

ASIA'S LARGEST MEETING
FOR THE IVD AND MEDICAL LABORATORY INDUSTRY

29-31 MARCH
2017



POST SHOW
REPORT

WE WOULD LIKE TO THANK ALL OUR 2016 SPONSORS FOR THEIR CONTINUED SUPPORT

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ASSOCIATIONS



ORGANISED BY

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life sciences exhibitions



4,000 m²

Exhibition Floor Space

190

Number of Exhibitors

5

Country Pavilions

15

Exhibiting Countries

2,502

Number of Total Attendees

1,923

Number of Delegates

Dear medical laboratory professional,

I would like to take this opportunity to thank all the sponsors, exhibitors, speakers, delegates and visitors for making the 3rd edition of MEDLAB Asia Pacific a successful event. The exhibition welcomed a total of 190 exhibitors, from 15 participating countries, that showcased cutting-edge technologies available in the IVD and medical laboratory market.

In addition to the exhibition, MEDLAB Asia Pacific hosted 9 conference tracks. Supported by **The Academy of Medicine, Singapore** and accredited by **Singapore Medical Council**, the congress offered a multi-track programme covering topics which included: cardiac markers, clinical chemistry, haematology, infectious diseases, laboratory testing for diabetes, laboratory management, molecular diagnostics, R&D – cancer immunotherapy and neuro oncology.

This post show report summarises the 2016 event, as well as detailing the strategies we use to deliver and expand the event year-on-year. As MEDLAB Asia Pacific continues to dominate Asia's medical laboratory industry, the next edition will be the perfect place to position your company directly in front of decision-makers, to meet and do business.

We look forward to welcoming you from **29-31 March 2017** at **The Sands Expo & Convention Centre, Singapore**.

Yours sincerely,

Tom Coleman

Group Exhibition Director
MEDLAB Series

“

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 seeing MEDLAB grow further for the benefit of our customers.

”

Nicolas Schmidt

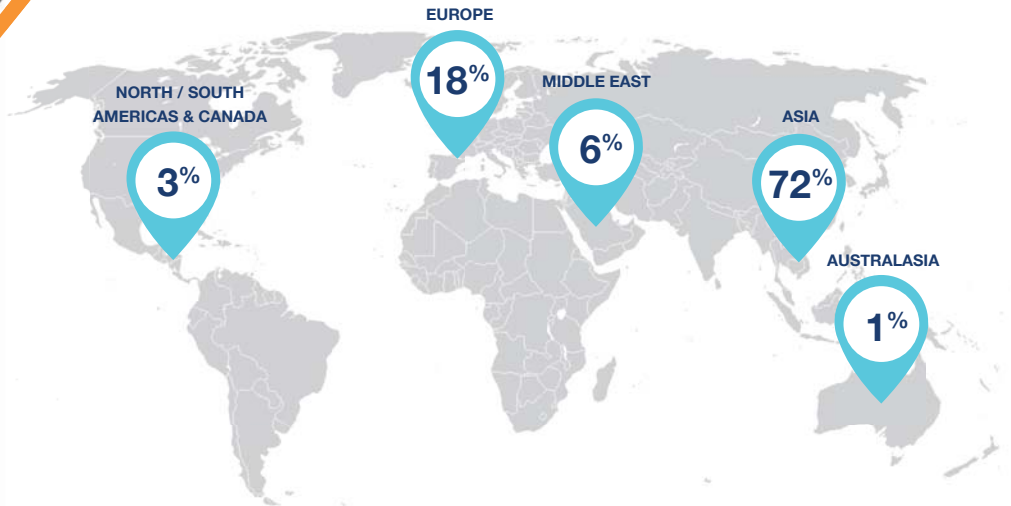
Head of Strategic Marketing & Communications, **Siemens**

