



BRINGING TOGETHER  
**THE WORLD OF HEALTHCARE  
AND MEDICAL LABORATORY**  
UNDER ONE ROOF



**2017**  
**POST SHOW**  
**REPORT**

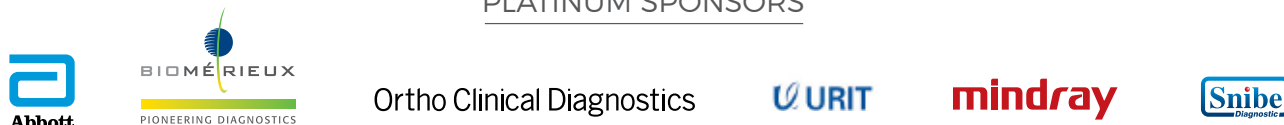
**SAVE THE DATE: 2-4 APRIL 2018**

# WE WOULD LIKE TO THANK ALL OUR 2017 SPONSORS FOR THEIR CONTINUED SUPPORT

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“

This year's event was much better in terms of footfall. The quality of attendees and the high level of discussion indicated that it is one of the best years yet. We have signed a few great deals.”

**Manish Mishra,**  
Sr General Manager,  
International Business  
(MEA and SEA), Erba  
Diagnostics



## Dear Healthcare & Medical Laboratory Professional,

The 4th edition of MEDLAB Asia Pacific, and the launch of Asia Health, featured 253 companies showcasing the latest cutting edge technologies available in healthcare as well as recent developments in IVD and medical laboratory. This year's event attracted 4,025 visitors and delegates to the 3 day event – a 60% increase in the number of attendees compared to the 2016 edition. This firmly places MEDLAB Asia Pacific in Asia's laboratory calendar and promises a strong future for Asia Health and its position in the healthcare market.

MEDLAB Asia Pacific hosted 11 multi-disciplinary CME-accredited conferences. Supported by The Academy of Medicine, Singapore and accredited by Singapore Medical Council, the congress offered a multi-track programme covering a range of topics including laboratory management, infectious diseases, diabetes, clinical chemistry, molecular diagnostics, cardiac markers, haematology, gastrointestinal oncology, r&d, obs-gyne/women's health and point of care testing.

The Leaders in Healthcare conference at Asia Health was very successful in highlighting the issues surrounding the future of healthcare strategies across Asia. In addition, the Dealers and Distributors Spotlight seminars attracted local and international healthcare and medical professionals to meet and do business.

This post show report summarises the 2017 event, and details the strategies we use to deliver and expand the event year-on-year. As MEDLAB Asia Pacific and Asia Health continues to dominate Asia's healthcare and medical laboratory industry, the next edition of the event will be the perfect place to position your company directly in front of the industry's decision-makers.

We look forward to welcoming you to the **Suntec Singapore Convention & Exhibition Centre** from **2-4 April 2018**.

