



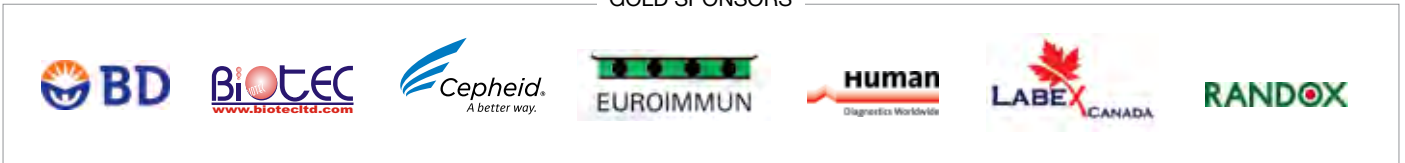
POST SHOW REPORT **2015**

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ASSOCIATIONS



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"MEDLAB Asia Pacific is a very important show for Southeast Asia and for EKF Diagnostics. It exceeded our expectations as we maintained a high amount of interest in our products throughout the whole exhibition. We met a lot of current customers from Singapore, Philippines, Indonesia, Thailand, Vietnam and Cambodia as well as many potential distributors from other Southeast Asia countries. MEDLAB Asia Pacific has aided us in building brand awareness in the Southeast Asia market and promoted the EKF product range. We will definitely be attending again next year."

EKF Diagnostics

SHOW OVERVIEW

EXHIBITION SPACE
4,200m²

EXHIBITOR ATTENDEES
531

COUNTRY PAVILIONS
4

EXHIBITORS
110

TOTAL ATTENDEES
2,338

VISITORS & VIP's
882

DELEGATES
836

SPEAKERS
89

The IVD market revenue is projected to grow at an annual growth rate of **5.34%** to **US\$74.65 billion** by 2020.¹

There is a rising demand for progressive diagnostic devices and with healthcare consumers having an increased spending capability, which is providing enormous potential for the IVD market.

Asia Pacific is geographically the fastest growing region and could generate the highest revenue by 2020, making it a very prosperous market.

Chronic and infectious diseases are on the rise and new developments are invariably entering the medical diagnostics market. MEDLAB Asia Pacific provided a platform for leading companies to showcase hundreds of cutting-edge technologies, products and services that will help in the development of diagnostics for clinical use in disease management. With more than **4,000m²** of exhibition space, MEDLAB Asia Pacific was the place to be for anyone involved in this lucrative market.

The event saw exhibitor participation grow by **24%**, totalling **110** exhibitors and **4** country pavilions. There was a **41%** increase in visitors, amounting to **2,338** total attendees.

Held alongside the exhibition, eight conference tracks ran over the three days. Supported by the **Academy of Medicine Singapore** and accredited by the **Singapore Medical Council**, these conferences were very popular with a **79%** increase of delegates from last year, totalling **836** and **89** speakers.

