

MEDICAL FAIR THAILAND 2025: Driving Innovation and Future-Ready Healthcare in Southeast Asia

- **Advancing healthcare solutions for a rapidly evolving market**
- **Exciting new features and expanded show highlights**

26 February 2025, Singapore – Returning for its highly anticipated 11th edition, MEDICAL FAIR THAILAND 2025 will take place from 10-12 September 2025 at BITEC, Bangkok. As Southeast Asia's leading trade exhibition for the medical and healthcare sector, it continues to serve as a springboard for innovation, networking, and business growth.

Featuring 1,000 exhibitors from over 40 countries, MEDICAL FAIR THAILAND highlights medical technologies, digital health solutions, diagnostics, MedTech manufacturing, connected healthcare and more, making it the premier platform for procurement and industry professionals to explore trends and business opportunities in Thailand and the region.

Addressing the Future of Healthcare in Southeast Asia

With rising wealth and evolving demographics reshaping healthcare demand across Southeast Asia, the region's population is set to exceed 722 million by 2030. An ageing population, coupled with a growing middle class, is driving the need for high-quality, accessible, and specialised healthcare solutions. According to the UN Economic and Social Commission for Asia and the Pacific, the proportion of people aged 60 and above in ASEAN (Association of Southeast Asian Nations) is projected to reach 22.2 percent by 2050, placing significant pressure on healthcare systems and emphasising the urgent need for expanded infrastructure, aged care services, and preventive health solutions.

Despite the healthcare sector's ongoing growth, demand continues to outpace supply. Several ASEAN countries, including Indonesia, Thailand, and Vietnam, face physician shortages, with physician-to-population ratios below global standards. This underscores the necessity for innovative alternatives such as digital health technologies, AI-driven diagnostics, and automation. While these technologies are helping to bridge gaps, sustained investment in facilities, workforce development, and healthcare innovation remains critical for long-term progress.

Since its inception in 2003, MEDICAL FAIR THAILAND has provided a pivotal regional platform for industry leaders, healthcare professionals, and businesses to connect, collaborate, and implement solutions tailored to the region's evolving healthcare needs. The three-day exhibition brings together stakeholders across the entire medical value chain, starting from patient care and clinical applications to distribution, advanced manufacturing, automation in MedTech, precision engineering, and new materials—ensuring a seamless integration of innovation from downstream to upstream.

Gernot Ringling, Managing Director of Messe Düsseldorf Asia, highlighted: "The healthcare landscape in Southeast Asia is undergoing a profound transformation, driven by demographic shifts, increasing healthcare investment, and the rapid adoption of digital and MedTech innovations. As the industry expands, so too does MEDICAL FAIR THAILAND, evolving in tandem with these advancements to provide a critical platform for driving innovation, partnerships, and business growth."



11th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

10-12 SEP 2025

BITEC • BANGKOK • THAILAND

www.medicalfair-thailand.com

Officially supported by:



An initiative by:



Representative in Thailand:



Exposis Co., Ltd
1755/3 Cedar Park,
Soi Ladprao 94 (Town in Town 11),
Plubpla, Wangthonglang
Bangkok 10310, Thailand
Tel : (66) 2559 0856 to 8
Fax : (66) 2559 2893
E-mail : info@exposis.co.th

Organised by:



Messe
Düsseldorf
Asia

Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254
Tel : (65) 6332 9620
Fax : (65) 6337 4633
(65) 6332 9655

E-mail : medicalfair-thailand@mda.com.sg
<http://mda.messe-dusseldorf.com>

Business Registration 199507124Z

Messe Düsseldorf Asia is a member of



Under the broader MEDICARE ASIA portfolio which includes nine medical and healthcare exhibitions in Asia, MEDICAL FAIR THAILAND is part of a strategically connected ecosystem of leading medical and healthcare trade fairs in Asia that reflect the dynamic shifts in the industry. "As a key event within the umbrella brand,

MEDICAL FAIR THAILAND 2025 reinforces its role in bridging global and regional stakeholders with innovative solutions, fostering cross-border collaboration, and addressing the industry's most pressing challenges and emerging opportunities," Ringling added.

New Features and Key Highlights at MEDICAL FAIR THAILAND 2025

With a commitment to innovation and industry excellence, this year's exhibition introduces several new and expanded zones:

- **LaunchPad Zone** – A platform for new and emerging healthcare companies, and designed for first-time exhibitors, this zone welcomes companies established for less than five years that either launched a new product in 2024 or plan to debut in 2025. Providing unrivalled market exposure, this is where companies can showcase their innovations to distributors and decision-makers while driving business growth in ASEAN's booming healthcare sector.
- **Community Care Zone** – With the rise of value-based care models, an ageing population, and increasing chronic disease prevalence, this zone focuses on homecare, rehabilitation, and community-based healthcare solutions and will feature equipment and supplies for nursing homes, mobility aids, and rehabilitation technologies.
- **Medical Manufacturing Zone** – Against the backdrop of a medical devices industry projected to reach US\$225 billion by 2030 in Asia Pacific¹, focused on advancing MedTech production, this zone showcases medical device production and manufacturing solutions offering a prime opportunity for manufacturers and suppliers to present precision engineering, advanced materials, and automation technologies.
- **WT | Wearable Technologies Conference | 10 Sep** – This full-day conference focuses on the latest wearable technology innovations and their applications in health, sports, and other industries. From chronic disease management and early detection to telehealth and remote monitoring, global experts will share insights and developments that are transforming patient care, performance tracking, and wearable health solutions.
- **Industry-led Seminars and Forums** - The exhibition will feature a series of industry-led seminars and networking sessions, providing key insights into emerging healthcare trends, technological advancements, and market developments. These sessions will bring together experts, innovators, and decision-makers to discuss topics such as rehabilitation and medicine, the future of MedTech, advanced nursing practices, hospital management, future of eldercare and more, ensuring attendees stay ahead in an ever-evolving healthcare landscape.