Yours Sincerely,

**Tom Coleman**  
Group Exhibition Director  
MEDLAB Series

## SHOW SUMMARY

**6,500m<sup>2</sup>**

EXHIBITION SPACE

**253**

NUMBER OF EXHIBITORS

**10**

COUNTRY PAVILIONS

**29**

EXHIBITING COUNTRIES

**4,025**

TOTAL ATTENDEES

**2,652**

DELEGATES

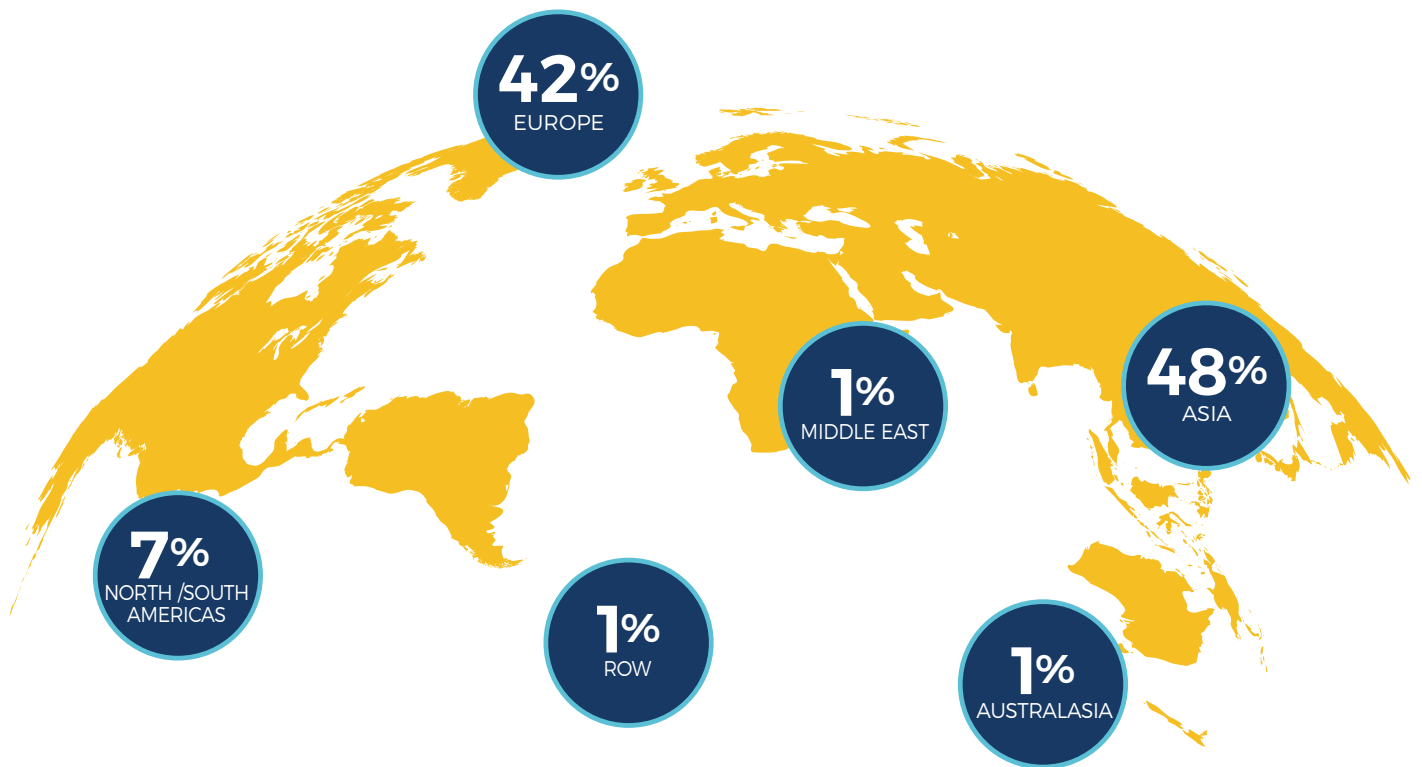
## EXHIBITOR SUMMARY

MEDLAB Asia Pacific & Asia Health Exhibition showcased the latest innovations and advanced products available in the IVD, medical laboratory and healthcare market to an audience of laboratory specialist and healthcare professionals.

With 68% of companies rebooking to take part in 2018, the exhibition floor is set to increase to accommodate this high demand. Expose your company to your dedicated target audience and gain an invaluable return on investment in three days.



## EXHIBITOR BREAKDOWN BY REGION



“

We were able to make a great list of potential partners at the show. The Asian region is a key market for us and we not only did business at the show but gained a further understanding of the region. ”

**Neville Calvert**, Managing Director, Numedico Technologies



MEDLAB Asia Pacific was one of our main annual events this year. It brings together our target distributor audience from many different Asian countries. The networking and conversations have been invaluable.

**Trevor McCarthy**,  
Business Segment  
Manager central Lab, EKF  
Diagnostics

## 29 COUNTRIES REPRESENTED

Representing 29 countries across the world, the exhibition is the ultimate platform to promote and launch the latest innovations and services in the world of healthcare and medical laboratory.



Australia



Austria



Belgium



Canada



China



Finland



France



Germany



Hong Kong



Hungary



India



Italy



Japan



Korea



Luxembourg



Malaysia



Philippines



Poland



Portugal



Singapore



Spain



Sweden



Switzerland



Taiwan



Thailand



Turkey



UAE



UK



USA

## EXHIBITOR FEEDBACK

**97%**

were successful in meeting their overall objectives

**90%**

were successful in generating new enquiries for their business

**87%**

plan to exhibit again in 2018

**72%**

rated the quality and quantity of visitors as good

**BOOK YOUR SPACE NOW**

✉ [medlabasia@informa.com](mailto:medlabasia@informa.com) / [asiahealth@informa.com](mailto:asiahealth@informa.com)

## VISITOR SUMMARY

With a mix of laboratory and healthcare manufacturers, this year's MEDLAB Asia Pacific & Asia Health attracted dealers and distributors from across the region. The event also welcomed representatives from hospitals, consultancies and government.

