

MEDICAL FAIR ASIA 2018: Future-ready products and industry-leading conferences & forums

MEDICAL FAIR ASIA 2018, is set to continue its growth path with its 12th edition. An expected 1,000 exhibitors from 50 countries and 20 national pavilions will grace the exhibition to be held in Singapore from 29th to 31st August. Visitors will get to source from a comprehensive range of more than 5,000 products ranging from digital health technology, electromedical equipment, rehabilitation supplies to consumables.

There will be a total of 20 National Pavilions and Country Groups, this edition will see debut group participations from Belgium, Brazil, the Netherlands, Iran, Denmark, European Union Business Avenue, Russia, Spain and Qatar, adding to the internationality of the exhibition.

Inaugural Community Care Pavilion

On the show floor, visitors can also expect to see products relating to the current healthcare trends and needs of the Asian region. The debuting Community Care Pavilion, with its keen focus on geriatrics and digital health technology seeks to address the healthcare needs of both the ageing population and the region's remote population by bringing healthcare beyond traditional healthcare institutions and into the community. Exhibitors have already arranged for product launches to take place during the 3-day period. France Bed Co Ltd will be showcasing their unique powered turning bed. It features an automatic turning support function that prevents

users from bed sores. Xiaoniu Health Co Ltd will be unveiling their intelligent sleep machine that can perform both CPAP and AutoCPAP to sleep apnea patients.

Another first on the show floor is the inaugural Start-Up Park. Providing a platform for young and exciting start-ups, the exhibits will feature products that could transform the market in the near future including the latest innovations in big data, and IoT. Australian start-up Rapid Response Revival Research will unveil a prototype of their phone case defibrillator, CellaAED, the world's smallest, lightest and first truly mobile AED (Automatic External Defibrillator) for the very first time.

Conferences and forums

Back by popular demand, the exhibition will play host to the second edition of the MEDICINE + SPORTS Conference. This benchmark event for sports medicine will discuss topics ranging from digital innovations in sports and healthcare, exercise medicine to tailored exercise programmes



for patients and athletes. A stellar lineup of speakers including experts Dr. Paul Gastin, Director for the Centre for Sport Research at Deakin University, Mr. Christian Stammel, CEO of WT | Wearable Technologies and Prof. James S. Skinner, Professor Emeritus in the Department of Kinesiology, Indiana University, have been confirmed.

With Start-Ups and SMEs deepening their presence in global business, the exhibition will also host the Medtech SME Workshop. Organized by the first and only regional medical technology association, Asia Pacific Medical Technology Association (APACMed), the workshop will provide small businesses with concise knowledge on clinical trials, product validation, patent laws and many others. Through this workshop, Medtech start-ups and SMEs can learn to navigate processes to develop cost-effective solutions to meet the region's healthcare needs.

In line with the highlight on Community Care, the exhibition will also feature the first-ever Paradigm Shifts in Healthcare seminar from 30th to 31st August. Leading speakers will discuss the evolution of the healthcare industry while attendees learn how to overcome future challenges as healthcare goes beyond hospitals to the community.

Supported by the Robotic Surgery Society of Singapore, the Medical Innovation & Technology Forum will focus on robotic surgery and discuss how patients evolve from passive healthcare recipients to active value-seekers, encouraging healthcare providers to tap into the latest technological advances to provide more efficient treatment options.

www.medicalfair-thailand.com

