

PRESS RELEASE

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Outstanding exhibitor and visitor participation at synergistic co-located exhibitions MEDICAL FAIR ASIA and MEDICAL MANUFACTURING ASIA 2024

- 13,725 attendees from 60 countries attended the exhibitions and concurrent conferences and seminars held over three days
- More than 1,000 exhibitors from 45 countries and regions, and 19 national pavilions showcased their medical and healthcare solutions
- Returning visitors' favourites included the Start-Up Park, the Community Care Pavilion, MEDICINE + SPORTS Conference, and the Wearable Technologies Conference
- Firsts at the 2024 iteration included the launch of the MEDICARE ASIA brand portfolio, GITEX Digi_Health 5.0 Conference, and Industry Suppliers Networking session, marking the beginning of a series of new collaborations, and a first time national pavilion from Portugal.

19 September 2024, Singapore – The 15th edition of MEDICAL FAIR ASIA (MFA) and 6th edition of MEDICAL MANUFACTURING ASIA (MMA), the region's premier specialist trade fairs for the medical, healthcare, and medical technology (MedTech) sectors, closed last week with a record number of visitors and exhibitors.

MEDICAL FAIR ASIA 2024 welcomed an impressive turnout of 13,725 attendees, marking the highest attendance since it was first established in 1997, with over 40% of attendees hailing from outside Singapore. The leading countries represented were Malaysia, Indonesia, Thailand, the Philippines, and Vietnam.

Located at Marina Bay Sands Convention Centre, the opening of MEDICAL FAIR ASIA was officiated by Singapore's Deputy Prime Minister and Minister for Trade and Industry, Gan Kim Yong, on 11 September 2024.

Gernot Ringling, Managing Director, Messe Düsseldorf Asia (MDA), the organiser of MEDICAL FAIR ASIA and co-organiser of MEDICAL MANUFACTURING ASIA, said: "We are thrilled with this year's turnout and the international vibrancy on the showfloor. In addition to a significant increase in exhibitor participation compared to 2022, we saw nearly a 34% increase in visitors, including group delegations from major hospitals and distributors from neighbouring countries".

He added: "Southeast Asia's ageing population and expanding middle class are key drivers of growth in the region's healthcare industry, and Singapore's strategic position makes it the ideal gateway for overseas companies looking to enter this booming market. With such strong growth drivers, we are confident that the demand for MICE activities in the healthcare sector will continue to expand across the region. Against this backdrop and the largest edition of MEDICAL FAIR ASIA,



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11 – 13 SEP 2024

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MEDICAL FAIR ASIA 2024

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the announcement and launch of the new MEDICARE ASIA umbrella portfolio is perfectly timed.” With MEDICARE ASIA, Messe Düsseldorf is creating an Asia-wide platform for the region’s growing medical technology and rehabilitation market, comprising seven trade shows in India, Singapore, Thailand and China.

This edition MEDICAL FAIR ASIA also welcomed 19 national pavilions and country groups, including Singapore, alongside representation from Denmark, France, Indonesia, Germany, Spain, United States, as well as the first ever national pavilion from Portugal.

Mangasi Parsaoran Siahaan, Coordinator of Programme and Evaluation, Ministry of Industry of the Republic of Indonesia stated: “Indonesian companies have been exhibiting at MEDICAL FAIR ASIA for many years, but this is only the second time our Ministry of Industry has organised a pavilion to support local companies in showcasing sophisticated world-class and high-tech equipment to the rest of the region and beyond. This year’s iteration of MEDICAL FAIR ASIA has been a success, and we hope to return.”

Guenther Neudeck, Sales and Export Manager from Austrian-based company, Ing. Sumetzberger shared: "Asia has always been a very important market for our company, which is why we have been exhibiting in MEDICAL FAIR ASIA for nearly 20 years. We are pleased to see visitors returning in full force this year, compared to the previous edition which took place just after COVID-19 regulations for travel and large gatherings had eased.”

Moon Joon Ho, Chief Marketing Officer at MDA. Co, from South Korea, said: “We participated in MEDICAL FAIR ASIA to secure investors and distributors for the iMirror technology and have been pleased with the attention the technology has received at the show. We will also be participating in MEDICA, the parent show of MEDICAL FAIR ASIA which will be taking place in Düsseldorf, Germany in November this year.”

MEDICAL MANUFACTURING ASIA 2024

Jointly organised by Messe Düsseldorf Asia and long-time partner Singapore Precision Engineering and Technology Association (SPETA), MEDICAL MANUFACTURING ASIA has been the premier showcase for the region’s high-value MedTech manufacturer since 2012.