More than 4,000 visitors – a 60% increase on the previous edition – were given the opportunity to meet, do business with exhibitors and learn from all professionals within the healthcare and medical laboratory marketplace.



## AREA OF BUSINESS BREAKDOWN

46%

Hospitals / Clinics

30%

Agent / Dealer / Distributor

18%

Manufacturers

4%

Consultancy

2%

Government representative

## VISITOR JOB TITLE BREAKDOWN

48%

Lab Specialist

31%

Senior Decision-Makers

18%

Clinician Healthcare Professionals

2%

Finance

1%

Academic

“

The event was great opportunity for us to showcase our latest innovations. We were able to reach our right target audience as expected.”

**Apama Philips**, Marketing Director, APAC, Ortho Medical Diagnostics

## TOP VISITING COUNTRIES IN ASIA





“MEDLAB Asia is a very informative and interesting exhibition. A must visit for those in the Biotech and Lab industry.”

**Lee Sam**, Senior Manager, RIHB Group

## VISITORS BREAKDOWN BY REGION



## VISITORS FEEDBACK

**94%**  
confirmed they will attend again next year

**84%**  
learned about new products

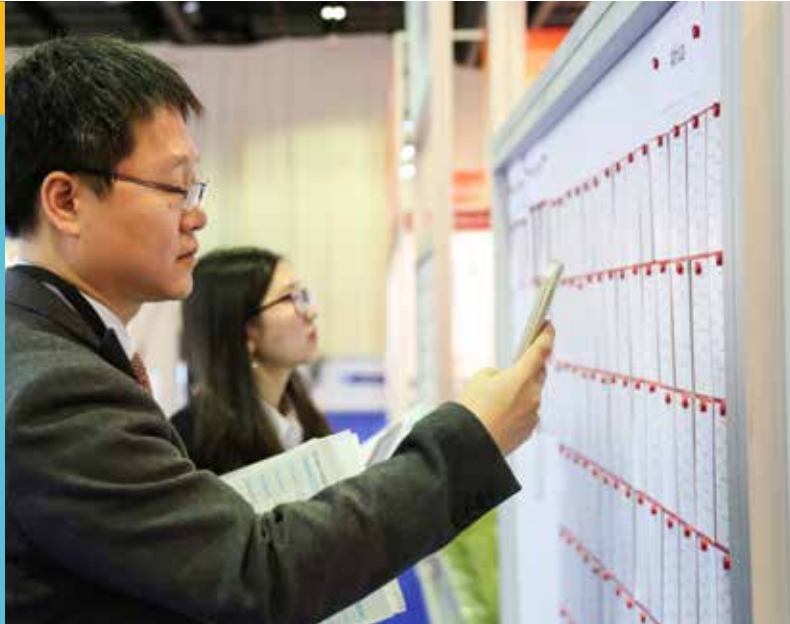
**82%**  
successfully established new contacts

**74%**  
sourced a new supplier

## DEALERS AND DISTRIBUTORS

The Dealers and Distributors Zone at MEDLAB Asia and Asia Health is a platform that offers to fast-track the process of exhibitors sourcing new dealers and distributors.

We provide the opportunity for visitors to display their contact details, along with the products they are looking to source. Exhibitors and other visitors can then identify which agents are interested in their specific products/services, allowing for meetings to be set up directly onsite.



725

Participants

75

Countries

250

Product Categories

## DEALERS & DISTRIBUTORS SEMINAR

Industry traders and professionals benefited from the free-to-attend Dealers & Distributors seminars which tackles strategies on how to boost customer service and improve networking and business in the region.

“

We met some excellent Dealers and Distributors from across the region and made some great contacts”

**Melanie B. Niebur**, Account Manager, AMS

**omnia**  
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Omnia, the global medical directory is a new digital platform brought to you by Informa Life Sciences, the organisers of 27 exhibitions worldwide. This comprehensive medical directory allows you to connect with decision-makers, dealers and distributors in one simple click, both on-site and beyond our exhibitions, 365 days a year.



