



27 - 29 MARCH 2019 | Suntec Singapore Convention & Exhibition Centre, Singapore

Southeast Asia's Premier International Laboratory and Healthcare Exhibition

2018 POST SHOW REPORT

A black and white photograph of a busy exhibition hall with various booths and people walking around. The image is partially obscured by blue and yellow geometric shapes.

72%
OF EXHIBITION
SPACE ALREADY
SOLD OUT

www.medlabasia.com

Dear medical laboratory and healthcare professional,

The latest edition of MEDLAB Asia Pacific and Asia Health played host to over **250 exhibitors** from **24 countries** worldwide, including representation from **11 country pavilions**.

Welcoming **4,358 attendees** from **62 countries (8% increase from the 2017 edition)**, coming to the show to do business, this year has been the most concentrated and targeted, allowing all medical lab and healthcare professionals the opportunity to meet, learn and do business with their relevant target audience.

The conferences experienced 7% year-on-year growth with **2,834 delegates** attending the **15 multi-disciplinary CME-accredited conferences**. Having introduced dedicated tracks to bridge the gap between lab professionals and clinicians, the 4 brand-new clinical tracks were attended by lab professionals, doctors, general practitioners, oncologists, obstetricians, gynaecologists and other specialists throughout the show days.

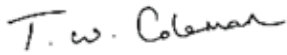
New for 2018, the Healthcare Procurement Conference, supported by the Procurement and Supply Institute of Asia - PASIA, focused on the recent Asian trends in buying for hospitals and other healthcare facilities. Attended by over 150 delegates, the conference hosted over 20 of the leading distributors from across the APAC to attend, speak and provide best practice on procurement regulations in the medical device and equipment industry.

We would like to thank the exhibitors, visitors, delegates and speakers for their continuous support in making the show such a great success.

The next edition of MEDLAB Asia Pacific and Asia Health will take place from **27 - 29 March 2019** at the Suntec Singapore Convention & Exhibition Centre.

We look forward to seeing you next year!

Tom Coleman



Group Exhibition Director



SHOW OVERVIEW

ATTENDEES

4,358

COUNTRIES REPRESENTED

62

EXHIBITORS

250+

COUNTRY PAVILIONS

11

CME ACCREDITED CONFERENCES

15



"MEDLAB Asia Pacific is a good branding opportunity to boost Snibe's profile. It provides a platform for us to showcase our newest technologies and innovations in the field of laboratory and diagnostics."

Vincent Chen, Head of International Marketing, Snibe Diagnostic

WE WOULD LIKE TO EXTEND OUR THANKS AND GRATITUDE TO THE SUPPORTING BODIES AND SPONSORING COMPANIES FOR THEIR CONTINUED SUPPORT

DIAMOND SPONSOR



PLATINUM SPONSORS



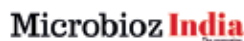
GOLD SPONSORS



SILVER SPONSORS



SUPPORTED BY



MEDIA PARTNERS

IN ASSOCIATION WITH



HELD IN



GLOBAL MEDICAL DIRECTORY



ORGANISED BY



EXHIBITOR OVERVIEW

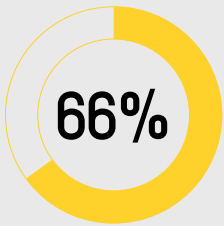
Occupying over 9,000m², MEDLAB Asia Pacific and Asia Health gives exhibitors exclusive access to medical laboratory and healthcare professionals, so they can share their latest innovative solutions, generate high quality leads and discover the latest industry trends and techniques.

9,000 m²
exhibition space

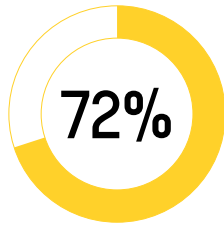
250+
exhibitors

24
countries represented

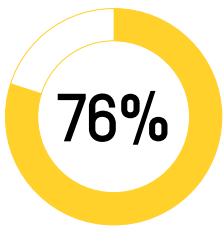
EXHIBITION SUCCESS



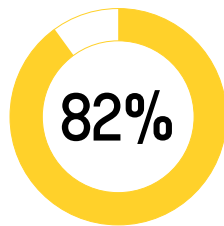
66%
of exhibitors generated business worth US\$25,000 - US\$50,000 at the show