GITEX DIGI_HEALTH 5.0 Thailand | 10-12 Sep

MEDICAL FAIR THAILAND 2025 will also co-locate with the first GITEX DIGI_HEALTH 5.0 Thailand, inspired by GITEX GLOBAL, the world's largest tech start-up show. This summit will bring together leading minds in digital health, covering AI diagnostics, smart hospitals, and health tech innovations that are redefining the future of digital healthcare.

Thailand's Medical Hub: A strategic growth market for healthcare and MedTech

As one of Southeast Asia's most advanced healthcare markets, Thailand is at the forefront of healthcare innovation and investment, making it a natural host for MEDICAL FAIR THAILAND 2025. Central to this transformation is the Thailand Medical Hub Policy (2025–2034)—a national initiative aimed at positioning the country as a leading global health centre. This comprehensive strategy focuses on enhancing medical services,

¹ GlobalData report – APAC Medical Devices Industry Landscape - 2023

research capabilities, and healthcare investment, solidifying Thailand's role as a key destination for businesses participating in the exhibition.

MEDICAL FAIR THAILAND 2025 aligns with this vision by offering a platform for global and local stakeholders to collaborate on solutions that address the country's growing healthcare needs, from MedTech innovation to infrastructure development and wellness-focused healthcare. With its diverse exhibitor lineup, insightful industry-led conferences, and unparalleled networking opportunities, MEDICAL FAIR THAILAND 2025 is the event of choice for international manufacturers and suppliers, and healthcare professionals, businesses, innovators, and decision-makers to connect and explore business opportunities and collaboration in Southeast Asia's dynamic healthcare sector.

For more information on exhibiting, go to: www.medicalfair-thailand.com. Online visitor registration will open in April 2025.

***** <ENDS> *****

About MEDICAL FAIR THAILAND

MEDICAL FAIR THAILAND established in 2003, alternates with MEDICAL FAIR ASIA in Singapore, forming Asia's leading international event cycle for the medical and healthcare industry. The three-day event showcases equipment and supplies across hospital, diagnostic, pharmaceutical, medical, and rehabilitation sectors. Complementing the exhibition are conferences providing insights into healthcare trends and technologies. As the premier sourcing and networking platform, MEDICAL FAIR THAILAND connects international manufacturers and suppliers with buyers and decision-makers from Southeast Asia, creating best opportunities for business growth.

About MEDICARE ASIA

MEDICAL FAIR THAILAND is an initiative by MEDICARE ASIA - the central business platform for all attendees to Messe Düsseldorf's current portfolio of nine medical and healthcare exhibitions throughout Asia. It seeks to foster strategic alliances, innovate new offerings and develop customer-centric strategies to engine our portfolio for growth in the vast and diverse continent - Asia. It also seeks to build a strong channel from Asia to our global-leading trade shows in Düsseldorf - MEDICA, COMPAMED, and REHACARE. Through MEDICARE ASIA, attendees will benefit from harmonized offerings that are tailored to their needs, central point of contact and stronger business platforms – both in Asia and Düsseldorf.

About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH, one of the world's most successful exhibition organisers, responsible for organising more than 20 of the world's number one exhibitions in various industries including medical and healthcare, plastics, packaging, and printing – namely, the globally acclaimed Medica, K Fair, interpack and drupa held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in the region since 1995. For more information, please visit www.mda.messe-dusseldorf.com

Media contact:

Zarina Ann Muhammad
PR & Corporate Communications
Messe Düsseldorf Asia
zarina@mda.com.sg | (65) 6332 9624



11th International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

10-12 SEP 2025

BITEC • BANGKOK • THAILAND

www.medicalfair-thailand.com

Officially supported by:



An initiative by:



Representative in Thailand:



Exposis Co., Ltd
1755/3 Cedar Park,
Soi Ladprao 94 (Town in Town 11),
Plubpla, Wangthonglang
Bangkok 10310, Thailand
Tel : (66) 2559 0856 to 8
Fax : (66) 2559 2893
E-mail : info@exposis.co.th

Organised by:



Messe
Düsseldorf
Asia

Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254
Tel : (65) 6332 9620
Fax : (65) 6337 4633
(65) 6332 9655
E-mail : medicalfair-thailand@mda.com.sg
<http://mda.messe-dusseldorf.com>

Business Registration 199507124Z

Messe Düsseldorf Asia is a member of