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## DELEGATE SUMMARY

Welcoming two new tracks - including Obs-Gyn/Women's Health and Point of Care Testing - the congress featured 11 CME-accredited conference tracks supported by The Academy of Medicine, Singapore and accredited by Singapore Medical Council.

From the new methods of effective lab management to the development of techniques in detecting diseases, the conferences covered an extensive range of topics to draw in lab specialists, senior decision-makers, clinicians, healthcare professionals and academics across Asia and the rest of the world.

11

Conferences

2,652

Delegates

110

Speakers

## 2017 CONFERENCES

- LABORATORY MANAGEMENT
- INFECTIOUS DISEASES
- DIABETES
- CLINICAL CHEMISTRY
- MOLECULAR DIAGNOSTICS
- CARDIAC MARKERS
- HAEMATOLOGY
- GASTROINTESTINAL ONCOLOGY
- R&D
- OBS-GYNE/WOMEN'S HEALTH
- POINT OF CARE TESTING

## DELEGATES BREAKDOWN BY REGION

84%

Asia

6%

Europe

5%

Middle East

2%

North/South  
Americas

2%

Africa

1%

Australasia

“

This year's medical content has been very informative with a great panel of speakers. As a result the quality of the delegates was better this year. We want to meet the end-user so this is perfect for us.”

**Josephine Hong**, Senior Marketing Project Manager, Abbott

## MARKET OVERVIEW

The global in vitro diagnostics (IVD) market continues a robust growth. The United States and Europe are mature regions that collectively contribute almost 60% of the worldwide revenue. However, Asia-Pacific is being widely recognised as a fast-rising market with immense potential with 17% of global sales in 2015.

The Asia Pacific healthcare market will represent close to 30% of global revenues in 2017, and is still one of the fastest growing regions globally with a growth rate of 8% projected for 2017.



## REGION ANALYSIS

### MARKET OVERVIEW

### PRODUCT PROSPECTS



Indonesia

Forecasted growth rate of 10% over 90% of medical equipment and supplies are imported

Electro-medical and diagnostics equipment. Diagnostics and laboratory reagent. Ultrasonic scanning. Patient monitoring equipment. Anesthesia equipment



Malaysia

Forecasted growth rate of 8% in 2015. Malaysian Healthcare spending is 4-5% of US\$327 billion GDP

Screening/Diagnostics/Preventive Care products and devices. Health IT solutions. Medical Aesthetics products and devices. Orthopedic, Orthodontic, implant products



Philippines

Forecasted growth rate of 5-10%. More than 90% of medical equipment and supplies are imported.

Electro-medical equipment. Ultrasonic scanning machines. X-ray, Dialysis equipment. Medical/surgical devices for general and cosmetics surgery



Singapore

2015-2016: Forecasted market size growth rate of 10%. Plans to increase annual healthcare spending from 4% to 8% of GDP by 2030

Lab equipment/screening. Disease management. Imaging Diagnostics Equipment. Preventive care products. Health IT solutions



Thailand

Forecasted growth rate of 10%. Imports accounts for 67% of the market

Clinical diagnostic equipment. Respiratory devices. Orthopedic implant devices. Heart valves neurosurgical devices. Cosmetic surgery

“

This exhibition was all about new and prospective distributors for us. We attend to tap into potential markets and gain fresh insights.

”

**Katsuyuki Abe**, Coordinator, Toyobo Co., Ltd.

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MESSAGING



PR & MEDIA  
COVERAGE



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PARTNERS



VIP  
INVITATION



ONSITE  
COMPETITION

**START PLANNING**  
**SAVE THE DATE : 2-4 APRIL 2018**

**PLEASE GET IN TOUCH TO BOOK YOUR SPACE**

### EXHIBIT

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🌐 [medlabasia.com/exhibit](http://medlabasia.com/exhibit)