EXHIBITOR SUMMARY

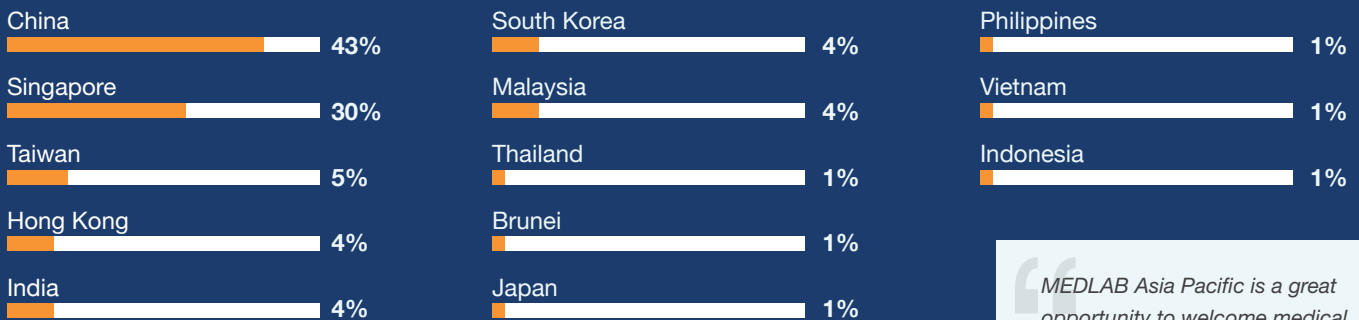
The 3rd MEDLAB Asia Pacific exhibition welcomed 190 exhibitors across 15 countries, displaying the latest technologies available in the IVD and medical laboratory industry to over 2,500 attendees.

With 75% of companies rebooking to take part in 2017, the exhibition floor is set to increase to 6,000m² to accommodate this high demand. Expose your company to your dedicated target audience and gain an invaluable return on investment over 3 days.

EXHIBITOR BREAKDOWN BY REGION



EXHIBITOR BREAKDOWN IN ASIA



COUNTRY PAVILIONS



EXHIBITORS FEEDBACK



"MEDLAB Asia Pacific is a great opportunity to welcome medical laboratory and healthcare professionals from all over ASEAN, and share our latest innovative solutions with them."

Florent Mulateor
ASEAN General Manager
bioMérieux

"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 2017."

Niki Wang
International Marketing
Communication Exhibition Specialist
Shenzhen Mindray

**DON'T DELAY
BOOK YOUR STAND TODAY**

✉ medlabasia@informa.com

1,000
10,000
100,000
tests per day

DELEGATE SUMMARY

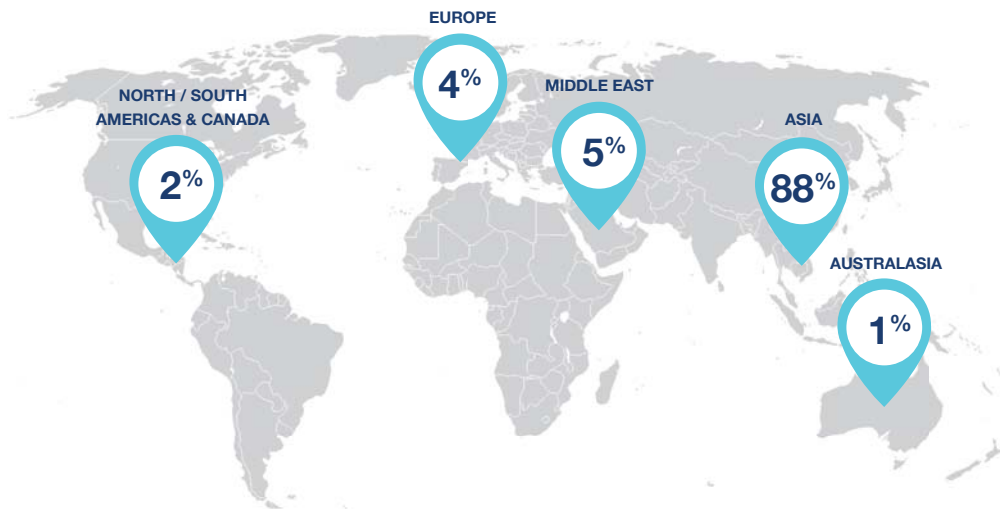
Held alongside the exhibition, MEDLAB Asia Pacific featured 9 CME-accredited conference tracks focused around laboratory diagnostics.