EXHIBITOR

EXHIBITION SPACE

4,200m²

EXHIBITORS

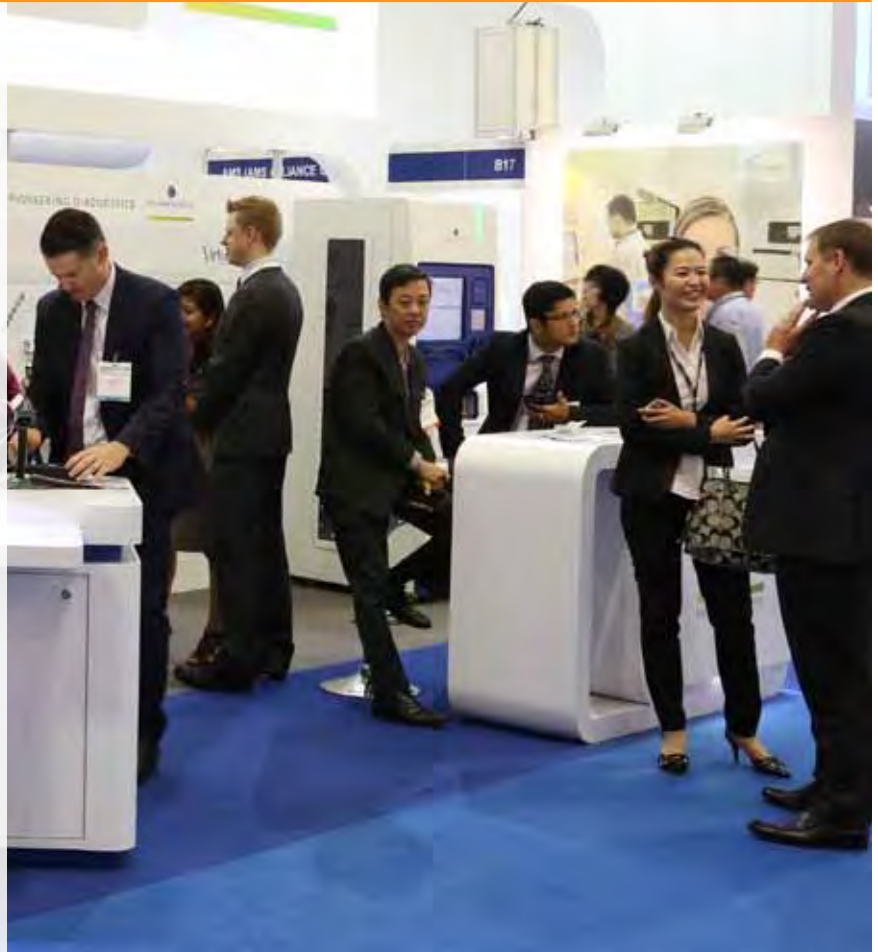
110

COUNTRY PAVILIONS

4

64%

OF EXHIBITORS HAVE RE-BOOKED FOR 2016



"MEDLAB ASIA PACIFIC 2015 was a great success for iCubio. We gained several valuable potential clients in the short three days and this was due to the exhibition being focussed on laboratory diagnostics. We look forward to participating in MEDLAB Asia Pacific 2016!"

Audy SUN
Key Account Sales Manager, iCubio

REASONS FOR EXHIBITING



85% to seek contacts for future business



80% to raise the profile of company/organisation



78% to meet existing clients or partners



72% to look for a local agent



67% to test the Asian market for first time



54% to seek immediate business

COUNTRY PAVILIONS



Belgium



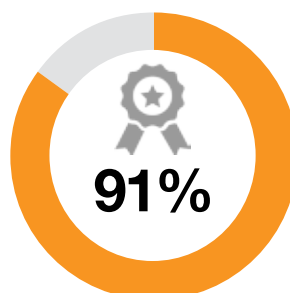
China



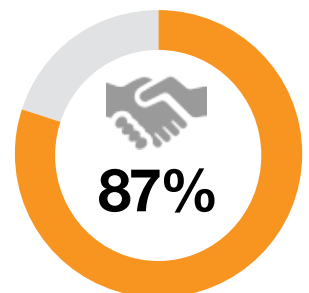
Germany



Korea



of exhibitors rated the quality and number of visitors as excellent



of exhibitors generated new contacts and business leads

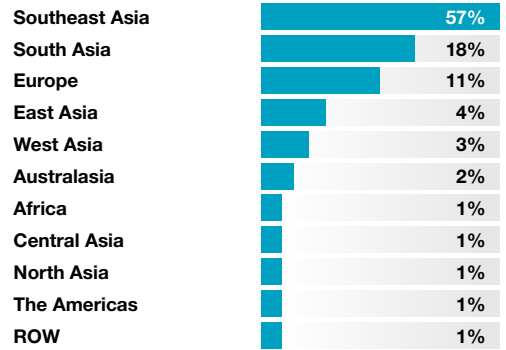
VISITOR



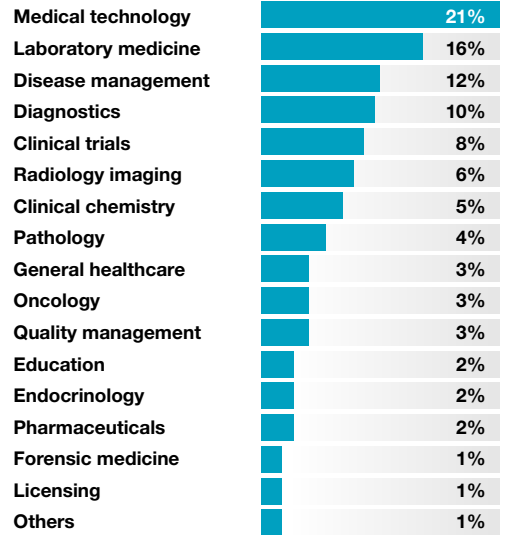
"MEDLAB Asia Pacific was an extremely well organised event that attracted both scientific opinion leaders and business leaders from the region. The quality and variety of scientific presentations was outstanding. The expo was equally impressive and represented diverse vendors of clinical laboratories."

