

**Medlab Asia**  
By Informa Markets

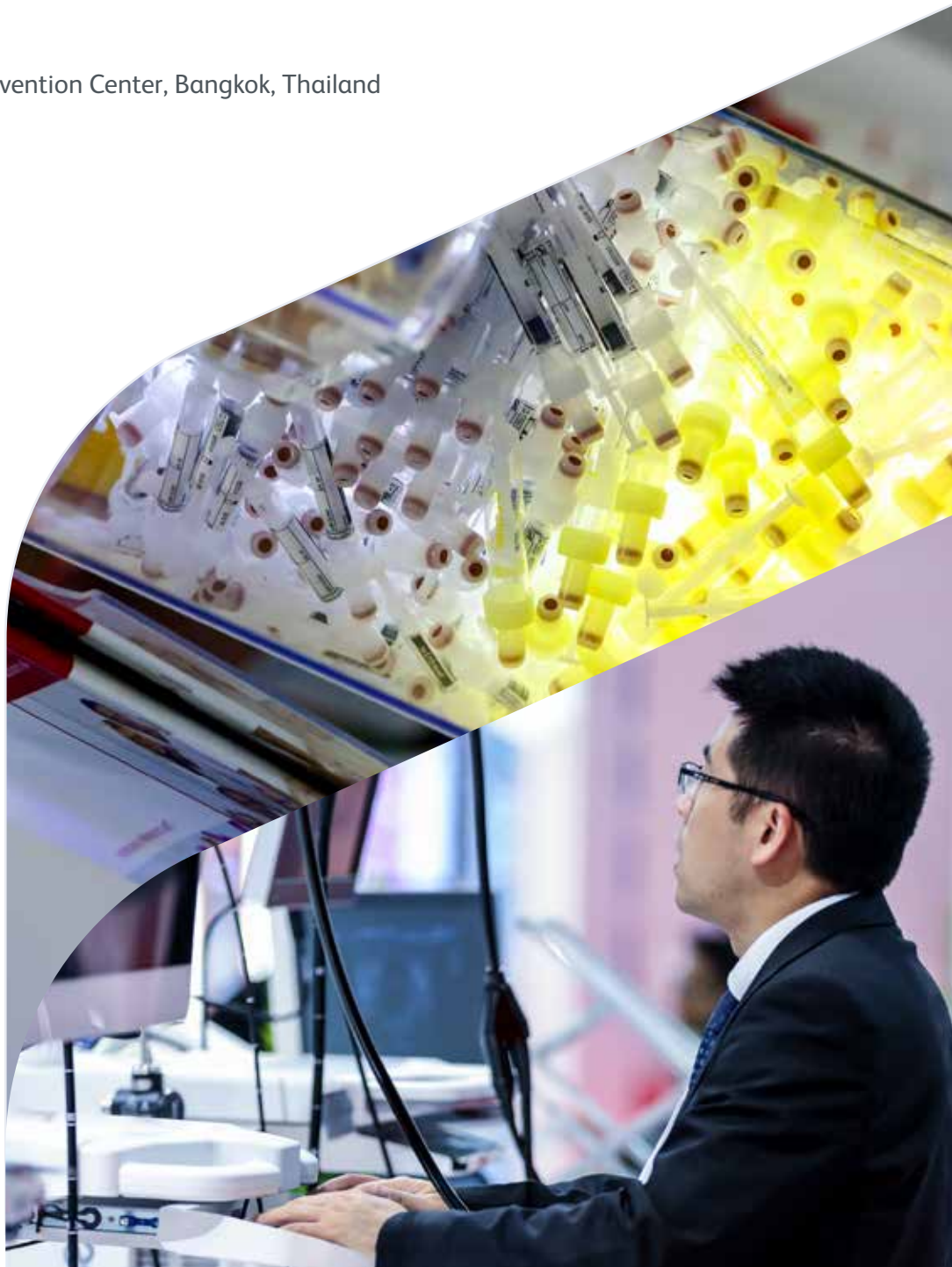
**Asia Health**  
By Informa Markets

# Supporting the advancement of Southeast Asia's healthcare industry 2020 Overview

**10 – 12 June 2020**

IMPACT Exhibition and Convention Center, Bangkok, Thailand

Organised by:





# Show overview

Dear medical laboratory and healthcare professionals,

We are excited to welcome back the industry for the 8th edition of Medlab Asia and 4<sup>th</sup> edition of Asia Health Exhibition and Congress.