72%
of exhibitors have already booked for 2018



76%
of exhibitors felt the show represents good value for money



82%
of exhibitors rated the quality of visitors as good

COUNTRIES REPRESENTED



Australia



Austria



Belgium



Canada



China



Finland



France



Germany



Hong Kong



India



Italy



South Korea



Malaysia



Poland



Singapore



Spain



Sweden



Switzerland



Taiwan



Thailand



Turkey



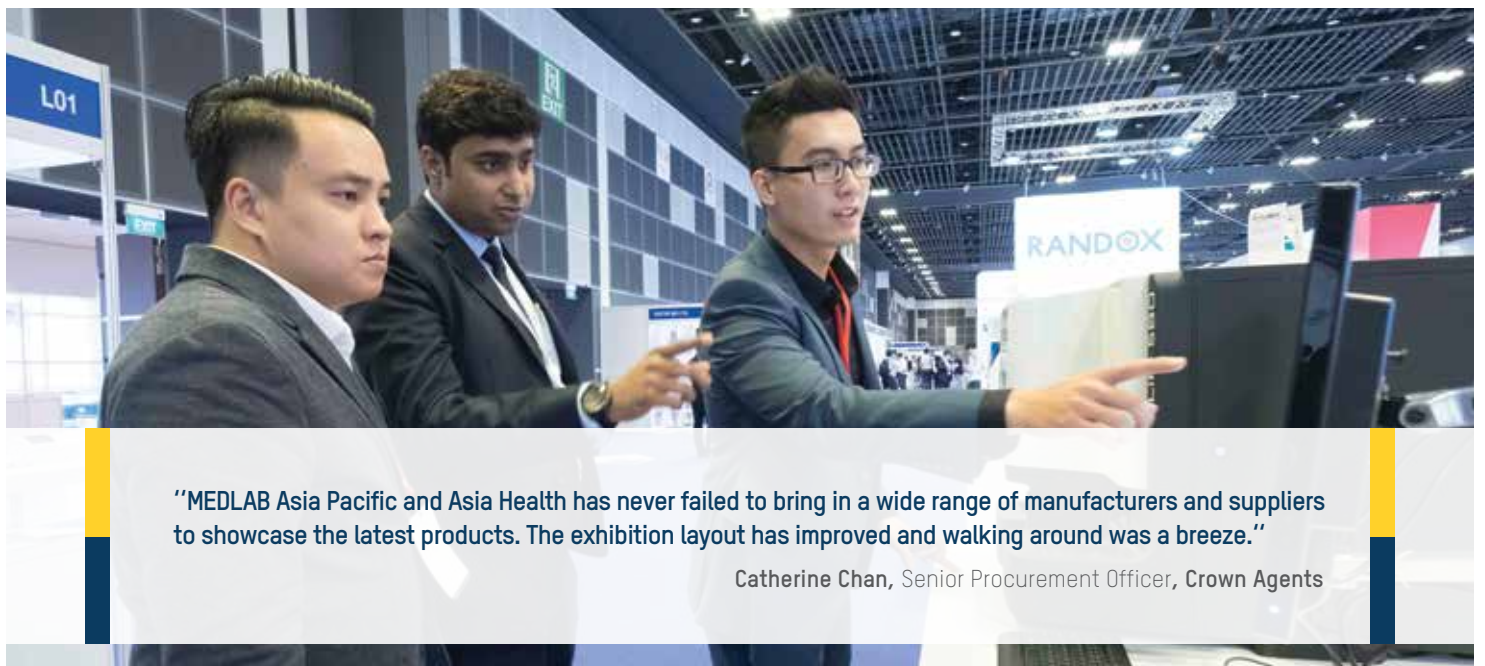
United Arab Emirates



United Kingdom



United States



"MEDLAB Asia Pacific and Asia Health has never failed to bring in a wide range of manufacturers and suppliers to showcase the latest products. The exhibition layout has improved and walking around was a breeze."

Catherine Chan, Senior Procurement Officer, Crown Agents



DELEGATE OVERVIEW

Welcoming 6 new tracks - including Cytology, Laboratory Informatics, Antimicrobial Resistance, Obs Gynae & Women's Health, Gynae-Oncology and Diabetes Management - the congress featured 15 CME-accredited conference tracks supported by The Academy of Medicine, Singapore and accredited by Singapore Medical Council.

15

CME accredited conferences

2,834

delegates

145

local and international speakers

LIST OF CONFERENCES

- Antimicrobial Resistance
- Cardiac Markers
- Clinical Chemistry
- Cytology
- Diabetes Management
- Gynae-Oncology
- Haematology
- Infectious Diseases
- Laboratory Informatics
- Laboratory Management
- Laboratory Testing: Diabetes
- Laboratory Testing: Obs Gynae & Women's Health
- Molecular Diagnostics
- Obs Gynae & Women's Health
- Point of Care Testing