Dr Farooq Ghani, Associate Professor and Director Outreach, Department of Pathology, Aga Khan University Hospital, Karachi, Pakistan

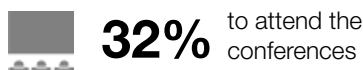
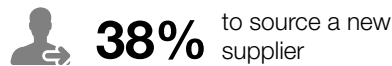
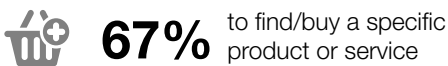
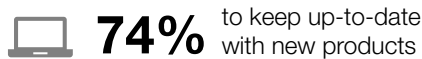
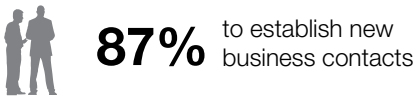
VISITORS BY REGION



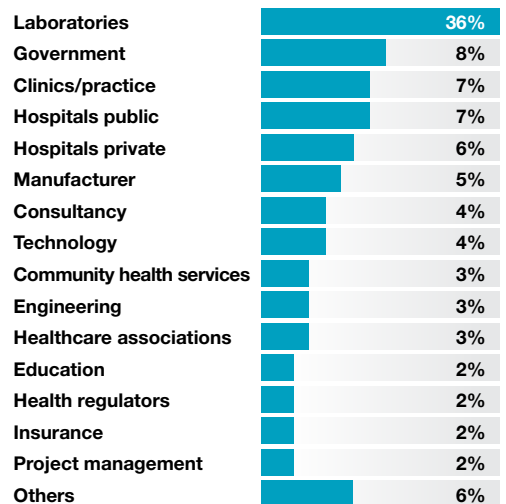
AREAS OF INTEREST



REASONS FOR VISITING



NATURE OF BUSINESS



DELEGATE

8 SCIENTIFIC CONFERENCE TRACKS:

- » Laboratory Management
- » Imaging and Pathology
- » Research and Development
- » Clinical Chemistry
- » Molecular Diagnostics
- » Haematology
- » Infectious Diseases
- » Oncology

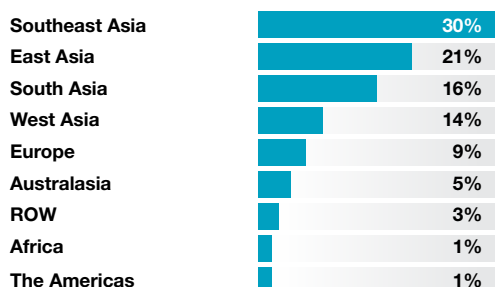
"I was impressed with the quality of speakers, not only in terms of relevant and interesting content, but also in the quality of presentations that triggered audience engagement. Additionally, the calibre of the audience was stronger than 2014 with more decision-makers; administrators, laboratory directors, quality managers and supervisors who seemed very engaged with a palpable general vibe of progress, interest and sharing."

Noel Maria Adachi, Vice President, International Market Development, **College of American Pathologists, Northfield, Illinois, USA**

KEY TOPICS:

- » Informatics and the clinical laboratory
- » Value in diagnostics and what the industry needs
- » Imaging and pharma-oncology
- » Translational rheumatology
- » Reproductive endocrinology:
 - Old assays and new applications
- » Gene therapy
- » BRCA1 and BRCA2 germline mutations in Singapore
- » Molecular blood group typing - methods and applications
- » Antibiotic resistance
- » Cancer screening: Balancing harm vs. good

DELEGATES BY REGION



89
SPEAKERS

836
DELEGATES

12
CME CREDITS



TOP
5
COUNTRIES

THAILAND PHILIPPINES
MALAYSIA
SINGAPORE INDONESIA

EXHIBITOR HIGHLIGHTS AND TESTIMONIALS

"We can see that MEDLAB Asia Pacific has been growing its presence in Asia over the last two years and that it has the potential to become one of the key forums in the region for lab managers/technologists and clinicians to discuss the latest trends in laboratory diagnostics and clinical chemistry. This year's MEDLAB Asia Pacific has been a big success for Siemens as it provided the right stage to launch our latest product innovations. We look forward to see MEDLAB further grow for the benefit of our customers."