The event will be bigger and better like never before, as **Informa Markets** and **IMPACT Exhibition Management** are coming together for the first time. While Informa Markets has a prominent international presence, IMPACT Exhibition Management has extensive local reach.

The vision for 2020 focuses on supporting the advancement of Asia's healthcare industry, by creating value through connecting stakeholders under one roof.

Supported by various local and international medical associations, this year's congress will consist of 13 multi-disciplinary conferences and seminars. Medlab Asia will feature core pathology tracks for laboratory professionals while Asia Health will host clinical conferences for physicians and seminars on healthcare management, procurement and medical devices, opening doors to a new segment all together.

Bringing 400+ exhibitors together alongside 6,800+ valuable attendees, the 2020 edition will also feature an extensive hosted buyer programme connecting key decision makers and will be supported by a one to one matchmaking tool. Stay connected with us for further updates.

**Tom Coleman**  
Group Exhibition Director



# Market overview

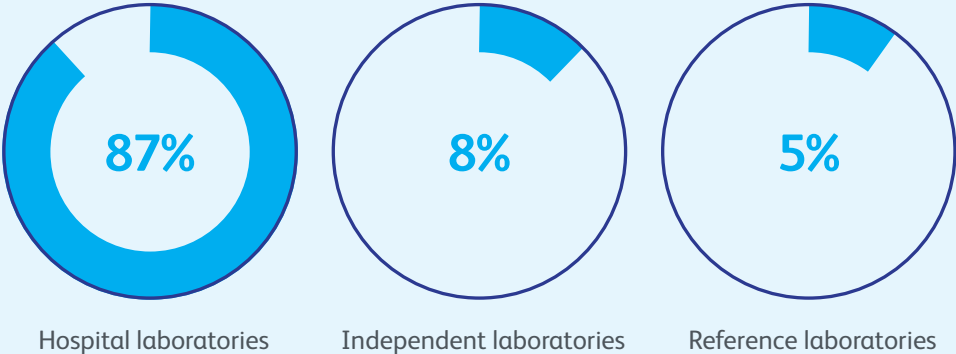
Asia Pacific is expected to surpass the European Union as the world’s second-largest med-tech market (after the United States), and the majority of customers will lie beyond the premium segment.

Asia’s overall healthcare spending is projected to surge to **USD 2.27t by 2026 from USD 1.69t in 2017**.

## Medlab Asia

- The global market for clinical laboratory services is expected to grow from USD 210,341 million in 2017 to USD 274,450 million by 2023.
- APAC region has the third largest clinical laboratory market share in the world. It grew from USD 30 million in 2013 to over USD 41 million in 2018.
- The APAC clinical laboratory services market is estimated to register a CAGR of 5% and reach USD 53,044 million by 2023.

### Laboratories in the APAC region



## Asia Health

■ Southeast Asia’s healthcare industry is valued at USD 71 billion, has a high growth rate of 15%, clocked year-on-year. The region accounts for 10% of the world’s population and 20% of the world’s disease burden, yet commands only 3% of global healthcare expenditure.

### Hospital beds per region



= 10 beds

# Growth in 2020

-  Global clinical laboratory services market is expected to reach USD 261.42 billion by 2020 and Asia contributes to USD 8.5 billion of that.
-  Asia Pacific is expected to be a high-growth clinical laboratory services market over the next year. Growing demand for proper diagnostics and rapidly improving healthcare infrastructure in the emerging markets are some factors attributing to its rapid growth rate.
-  Progressive economy, large geriatric population base, availability of skilled labour at economic costs, and high prevalence of chronic diseases are the major factors augmenting the growth of this the APAC region.
-  The global market for home healthcare is expected to grow at a CAGR of 7.8% to reach USD 355B by 2020, with the APAC region expected to grow fastest at a CAGR of 9.7%. However, there have been just two home health and hospice related deals in Asia in the last two years, compared to 58 in the U.S. over the same period.
-  Big Data analytics is gaining momentum in the Asian healthcare industry, and specialised companies are already making use of this opportunity.