LEADING SPEAKERS

- Professor, Director of Department of Laboratory Medicine, Konkuk University, Seoul, **South Korea**
- Consultant Pathologist; Chief, Department of Pathology, American Hospital Dubai, Dubai, **UAE**
- President, Indonesian Society of Clinical Pathology and Laboratory Medicine, Jakarta, Indonesia; Dr Hasan Sadikin, Faculty of Medicine Universitas Padjadjaran, Bandung, **Indonesia**
- Clinical Associate Professor, University of British Columbia, Vancouver, **Canada**
- Chief of Pathology, Fatima Memorial Hospital, Lahore, **Pakistan**
- Deputy Head, IVFMD, My Duc General Hospital, Ho Chi Minh City, **Vietnam**
- Gynecologic Oncology Unit, Department of Obstetrics and Gynecology, Faculty of Medicine Vajira, Navamindradhiraj University, Bangkok, **Thailand**
- Chemical Pathologist, Unit Head, Monash Pathology, Monash Medical Centre; Associate Clinical Professor, Department of Medicine, Monash University, Clayton, **Australia**
- Group Leader, Molecular Diagnostics, Experimental Therapeutics Centre, Agency for Science, Technology and Research (A*STAR), **Singapore**
- Professor, Department of Biochemistry & Molecular Biology, University of the Philippines-College of Medicine; Immediate Past President, Philippine Society of Endocrinology, Diabetes & Metabolism, Manila, **Philippines**



“The scientific sessions at MEDLAB Asia Pacific are a great platform to learn, exchange and share knowledge among healthcare providers across the Asia region.”

Ai Tin Lim, Head of Marketing, Laboratory Diagnostics, Siemens Healthineers

ATTENDEE OVERVIEW

The 2018 edition of the show hosted 57% healthcare and laboratory specific dealers and distributors, alongside senior decision-making end users, enabling them to connect with new suppliers, business partners and customers looking to do business in Southeast Asia.