From 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, as well as internationally.

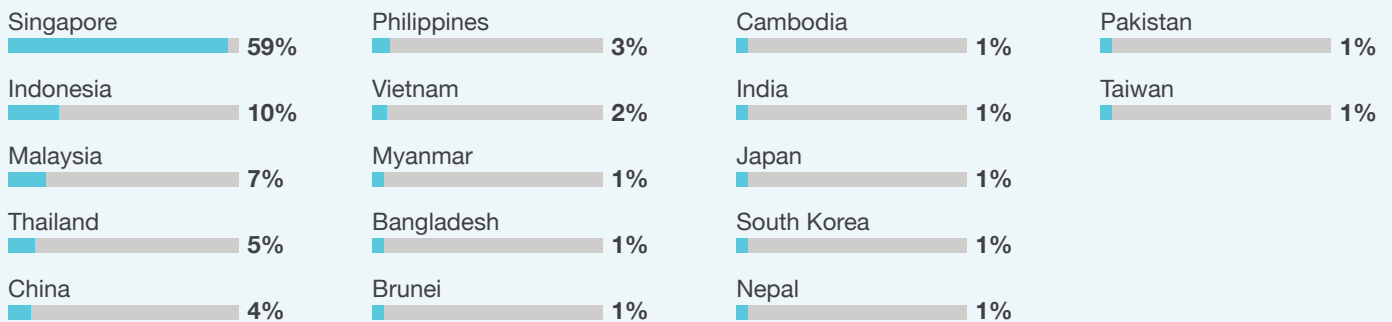
CONFERENCE TRACKS

- ▶ Cardiac Markers
- ▶ Infectious Diseases
- ▶ Molecular Diagnostics
- ▶ Clinical Chemistry
- ▶ Laboratory Testing for Diabetes
- ▶ Neuro Oncology
- ▶ Haematology
- ▶ Laboratory Management
- ▶ R&D - Cancer Immunotherapy

DELEGATE BREAKDOWN BY REGION



DELEGATE BREAKDOWN IN ASIA



DELEGATE JOB TITLE BREAKDOWN



“It has been a great experience to attend the MEDLAB Asia Pacific Exhibition & Congress 2016. I found it very informative and it provided a unique opportunity to exchange views with many leading experts representing different groups and companies dealing with medical laboratory industry.”

Prof Dr. Muhammad Javed Asif
Medical Director, **Lab-One Pvt. Ltd.**

VISITOR SUMMARY

The 2016 edition of MEDLAB Asia Pacific saw a tremendous increase in visitor attendance as it welcomed 2,502 laboratory specialists and healthcare professionals, of which 86% represented Asia Pacific. Providing a platform for the industry to network and do business, MEDLAB Asia Pacific continues to dominate the industry as Asia's largest meeting for the IVD and medical laboratory sector.



VISITORS FEEDBACK



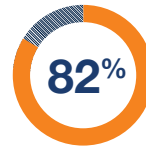
attended to keep up-to-date with new products



came to source a new supplier



visited to find/buy a specific product or service

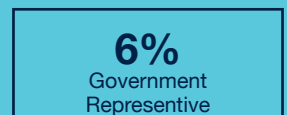
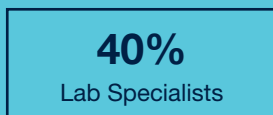