## Medical device sales in ASEAN (USD million)



	2011-16 CAGR	2016-21 CAGR
ASEAN	6.7%	9.7%
China	10.6%	12.5%
India	6.2%	8.7%
U.S.	4.7%	5.0%
U.K.	1.7%	4.1%
Australia	1.6%	3.8%
Japan	-1.6%	1.6%



# Attendee breakdown

2019 performance and 2020 projections

## Medical Devices ASEAN



**162**  
exhibiting  
companies



**2,609**  
visitors



**2,024**  
delegates

## Medlab Asia & Asia Health



**172**  
exhibiting  
companies



**1,801**  
visitors



**1,222**  
delegates

## What to expect for 2020?



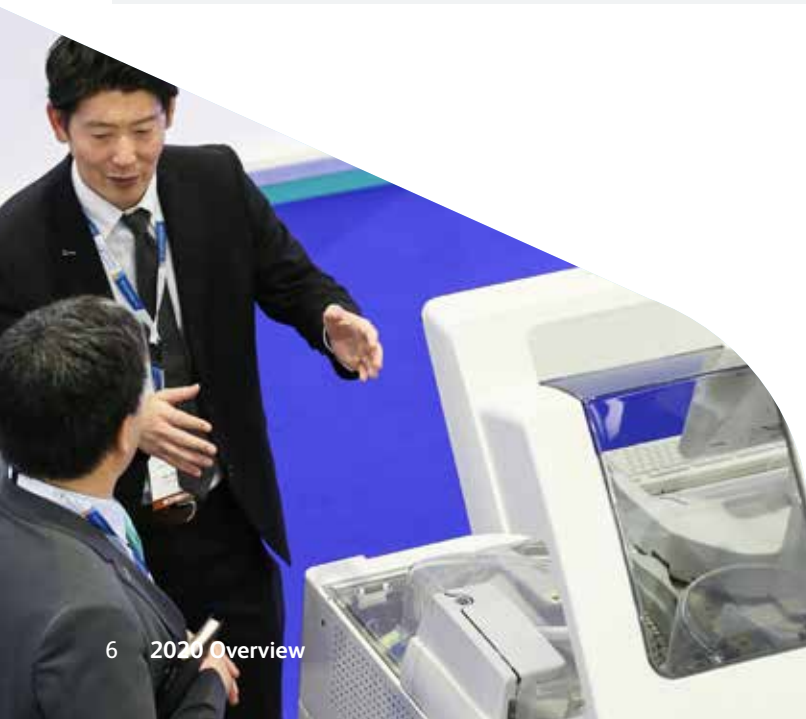
**400**  
exhibiting  
companies



**4,200**  
visitors



**2,600**  
delegates



# Conferences & Seminars

An unmissable opportunity for clinical laboratory and medical specialists to advance skill sets, get inspired and upgrade their career profile all under one roof, the global community will convene together to share and progress in the ever-changing world of healthcare.

## Medlab Asia

Wednesday 10 June	Thursday 11 June	Friday 12 June
Laboratory Management	Clinical Chemistry	Molecular Diagnostics
Immunology	Clinical Microbiology	Haematology

## Asia Health

Wednesday 10 June	Thursday 11 June	Friday 12 June
	Imaging & Diagnostics	
Sterilisation & Decontamination		
Emergency Medical Services		
	Nursing	
Healthcare Procurement	Medical Devices International Trade	
Hospital Management		

*"I found it very informative and it provided a unique opportunity to exchange views with many leading experts representing different groups & companies dealing with medical laboratory industry."*

