director, ARQon-Asia Regulatory and Quality Consultancy for Medical Device and Drugs, at the Taiwan Excellence Medical Industry Talk on 11 September 2024.

Over three days from 11 to 13 September 2024, Taiwan Excellence Pavilion showcased Taiwan's leading medical innovation and cutting-edge solutions, exemplifying the country's commitment to advanced medical care at Medical Fair Asia 2024 held at Marina Bay Sands Expo and Convention Centre.

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Taiwan Excellence Pavilion provided 16 leading Taiwanese companies a platform to reach out not only their trading and medical technology partners in the region but also to fulfil their goal of assisting more people to lead longer, more meaningful and healthier lives with innovative technology. Taiwan's representation was strong in three separate Taiwan pavilions - Taiwan Excellence Pavilion, Taiwan Pavilion and TMBIA Pavilion.

Daniel Lee, Chairman, Taiwan Medical and Biotech Industry Association provided an overview of the development of the Taiwan MedTech industry, “Singapore has always been a key partner for Taiwan in the region, with flourishing bilateral trade and technological cooperation. This presents vast opportunities for Taiwan and Singapore to collaborate in the field of smart healthcare, beyond trade, to include technology transfer, research and development, and joint promotion of medical innovations. Through this partnership, we can make transformative contributions to the global medical industry.”

Among the leading Taiwanese companies, Acer Medical Inc., V5med Inc., Shennona Co. Ltd, Brain Navi Biotechnology Co., Ltd, and A Plus Biotechnology Co. Ltd., introduced their products and services and discussed the MedTech trends in Taiwan.

Anna Wu, Director of Taiwan Trade Center Singapore (TAITRA) said, “Taiwan is a frontrunner in medical device innovation, spearheading breakthroughs that improve patient care and transform the healthcare landscape. Building on its expertise in the semiconductor industry, Taiwan has successfully applied advanced technologies and fostered a strong culture of innovation in the biomedical field. Being a part of Medical Fair Asia 2024 helps Taiwanese MedTech companies showcase Taiwan's leadership in the area.”

Through its participation in Medical Fair Asia, Taiwan Excellence aims to strengthen the enduring ties between Singapore and Taiwan, especially in the medical industry. In 2023, two-way trade between Singapore and Taiwan was worth \$39.2 billion, with Taiwan's exports to Singapore reaching \$29.7 billion, making Singapore Taiwan's fifth largest export market.

Allen Lien, Chairman and CEO of Acer Medical Inc. and one of the exhibitors at Taiwan Excellence Pavilion, said, “We are thankful to Taiwan Excellence for giving us this platform to showcase our smart healthcare-related products at the region's leading healthcare event. Over the three days, our products have garnered the interest of potential customers, and we had the opportunity to connect with our target customers and expand into new regions. We look forward to bringing more MedTech innovations to the next Medical Fair Asia.”