Sean Peh, Siemens, Singapore



» MEDLAB Asia Pacific is a key congress to showcase bioMérieux's newest solutions in the fight against infectious diseases through high medical value tests in immunology and a comprehensive strategy in molecular diagnostics. This year's MEDLAB Asia gave them the opportunity to launch filmArray, a multiplex PCR system, in the ASEAN region. The regional exposure of this congress allowed them to strengthen partnerships with KOLs and exchange business with distributors from all over Southeast Asia.

» During his presentation on the opening day of MEDLAB Asia Pacific, the Managing Director of Roche Diagnostics Asia Pacific, Mr Lance Little, challenged the audience: "Who's telling the story?" Global data suggests that while diagnostics helps guide around 60-70% of healthcare decisions, it accounts for only 2% of healthcare funding. Roche Diagnostics recently launched a new campaign called The Power of Knowing, which was a key feature at their MEDLAB Asia Pacific stand and tells the story of the real value of diagnostics.

» SNIBE, a professional bio-medical company specialising in R&D, production of clinical laboratory instruments and in vitro diagnostic reagents, showcased its chemiluminescence immunoassay (CLIA) products during MEDLAB Asia Pacific. SNIBE's Vice President Lucy Liu attended the exhibition in celebration of the company's 20th anniversary and as the only sponsor of the MEDLAB Asia Pacific 2015 reception.



"A great opportunity to welcome medical laboratory and healthcare professionals from all over ASEAN, and share our latest innovating solutions with them."

Florent MULATEOR, ASEAN General Manager, bioMérieux

"MEDLAB Asia Pacific was wonderful. The talks and seminars offered the latest updates of technologies and research progress from all the doctors and scientists from different parts of the world. I am from Merck Millipore and I realised that this event is the best place for the distributors and dealers to look for new products to expand their product portfolios. It is also a good place to know the market and how we can play a better role."

Keith Chong Mun Keat, Ph.D., Field Application Scientist - Bioscience, Emerging Growth Markets Asia, Merck Millipore, Singapore



"I would like to express sincere gratitude on behalf of Mindray for this year's MEDLAB Asia Pacific. We were pleased with the outcome of the exhibition and we are looking forward to an even greater show in 2016."

Niki Wang, International Marketing Communication, Exhibition Specialist, Shenzhen Mindray



"MEDLAB Asia Pacific offered a great opportunity to meet others in the industry. I enjoyed hearing about what people and other companies around the world are doing at the moment. Some talks were very interesting such as the ones from the Beijing Genomics Institute and the National Cancer Centre of Singapore. Thank you for organising this event!"

**Lu Pan, Bioinformatics Specialist,
Genome Institute of Singapore,
Singapore**

"MEDLAB Asia Pacific was well organised and held in a beautiful venue. My session had a large and attentive audience who voiced thoughtful questions and comments."

**Dr Ellen Jo Baron, Executive
Director of Medical Affairs, Cepheid,
Sunnyvale, California, USA**

"MEDLAB Asia Pacific was a very energetic and productive conference held to enhance the potential of medical laboratories."

**Dr Pattarachai Kiratisin, Chairman,
Professor, Department of
Microbiology, Faculty of Medicine,
Siriraj Hospital, Mahidol University,
Bangkok, Thailand**



"Congratulations for organising a successful and well-attended conference. The significant increase in the number of participants in only the second year bodes well for the future of the congress. I am sure that the content of the tracks will improve further and will attract more participants; technologists, scientists and physicians, in years to come. Thank you for the opportunity to be a part of this initiative."

**Dr A Das Gupta, MD, PhD, Fellow UICC,
Fellow ISHTM, President-International
& Mentor-Haematology Services, SRL
Ltd., Mumbai, India**

"I was very honoured to be part of MEDLAB Asia Pacific. The enthusiasm and knowledge level of the audience was high. The speakers were world-class, relevant, and up to date. I can't wait for the 2016 programme."

**Dr Aaron Han, Chief, Department of
Pathology and Laboratory Medicine,
American Hospital Dubai, Dubai, UAE**

"MEDLAB Asia Pacific 2015 was a well organised, educational conference that gave all laboratory professionals an update on current issues in laboratory medicine. The conference, exhibition and social events were a great opportunity to interact with the industry, laboratory colleagues from many countries as well as our clinical colleagues using our services."

**Dr Mohamed Saleem, Chemical
Pathologist, SA Pathology, Adelaide,
Australia**



Tom Coleman, Exhibition Director, MEDLAB series

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The Sands Expo & Convention
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