

Malaysia hosts The Health Industry Series - ASEAN (tHIS ASEAN 2025) to spotlight the healthcare industry in the region

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CMEF PHARMCHINA CRS CHCC ICMD

Southeast Asia's foremost medical and healthcare event, **The Health Industry Series - ASEAN (tHIS ASEAN 2025)** debuts at Kuala Lumpur Convention Centre from 9–11 June. In collaboration with the Association of Private Hospitals Malaysia (APHM), Reed Sinopharm Exhibitions will showcase more than 200 exhibitors and more than 5,000 healthcare professionals. This will facilitate a dynamic exchange of innovation, insight, and investment opportunities in the fast-growing health industry in Malaysia.

tHIS ASEAN serves as a dedicated China-to-ASEAN gateway—bringing curated, credentialed suppliers into direct contact with hospital leaders, procurement teams, distributors, and clinicians seeking reliable and relevant partnerships.

Building on the global reputation of RSE's flagship exhibitions—**CMEF, PHARMCHINA, CRS, CHCC** and **ICMD**—tHIS ASEAN convenes innovators, healthcare professionals, and policymakers to spotlight cutting-edge technologies and to unlock opportunities across medical equipment, pharmaceuticals, rehabilitation, hospital construction, and component manufacturing. The event will be co-located with the **APHM International Healthcare Conference & Exhibition**.

"This inaugural edition marks a strategic leap forward for China's healthcare industry, as tHIS ASEAN 2025 represents one of the largest showcases of Chinese medical advancements in the region, and reflects Southeast Asia's growing importance as a hub for healthcare innovation," said James Wang, Director of International Business, Reed Sinopharm Exhibitions.

From China to ASEAN: Advancing Regional Healthcare Together

The exhibition—spanning over 5,000 square meters—is grouped into five key categories, reflecting the current and future engines of growth in ASEAN's healthcare market:

Medical Equipment: Diagnostic tools, surgical robots, and next-gen imaging technologies; **Pharmaceuticals:** Innovative drugs, OTC products, and biotech advancements; **Rehabilitation:** Robotic exoskeletons, assistive technologies, and elderly care solutions; **Hospital construction:** Smart infrastructure, facility planning, and sustainable design; **Component Manufacturing & Design:** Precision parts, materials, and R&D solutions supporting product development

tHIS ASEAN enables the exploration of cost-efficient, regulation-compliant technologies—without sacrificing quality, certification, or scale. The event will feature a large-scale delegation of Chinese manufacturers offering reliable, high-

performance solutions built for efficiency and long-term value. Visitors will have the opportunity to engage directly with suppliers whose products have gained traction on global markets.

Complementing the exhibition is a robust conference programme tackling critical themes across innovation, regulation, infrastructure, and cross-border collaboration.

A number of key discussions will take place during the three-day conference, including, **'Innovative Technologies Shaping the Future of Medical Devices'** focusing on: *How AI is transforming smart diagnostics, surgical robotics, and real-time monitoring, with insights from clinicians, manufacturers, and regulators.* **Pharmaceutical Innovation Products and Technologies Future Trends** dives into evaluating R&D, registration, and cross-border commercialization strategies for innovative pharma products between China and ASEAN.

Similarly, the **ASEAN Rehabilitation and Elderly Care Industry** will showcase rehabilitation robotics and aged care innovations, with a focus on joint development across Southeast Asia; **China-ASEAN Pharmaceutical Market Cooperation** will address regulatory harmonization, market access, and regional supply chain resilience; **Hospital of the Future: Innovation & Cooperation** explores smart, efficient hospital design - covering construction models, upgrades, and sustainability in ASEAN infrastructure.

The final day would explore; **Expanding into ASEAN: Regulations, Trends, and Cultural Considerations** by offering practical guidance on entering ASEAN markets, with regulatory insight and strategies tailored to the region's cultural diversity.

By Hithaishi Bhaksar