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

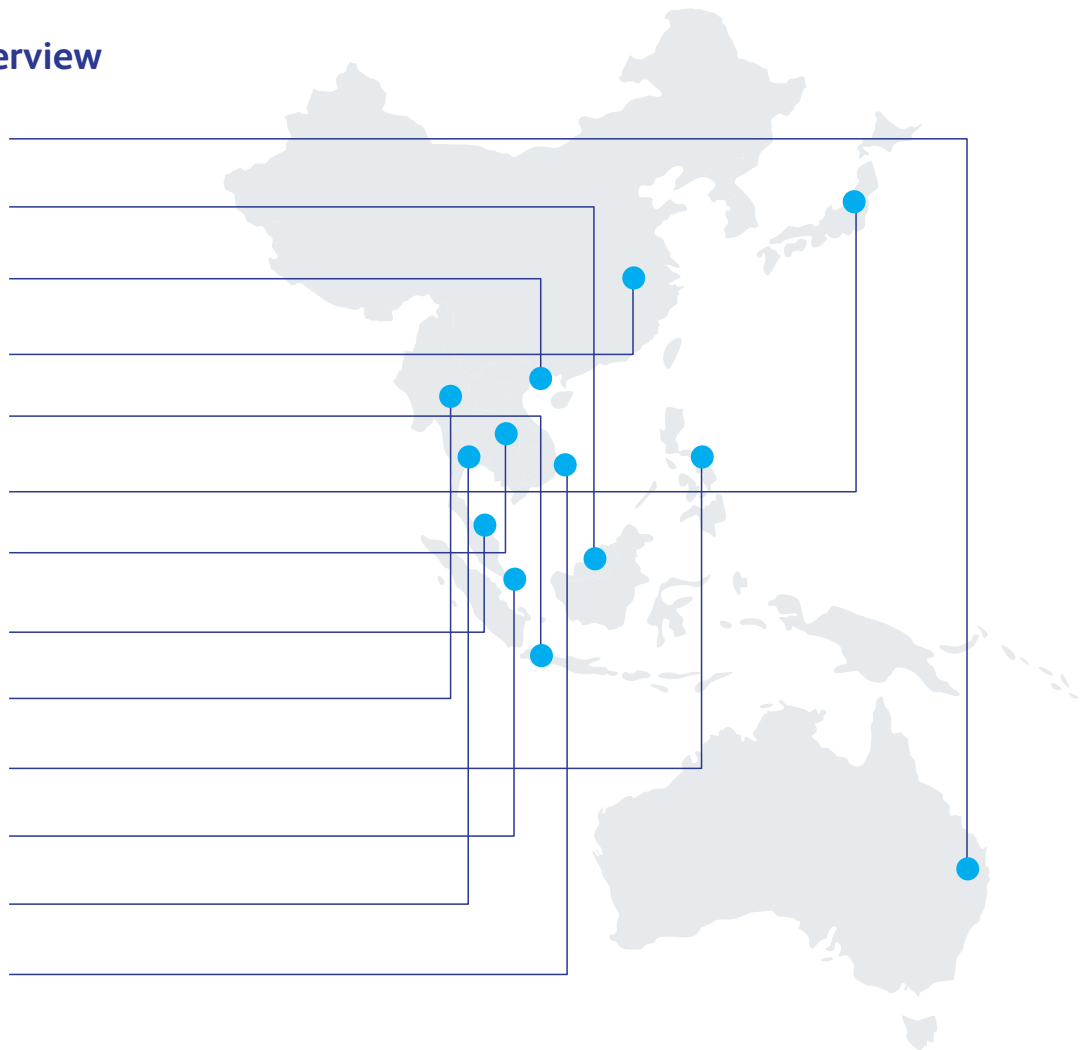


# Hosted buyer and matchmaking programme

Medlab Asia and Asia Health will bring together key decision makers. Exhibitors can take advantage of this programme to network with their target audience including medical laboratory and hospital C-levels, distributors, government officials and end users all under one roof. This programme will enable exhibitors to match with their target audience pre-show and set-up meetings to interact and build long-term relationships during the show.

## Attendee overview

- 04 Australia
- 02 Brunei
- 04 Cambodia
- 05 China
- 15 Indonesia
- 11 Japan
- 02 Laos
- 08 Malaysia
- 04 Myanmar
- 11 Philippines
- 07 Singapore
- 12 Thailand
- 15 Vietnam



*"We experienced some very innovative products, which aren't available in the market yet, and great manufacturers of reagents, while the European manufacturers are known for their quality, it was very helpful connecting with them."*

**Aaqib Kazi, Managing Director, Alliance Impex**





# Marketing and promotion

## Website

Our website provides the best online platform to communicate to a target audience of healthcare and clinical laboratory professionals across the APAC region.

## E-mail

The email campaign is the most comprehensive one to date, focused on the results of a survey conducted on industry professionals. We have analysed the key trends and challenges they are facing, bringing together a more targeted audience.

## Direct mail

As the world's largest B2B events organizer, Medlab Asia and Asia Health is able to run a targeted direct mailing campaign to an extensive audience of medical laboratory and healthcare trade professionals across the APAC region.

