



10-12 July 2024
Queen Sirikit National
Convention Center – Bangkok

Pioneering the future of healthcare & medical laboratory in the ASEAN region

medlabasia.com/asiahealth



Leading the innovations of healthcare & medical laboratory in the ASEAN region

Following the remarkable success of the second edition of Asia Health and Medlab Asia in Thailand, this event has firmly established itself as an important platform in the growing healthcare industry of the ASEAN region. Asia Health and Medlab Asia serve as your premier gateway into the dynamic healthcare and medical laboratory sector, offering abundant opportunities for business development and valuable networking with prospective buyers and sellers.

Asia Health and Medlab Asia serve as the marketplace for innovative products, drawing in thousands of professionals, ready-to-purchase buyers. The diversity of products available for exhibition. Asia Health and Medlab Asia offer a platform for companies to introduce and showcase their products or services.

Block your calendars for Asia Health and Medlab Asia 2024 happening **from 10-12 July 2024** at **Queen Sirikit National Convention Center – Bangkok, Thailand**



2023 Overview



9,947 professional visits
68 countries represented
2,642 delegates
108 speakers
6,546 unique visitors



15 country pavillions
350 exhibitors
30 exhibiting countries



\$37.5 Million
total value of business
generated

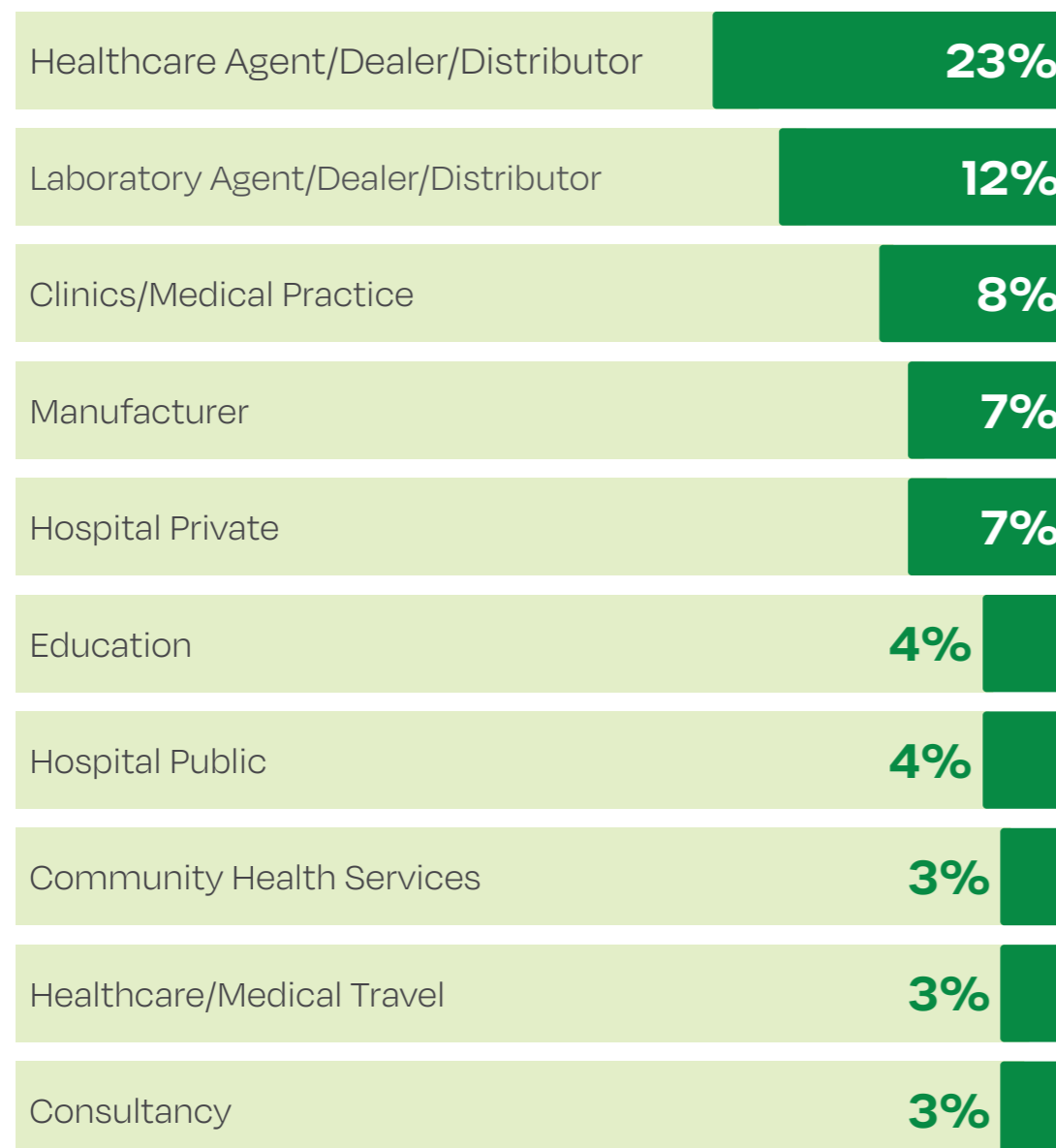
**Results provided by GRS Explori

Digital audience

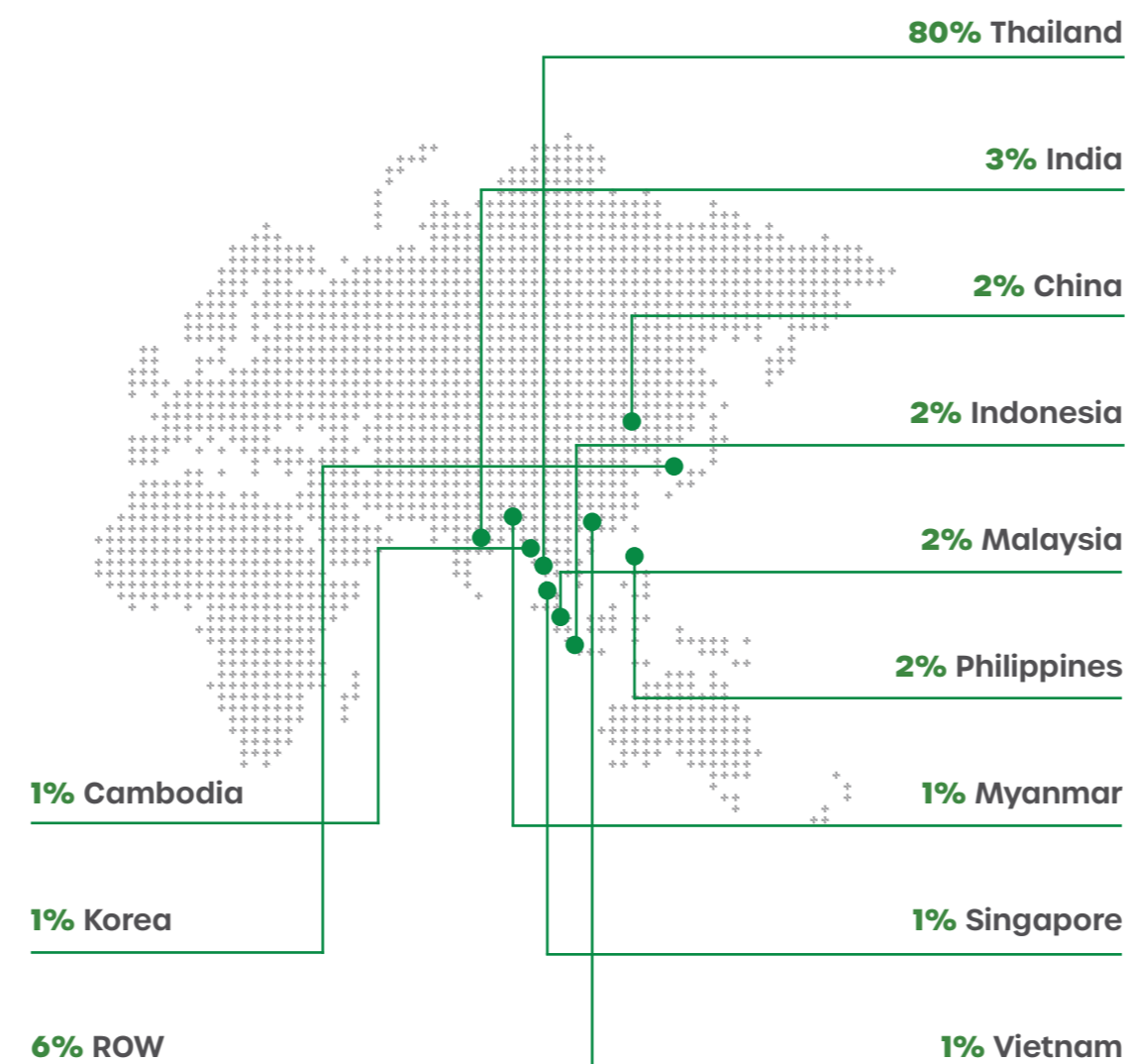
 **165,800** page views  **2,048** followers
 **6,905** followers  **133,000** views
 **2,636** followers  **6,100** followers | **5,500** likes