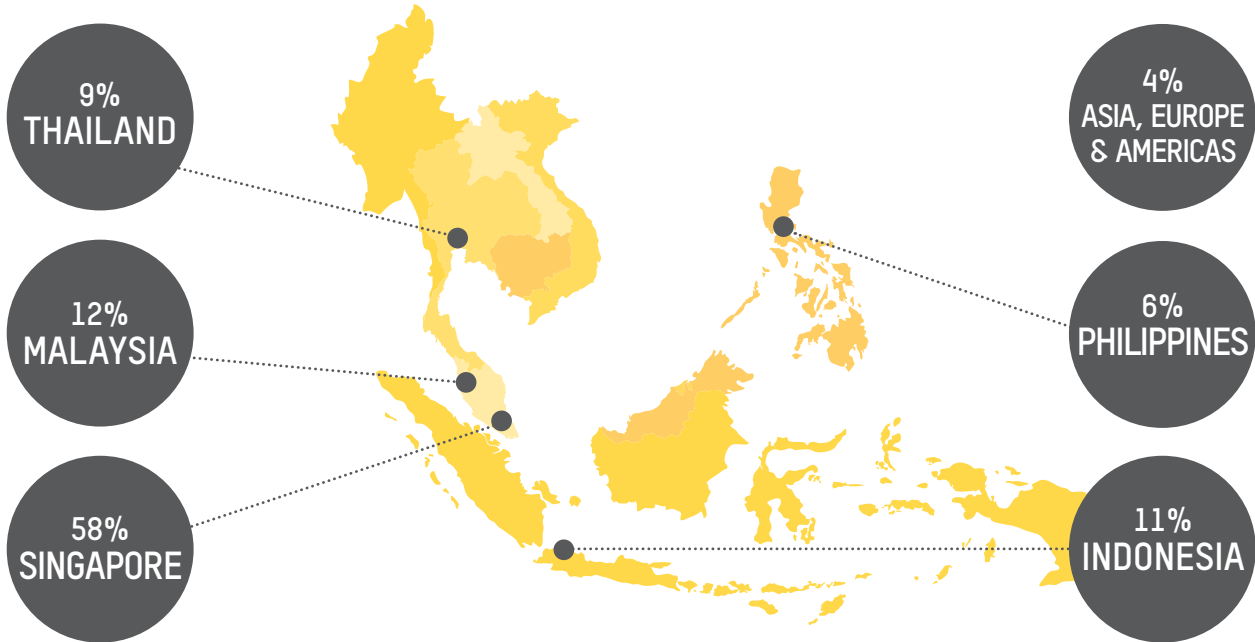
4,358

attendees

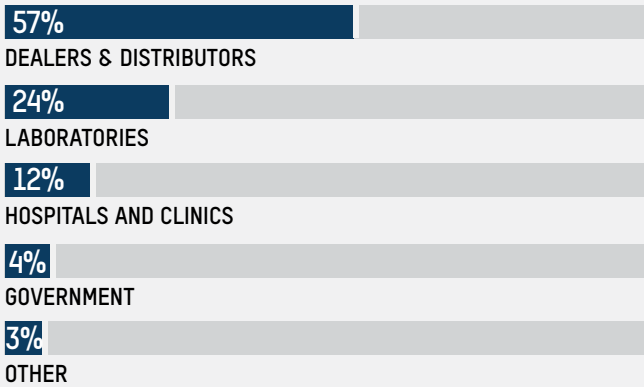
62

countries represented

ATTENDEES BY REGION



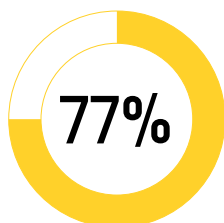
AREA OF BUSINESS



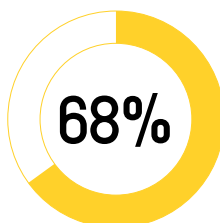
REASONS FOR VISITING:



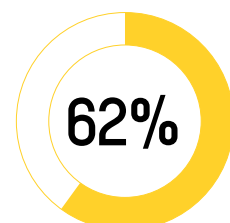
ATTENDEE STATISTICS



expect their purchasing budget to grow up to 10%



had potential business come out of the Dealers and Distributors Wall



had purchasing authority

NEW INITIATIVES

DEALERS AND DISTRIBUTORS WALL

The Dealers & Distributors Wall allowed exhibitors to discover business requirements from dealers, distributors and agents looking to source new products and technology. The Wall offered a platform for high quality leads and valuable networking.

734
participants

39
countries

102
product categories



COMPLIMENTARY MATCHMAKING PROGRAMME

Exhibitors had the opportunity to conduct multiple meetings with 4,358 government officials and key healthcare decision makers through the new Matchmaking platform.

4,608
participants*

464
meetings

*Exhibitors and attendees



HEALTHCARE PROCUREMENT CONFERENCE

The Healthcare Procurement Conference focused on identifying key procurement trends, challenges and opportunities in the healthcare sector and discussed procurement strategies and how to manage procurement procedures effectively.

Some of the key experts who spoke at this prestigious conference:

- **CEO & Founder**, Community Pharma Co. Ltd, Phnom Penh, **Cambodia**
- **Deputy Minister of Health**, TI/Head of Planning and Budgeting, Ministry of Health, **Republic of Indonesia**
- **Chairman of the Board**, PASIA; CEO, TransProcure Corporation, Manila, **Philippines**
- **Chief Operating Officer**, Macrik Phils. Ventures Inc., Davao, **Philippines**
- **SVP and CFO**, Cardinal Santos Medical Center, **Philippines**
- **President**, THAIMED, Bangkok, **Thailand**

20
speakers

150
delegates



OMNIA - GLOBAL MEDICAL DIRECTORY

Exhibitor details are now available throughout the year via the official exhibitor directory of MEDLAB Asia Pacific and Asia Health – Omnia. This new digital platform allows exhibitors to connect directly with dealers, distributors and agents in one simple click, 365 days a year.



MARKETING & PROMOTION



WEBSITE

The MEDLAB Asia Pacific and Asia Health website attracted more than 94,099 visits and 35,175 unique visitors in the run up to the show.



EMAIL

The targeted email campaign was the most comprehensive to date, communicating with more than 41,000 people. We have carefully analysed the results and trends to build and grow the data for the 2019 event.



MATCHMAKING

With the intuitive online matchmaking platform, 250+ exhibitors booked in over 464 meetings with visitors, delegates and speakers enabling them to generate more sales opportunities and increase their return on investment.



DIRECT MAIL

Invitations were mailed to laboratory and healthcare trade professionals across the Asia Pacific region. More than 7,500 contacts were carefully selected from our extensive and ever-growing database.



TELE MARKETING

Over 9,000 senior decision makers and c-level executives were contacted on the phone to invite them and remind them to attend the show.



SOCIAL MEDIA

MEDLAB Asia Pacific and Asia Health engaged through Facebook and Twitter to reach out to laboratory and healthcare professionals from around the globe. The Facebook page has 12,550 likes and Twitter is followed by 1,171 people.



HOSPITAL MAILING

Key hospitals across the APAC region received show information packs to increase awareness on the upcoming event.



SMS MARKETING

Text message reminders and easy registration messages were sent to 11,000+ healthcare and laboratory professionals across the APAC region

START YOUR PLANNING TODAY

27-29 MARCH 2019

72%
OF EXHIBITION
SPACE ALREADY
SOLD OUT

BOOK YOUR STAND TODAY!

Contact Shane Fleming on +971 (0) 4 407 2683 or on medlabasia@informa.com for more information.