## Fax

We will be inviting major healthcare associations and government bodies through personalised fax invites to the event.

## Print

The marketing strategy consists of a diverse print advertising campaign across leading trade publications, magazines and newspapers throughout Asia Pacific region.

## Social media

We have a detailed engagement plan for social platforms like Facebook, Twitter, Youtube and LinkedIn to reach out to healthcare professionals from across the region.

## Hospital mailing

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

## Matchmaking

With the intuitive online matchmaking platform, over 412 exhibitors booked-in 700+ meetings with visitors, delegates and speakers last year. In the upcoming edition, take advantage of the matchmaking platform to generate more sales for your annual KPIs. This feature is expanding for 2020 to offer an even more successful return on investment for users.

## Tele-marketing

Our highly trained sales-team will contact key prospects from the healthcare industry across the APAC region. Ensuring they have penned us in their calendar.



# Who should attend?

Manufacturers, distributors and end-users of:

## Medlab Asia

- Laboratory devices
- Diagnostic tests
- Disposables & consumables
- Laboratory equipment
- Laboratory instruments
- Reagents & chemicals
- Sterilisation



## Asia Health

- Medical equipment & devices
- Disposables & consumer goods
- Imaging & diagnostics
- Preventive & post-diagnostic treatments
- Healthcare & general services
- Healthcare infrastructure & assets
- IT systems & solutions
- Orthopaedics & physiotherapy / rehabilitation



# Why exhibit?

## Sales

- Generate sales leads
- Build relationships with prospects
- Advance the sales cycle
- Meet spread-out buying teams at one time
- Recruit new distribution
- Enter untapped market

## Product marketing

- Launch new products
- Survey attendees about new product ideas
- Research competitor's products and messaging

## Executive Management

- Keep up with industry trends
- Meet with key clients
- Meet with key business partners
- Build the business profitability
- Form new business networks

## Marketing communications

- Build your brand
- Increase awareness
- Interview clients
- Generate publicity

*"Exhibiting at an effective platform like MDA 2019 was beneficial for us, as well as the opportunity to attend 1-on-1 meetings and the quality of visitors who came to our booth. Overall, it was a good marketing channel to seek business partners and customers from both Thailand and overseas."*

**Mr. Piyorot Piyachan, CEO,  
Mutrack Co., Thailand**



# Sponsorship opportunities



## Cross-aisle floor tiles

Guide attendees to your booth with these 2x2m floor tiles placed along main walk ways. **40 fixed positions available.**

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## Breakfast with the Experts

Establish and highlight your brand amongst our world-renowned experts through an intimate and exclusive morning social session.

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## Official social events & networking programme

Thinking of running a networking session or event? Collaborate with us to invite your target audience in both a business-friendly and social environment ahead, during or after the show.

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## Partner Workshops

Provide our highly targeted delegates with an immersive experience with your brand. From presentations to hands-on-training, this is your platform to engage them.

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## Hanging banner

Increase the visibility of your stand location in the exhibition hall by placing a hanging banner above it.

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## Registration Area

Make your brand the first thing that all attendees see when arriving at the event. All attendees will need to collect their badges at the registration area that will highlight your brand.

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## Pens at writing desks

Placed at the onsite registration desks for attendees to keep and take home.

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## Attendee Badges

Have your logo and stand number printed on the back of every single attendee badge at the event  
(Informa to cover production costs).



## Social media partner

Gain added coverage via the official social media channels of the show by adding banners on the cover page where news about the products you will exhibit can be circulated to our online audience. You also leading up to the show.

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## Lanyard Sponsor\* 8,000

Be visible around the neck of every single client, potential client and competitors. Lanyards may be branded with the sponsor logo (in accordance with the sponsor's design) and worn by all attendees for the duration of the event.

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## Scientific poster zone

A dedicated zone where delegates look forward to display and discuss their latest research. Position your brand in this central location on the floor in front of this key audience as they interact with industry peers and discuss the latest trend within the medical laboratory spectrum.

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## Delegate Bags

Have your company logo carried everywhere that the delegates go during and directly after congress! Brand all delegate bags with your logo and include corporate literature and potential present in all delegate bags.

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## Additional venue branding

We offer a wide variety of branding options through the venue. Please contact us to see the full list of options available.