Visitor overview

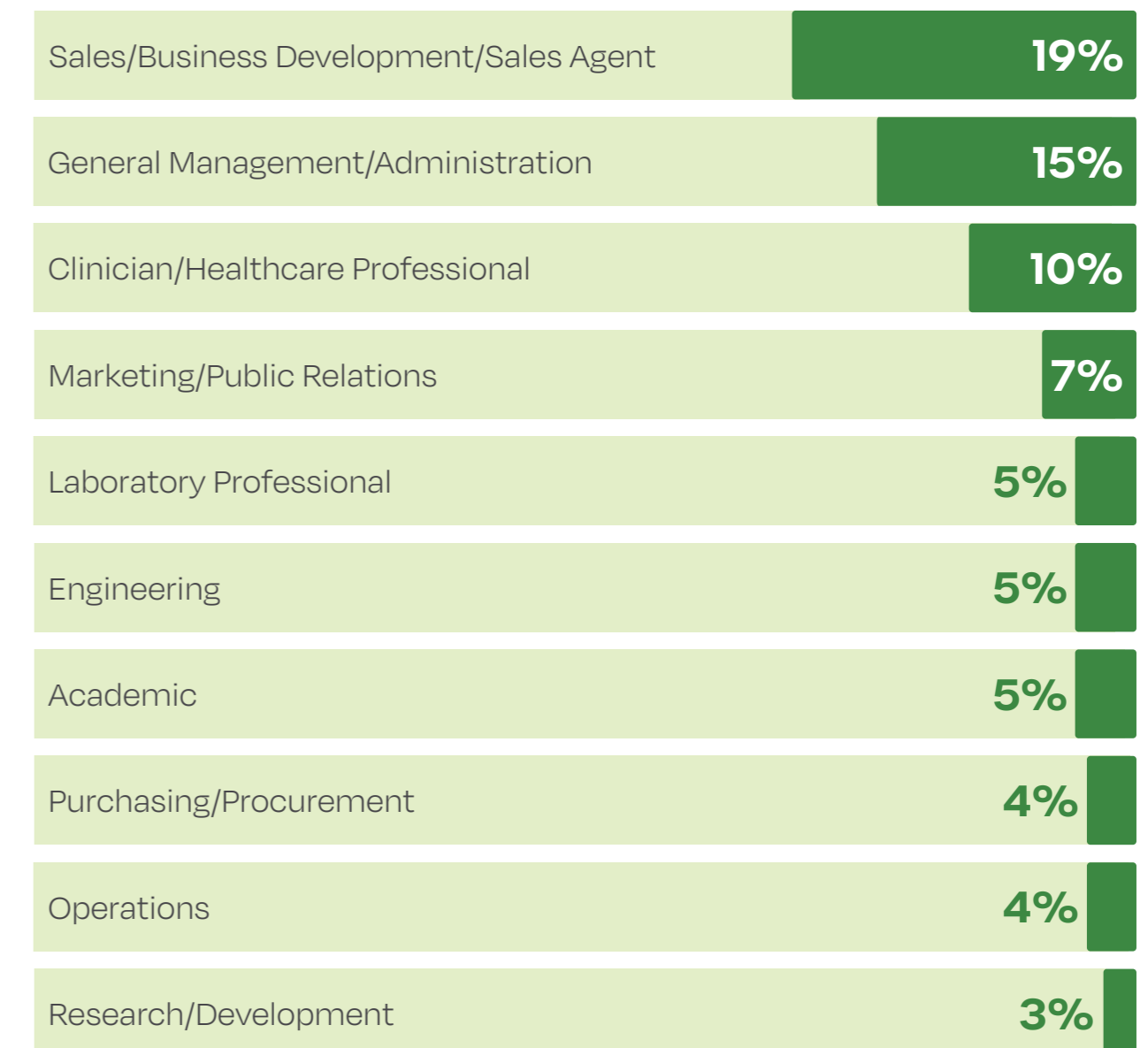
Nature of business



Breakdown by region

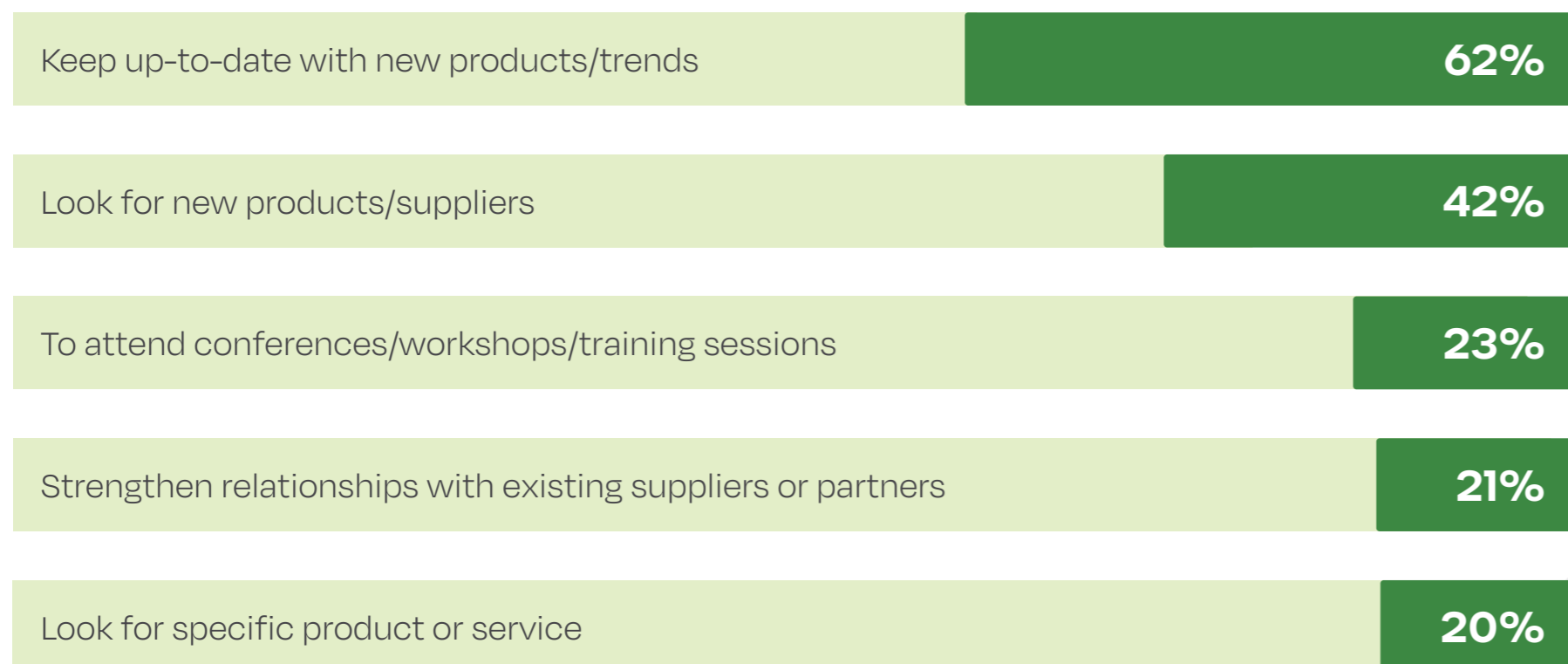


Job function



Visitor overview

Top 5 reasons for visiting



“Attending Medlab Asia and Asia Health 2023 has been a valuable experience. Because I met with various medical device distributors from different countries and I’ve built business relationships for the future as well as reuniting with long-lost friends as well.”