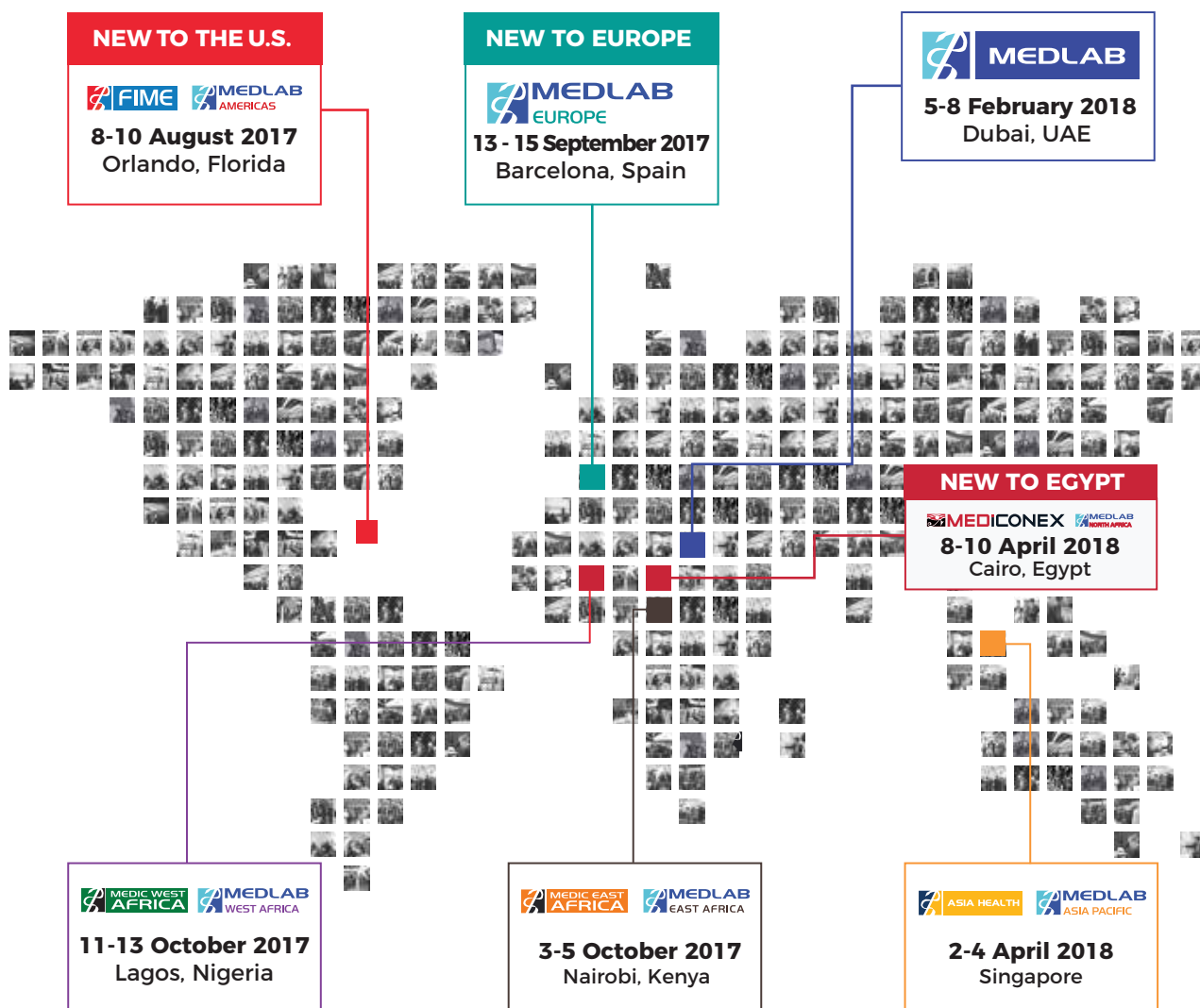
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# MEDLAB SERVES LABORATORY MANAGEMENT & DIAGNOSTIC NETWORKS GLOBALLY

## OUR PORTFOLIO:



# SAVE THE DATE

## 2-4 APRIL 2018

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life sciences exhibitions

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Informa Life Sciences Exhibitions have a number of digital and print offerings, publishing a variety of healthcare magazines and medical directories, with a readership of top decision-makers in the MENA region's healthcare industry. Additionally, Omnia, the global medical directory, is a unique digital platform providing company and product information 365 days of the year, allowing users to connect with exhibitors and products in one simple click.

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