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## Coffee / Lunch Area

Brand a coffee or lunch area with banners and entice delegates to visit your stand.  
(Production separate)

# Partner

Once you have selected the high impact opportunities that you would like to take advantage of, calculate the total cost and see if you qualify for one of the partnership levels and additional complimentary benefits listed below:

	Platinum Sponsor \$30,000	Gold Sponsor \$20,000	Silver Sponsor \$10,000	Bronze Sponsor \$5,000
CEO interview on show website with “In the spotlight” feature on the homepage	•			
Social media coverage	•			
Highlighted stand location with corporate logo on the pre-show planner	•			
Logo on event signage, show catalogue, pre-show planner and post show report	•	•		•
Media planner - your special events schedule distributed to attending press	•			
Upper level space sqm up to...	100	30		
Medlab Asia and Asia Health partners page listing with description and hyperlink	•	•	Logo Only	Logo Only
Medlab Asia and Asia Health sponsors section on mobile app - with description and hyperlink	•	•	•	•
Logo and tier on visitor promotion campaigns - print and digital (7500+ recipients)	•	•	•	•
Logo on show website with hyperlink to your website (35,000+ visitors in 6 months)	•	•	•	•
Extra exhibitor passes *	150	100	50	30

*\*Limited to the exhibiting company employees and non-transferable to 3rd party medical laboratory, healthcare and trade professionals*

## Exhibitor Packages

Special package prices are available on request:

- Partner sponsorship
- Titanium sponsor
- Innovation sponsor
- Distributor sponsor



# About the organisers



Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

Informa Markets' Global Healthcare Group stages 15 exhibitions and 110 conferences, creating the largest global healthcare database, supporting 10,000 exhibitors and reaching over 720,000 healthcare professionals.

For more information, please visit [informamarkets.com](http://informamarkets.com)



IMPACT Exhibition Management Co., Ltd. is the leading exhibition organizer in Thailand. Offering a full range of services for domestic and international exhibitions, conferences, meetings and special events, IMPACT has earned a well-deserved reputation as a highly professional and reliable show manager/organizer amongst the public and private sectors. Through face-to-face, digital channels, and working hand-in-hand with international trade associations, organizers and corporations across a broad spectrum of industries, IMPACT creates environments to help you build a network of professional contacts in the course of one event.



## IMPACT Exhibition and Convention Centre

Established in 1999, IMPACT Arena and IMPACT Exhibition and Convention Center are an integrated venue offering a diversity of events with versatile facilities and services. IMPACT is one of Asia's largest and most modern exhibition and convention centers with a usable indoor space over 140,000 square meters, comprising a variety of venue sizes to meet all kinds of events requirement.



# Why Thailand?

## Strategic hub

Thailand's dynamic geo-positioning is a key factor to being an award-winning MICE destination. The country offers unparalleled trade flow and market access to the region, including the burgeoning CLMV region, and enthusiastic traders in China. The proximity to all areas of Asia makes Thailand an undisputed business hub and sees almost 1.4 million international visitors flying in on 8,000 flights per week in 2017. Both market reach and ease of access has Thailand ranking 26th in the Doing Business 2018 report by World Bank.

## An eye on innovation

Thailand 4.0 has the government of Thailand identifying the key industries that will spur economic growth. The policy focuses on innovation-driven sectors, or those with potential to transform with innovation. These include Bio-tech, Smart Devices, Robotics and Mechatronics, Advanced Medical Products and more.

## Collaborative spirit

10 Special Economic Zones will be established with Thailand's neighbors to facilitate a smoother trade flow and enjoying the benefits of connectivity with an emerging ASEAN market. An Eastern Economic Corridor will also be set-up to provide special investment opportunities. It will strengthen leading industries and be a springboard location to ASEAN, China, and India. All this feeds to the 'Grow Together' policy being fostered by the government.

## People & community

The 'Land of Smiles' is just that. Doing business in Thailand is an enjoyable affair, supported by friendly and enthusiastic professionals no matter where you go.

## Experience authenticity

From province to capital, Thailand has been pushing the boundaries in giving the business traveller a unique perspective only found in the Kingdom. Nowhere else will you be able to find the level of authenticity in merging comfort with culture, and the modern with natural marvels. Not only do our venues and accommodation meet international standards, our contrast accords every visitor with an endless selection of experiences.



# For more information contact

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