attended to establish new business contacts



came to meet up with industry colleagues

AREA OF BUSINESS BREAKDOWN



VISITORS INTEREST

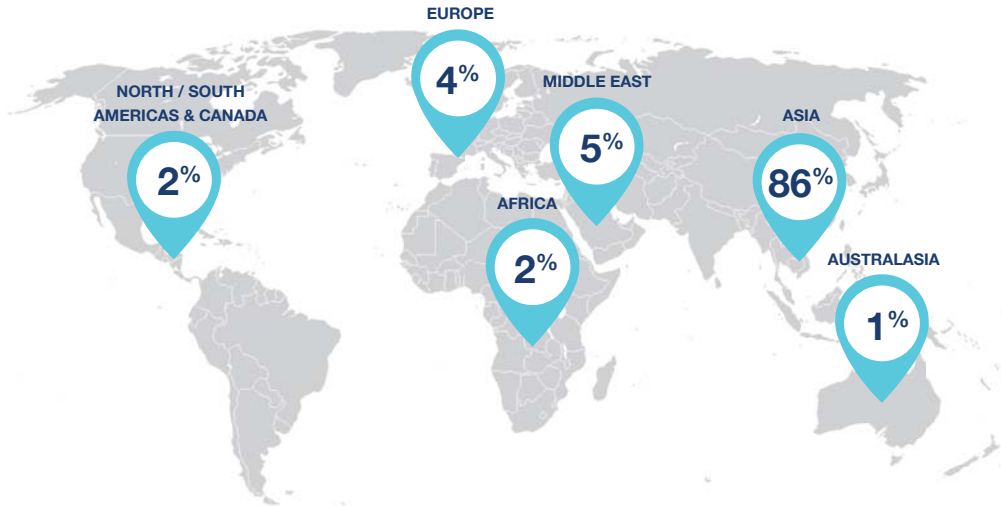
- ▶ Diagnostics
- ▶ Laboratory Medicine
- ▶ Medical Technology
- ▶ Clinical Chemistry
- ▶ General Healthcare
- ▶ Pharmaceutical
- ▶ Oncology
- ▶ Pathology
- ▶ Disease Management
- ▶ Clinical Trials
- ▶ Education
- ▶ Quality Management
- ▶ Endocrinology
- ▶ Radiology Imaging
- ▶ Forensic Medicine
- ▶ Licensing

“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... Thank you for organising this event!”

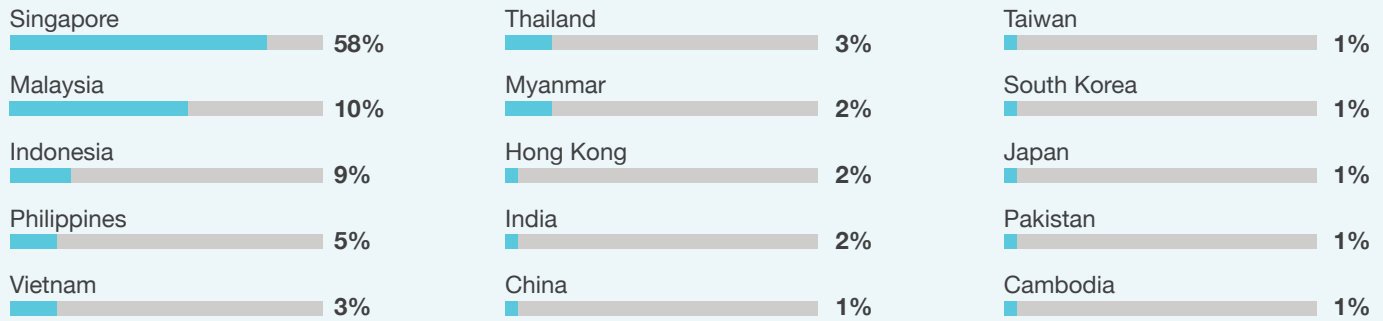
Lu Pan
 Bioinformatics Specialist
 Genome Institute of Singapore, Singapore



VISITOR BREAKDOWN BY REGION



VISITOR BREAKDOWN IN ASIA



VISITOR JOB TITLE BREAKDOWN



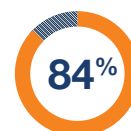
SURVEY RESULTS



of visitors confirmed they will attend MEDLAB Asia Pacific 2017



of visitors were successful in establishing new contacts and relations for the future



of visitors sourced new products

MARKETING & PROMOTION ACTIVITIES



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29-31 MARCH 2017

START YOUR PLANNING TODAY

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life sciences exhibitions

Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 26 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 150,000 healthcare professionals worldwide and offering a range of marketing solutions for companies involved with the healthcare sector. Over 100 congresses take place in parallel with the exhibitions.

Informa Life Sciences Exhibitions publishes four international healthcare magazines, offers Dothealth, a healthcare portal showcasing over 40,000 healthcare companies and runs Healthy Change, an online recruitment portal.

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