The 6th edition of MEDICAL MANUFACTURING ASIA welcomed more than 100 MedTech companies from 15 countries and regions, including national and group pavilions from China, Germany, Japan, and Singapore, with the Singapore pavilion featuring 39 exhibitors.

“As co-organiser, we are proud to showcase the best of Singapore’s MedTech innovation at this year’s edition of MEDICAL MANUFACTURING ASIA. SPETA is deeply committed to fostering the growth and global reach of our precision engineering and MedTech industries, and we look forward to the next edition of MEDICAL MANUFACTURING ASIA in 2026,” shared Wong Anwei, Executive Director at SPETA.



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Signature highlights this year also included the IVAM Marketing Award which was given to local contract manufacturer AMT Pte Ltd who specialise in metal, ceramic and plastic injection moulding and medical device assembly, as well as the well-attended Industry Suppliers Networking session in collaboration with the Economic Development Board, Singapore.

Commenting on the exhibition as a networking platform was Simon Tan, Chief Technology Officer of Sunningdale Tech, one of Singapore's leading precision tooling, plastics injection moulding and precision assembly companies, said: "We exhibited at MEDICAL MANUFACTURING ASIA to meet with our existing customers and connect with new ones, and have been pleased with the quality and number of visitors we have encountered during the show, both from Singapore and all over the world."

MEDICAL FAIR ASIA 2024 – Regular favourites and new features

This year's co-located conferences have been focused on the role and impact of AI and digitalisation in the medical and healthcare sectors. As well as signature events such as Start-Up Park and Community Care Pavilion, and conferences such as Paradigm Shift in Healthcare, Wearable Technologies, and MEDICINE+SPORTS, this year's iteration welcomed the GITEX Digi_Health 5.0 Conference for the first time. Bringing together visionary digital health innovators, government leaders, and industry pioneers, the aim of the conference was to drive digital health innovation in Asia with a tech-first approach.

Trixie LohMirmand, CEO of KAOUN International, organiser of GITEX worldwide, emphasised the significance of this co-location, stating: "The digital health market in Southeast Asia is rapidly becoming a key driver of economic growth and innovation. Through our strategic partnership with Messe Düsseldorf Asia, we will be in a position to build new capacities and centres of digital excellence to empower a new digital healthcare economy. The world's most powerful brands in tech and medical care unifying in the mission to fast forward the digitalization of the healthcare industry is a great first step towards creating the most empowering centre of excellence."

At the GITEX Digi_Health 5.0 Conference, KAOUN International, represented by Ms. LohMirmand, and Messe Düsseldorf Asia, represented by Gernot Ringling, signed a Memorandum of Understanding (MoU) to pave the way for further collaborations between the two industry stalwarts. This includes the inaugural GITEX Digi_Health 5.0 Expo-Summit in Thailand, co-located with MEDICAL FAIR THAILAND from 10 to 12 September 2025.

The next editions of MEDICAL FAIR ASIA and MEDICAL MANUFACTURING ASIA will take place from 9-11 September 2026.

END

Note to Editor:

About MEDICAL FAIR ASIA

Organised by Messe Düsseldorf Asia, MEDICAL FAIR ASIA - is part of the MEDICAlliance portfolio by the Messe Düsseldorf group in Germany, and is Southeast Asia's leading exhibition on hospital, diagnostic, pharmaceutical, medical & rehabilitation, equipment &



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supplies. Since its inception in 1997, MEDICAL FAIR ASIA has grown from strength to strength and continues to foster international collaboration and facilitate industry connections. It is the region's foremost B2B marketplace for the medical and healthcare sectors. For more information, please go to www.medicalfair-asia.com | Follow **MEDICAL FAIR ASIA** on these channels: [LinkedIn](#) | [YouTube](#)

About MEDICAL MANUFACTURING ASIA

Jointly organised by Messe Düsseldorf Asia and SPETA (Singapore Precision Engineering and Technology Association), it is the region's specialist trade fair for Asia's MedTech and medical manufacturing processes sectors. Part of the MEDICAlliance portfolio by the Messe Düsseldorf group in Germany, MEDICAL MANUFACTURING ASIA is modelled after COMPAMED – the high-tech solutions for medical technology exhibition. First started in 2012, the exhibition has since become the No.1 MedTech exhibition in Southeast Asia. For more information, please go to www.medmanufacturing-asia.com

About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH in Germany, one of the world's leading trade fair organisers responsible for organising more than 20 global No. 1 exhibitions held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia since 1995, Messe Düsseldorf Asia's diverse portfolio includes sectors such as: medical and healthcare, workplace safety and health, packaging, printing, plastics, wine and spirits, and more. For more information, visit mda.messe-dusseldorf.com

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