Abhirak Kittisuwan, Business Development Manager, Neopharm Co. Ltd.

“It was my first visit to this exhibition. I’m so much impressed about the arrangements for visitors and the exhibitors. I gathered so much useful information about my field’s manufacturer and supplier. This show is very much useful to develop our business in different sectors.”

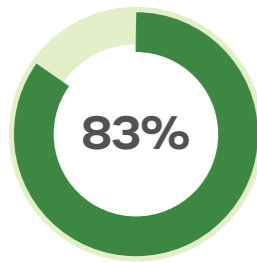
Saravanan Thangam, Production Manager, Proton Biologicals India Pvt. Ltd.

“Great business opportunity to meet medical trend and as well as manufacturers. Thank you for the wonderful experience.”

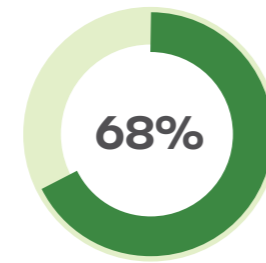
Wilmar Mahor, Manager, Life Care Est. for Trading



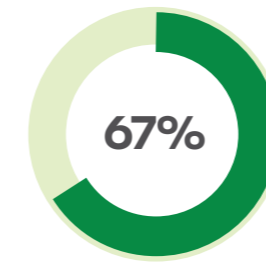
Exhibitor overview



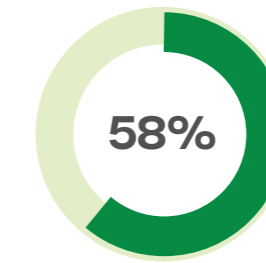
83% satisfied at Medlab Asia and Asia Health



68% rated Medlab Asia and Asia Health as very important for their business/organisation

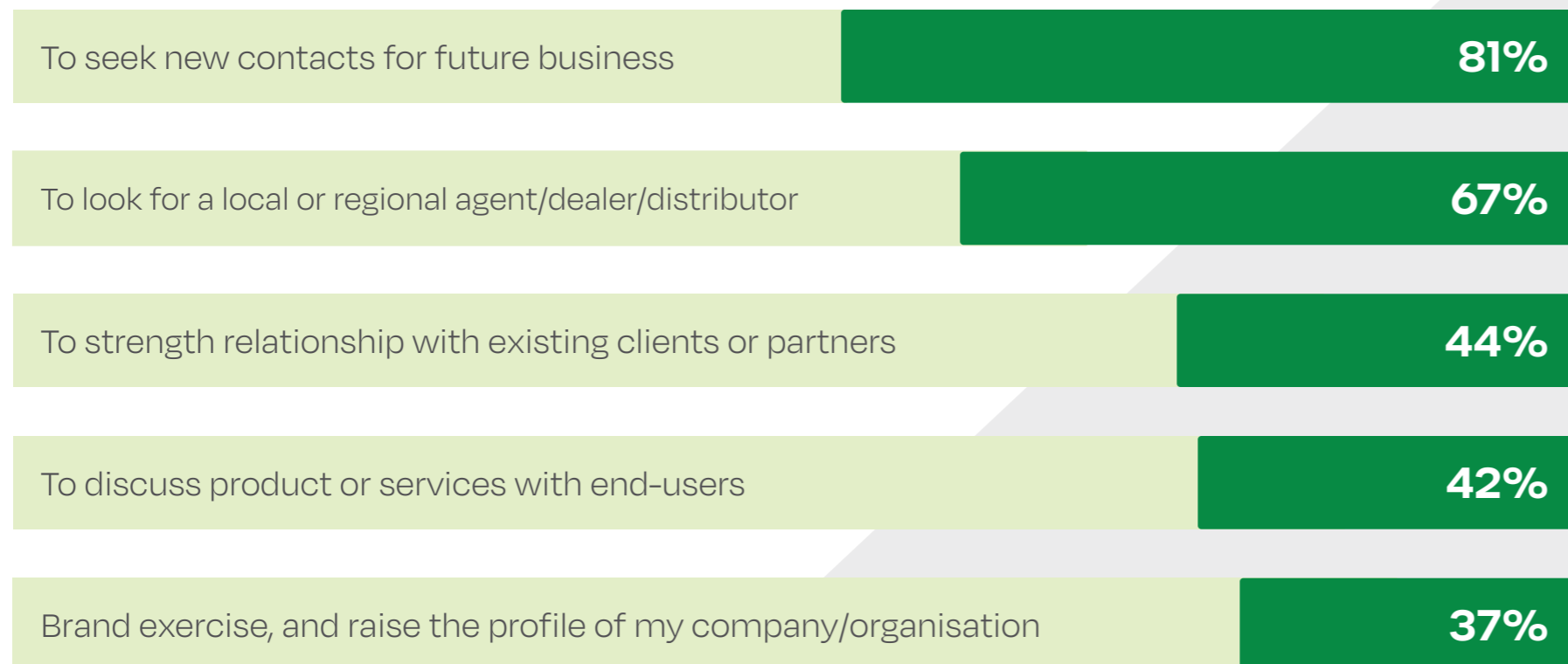


67% rated to re-exhibit at Medlab Asia and Asia Health 2024



58% rated satisfaction at Medlab Asia and Asia Health

Top 5 reasons for exhibiting



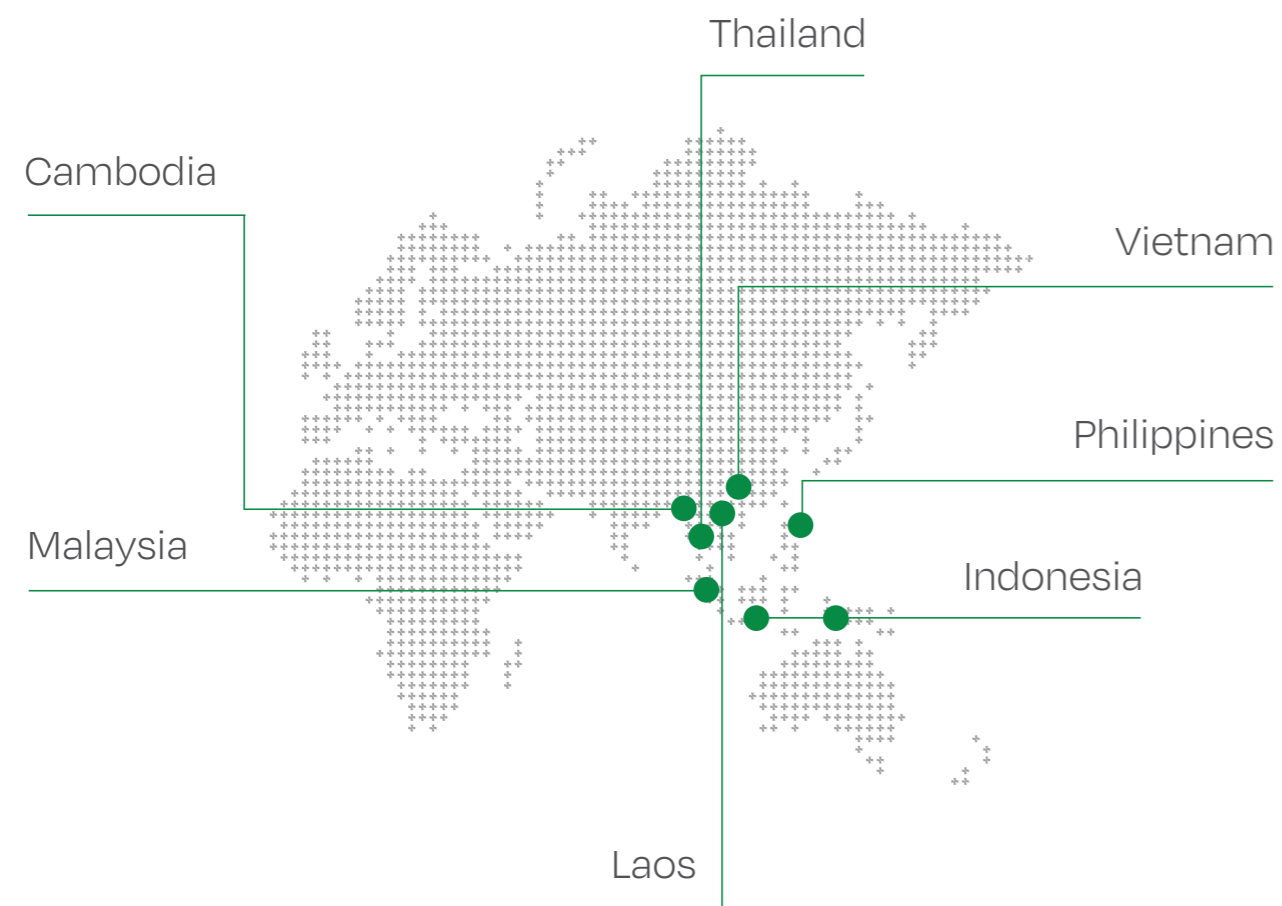
“ Yes, I am sure we will attend every year and it is always great to get out and meet our customers.”
David Adamson, Senior Business Manager, Randox Laboratories Ltd.

“ This is an excellent event. We have met over 20 countries, delegates, our potential distributor, KOL, and the end users. Thanks again, it is amazing. Thailand is amazing.”
Rooney Hu, General Manager of Southeast Asia, Shenzhen New Industries Biomedical Engineering Co., Ltd (Snibe)

“ This is our second year doing this trade show in Bangkok and this year has been phenomenal for us, so many incredible buyers. The organizer makes us amazing contact. We meet with some potential buyers, even a lot of distributors, a lot of possibilities for us to be here. We will come back for next year for sure.”
Pamela Vitale, Chief Operating Officer, Diagnostics Biochem Canada (DBC)

Hosted buyer and matchmaking programme

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



What to expect at Asia Health and Medlab Asia?



20,000+ sqm of space

10,000+ visitors

4,000+ delegates

350+ exhibiting companies

60+ countries represented

28+ exhibiting countries

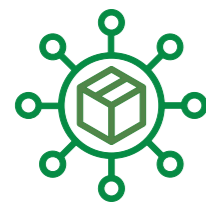
13+ conferences & business talks

150+ local & international speakers

23+ supporting bodies

Who will you meet at Asia Health 2024?

Meet with a full spectrum of healthcare professionals who are purchase-ready and on the look-out for the latest untapped discoveries.

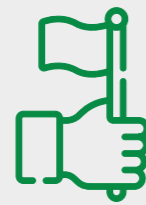


Dealer & Distributor

- C-level/Owner
- Sales Manager

Business need

Building personal and brand reputation to secure exclusive distribution rights or attract new manufacturers/principles.

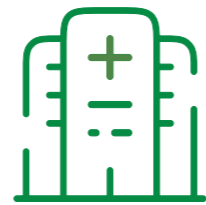


Leadership

- Healthcare Leaders
- Government Leader

Business need

Best clinical outcomes, investment and cost control.



Hospital and Medical Center

- Procurement Manager
- Department Head

Business need

Sourcing latest Medical Device and Medical Information Technology to ensure operational and cost efficiency.



Independent Clinic

- Owner
- Purchasing Manager
- General & Senior Management

Business need

Seeking the medical devices and services. Maximising the use of procurement budget



Healthcare Professionals/ Clinicians

Business need

Staying up-to-date with the latest healthcare innovations and products that impact their roles.



Investors

Business need

Seeking potential business partners and start-ups for new business opportunities and ventures.

Dedicated product categories

Asia Health and Medlab Asia provides the right platform to showcase a wide spectrum of products which bring utmost value to your business.



Medical equipment and devices



Disposables and consumer goods



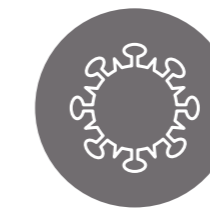
Healthcare and general services



Healthcare infrastructure and assets



Imaging



Sterilization and Decontamination



IT systems and solutions



Emergency



Wellness and prevention



Laboratory equipment



Laboratory instruments



Laboratory reagents



Laboratory tests

Exhibit at Asia Health and Medlab Asia and further expand your business into the ASEAN region



- Generate new business
- Network with industry leaders & potential buyers
- Launch new products & services
- Increase your international presence
- Increase brand exposure



International countries expected at Asia Health and Medlab Asia 2024

Expect the finest representation



Australia



Austria



Belgium



Botswana



Canada



Greater China



Czech Republic



Germany



Hungary



India



Italy



Japan



Republic of Korea



Malaysia



Pakistan



Philippines



Singapore



Spain



Sweden



Switzerland



Thailand



Turkey



UAE



UK



USA

To discuss opportunities or to join one of the country pavilions, please contact Shane.Fleming@informa.com

2024 Conferences at a glance

In addition to industry trends and obtaining accreditation, delegates also emphasized their keen interest in the latest products and solutions. Asia Health and Medlab Asia will be hosting 13 CME-CMTE-CNEU-CPD accredited conferences and business talks.

Asia Health

Digital Health	Total Radiology	Total Radiology
Hospital Management	Patient Safety	CSSD
Future Health	Doing Business in Thailand	Doing Business in Asia

Medlab Asia

Lab Management & Quality	Clinical Microbiology	Clinical Chemistry
Haematology	Molecular Diagnostics & Genetics	Immunology

Sponsorship

You can also explore diversified opportunities at Asia Health 2024.



onsite branding



digital marketing
and social media



education and
networking



partnership and
recognition

Would like something different? Get in touch with the team today to discuss a tailor-made package, just for you!

Please contact ala.osman@informa.com

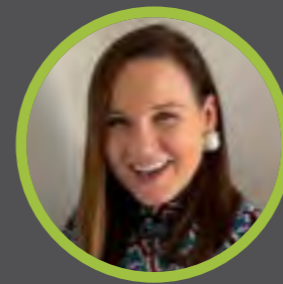


Let's get talking

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