



**International Exhibition on Hospital, Pharmaceutical,
Medical & Rehabilitation Equipment & Supplies**
10 – 12 September 2002
Suntec Singapore

20 September 2002

FINAL PRESS REPORT

- **Healthcare showcase attracts quality visitors**
- **Exhibitors pleased with the quality of distributors, agents, importers, exporters and procurement agencies**

The fourth presentation of HOSPIMedica ASIA, International Exhibition for Hospital, Pharmaceutical, Medical & Rehabilitative Equipment and Supplies, was opened on 10 September 2002 by Dr Balaji Sadasivan, Singapore's Minister of State for Health and Environment. In his opening address, Dr Balaji commented that the region is "very much in the midst of a tremendous growth era for the region's healthcare business. One of the key factors that is driving this growth is the increasing demands for healthcare, including patient's expectations for higher standards of healthcare." According to a recent healthcare report, the region's private healthcare expenditure is projected to double from US\$90 billion in 1999 to US\$188 billion in 2013.

HOSPIMedica ASIA 2002 set the stage for 5,011 quality trade visitors from 65 countries who checked into the 3-day exhibition, from 10 to 12 September 2002. There were strong regional visitor representation from Malaysia, Indonesia, Thailand, Korea, India and Singapore. The exhibition provided a conducive environment for visitors to source for their healthcare needs. They were treated to a wide array of medical & rehabilitative equipment, solutions and supplies. The exhibition also provided a platform for visitors seeking new products and to be better informed on new developments and the latest information on equipment and supplies.

A visitor survey conducted by the organizer over the 3-day period revealed that more than 80 percent of the visitors were pleased with the range of exhibits at the exhibition. 85 percent of the visitors indicated that they were either considering or were likely to purchase the products that they have seen at the exhibition with probable purchases to be made within a year.

Visitors considered trade shows, trade publications and the internet as their primary channel of getting information on the latest medical and healthcare products and solutions. 88 percent of the visitors found their visit to HOSPI Medica ASIA 2002 worthwhile and beneficial in relation to their work.

280 exhibiting companies from 27 countries including the staunch support of national groups from Austria, Belgium, Finland, France, Germany, Korea, Pakistan and Spain were present at HOSPI Medica ASIA 2002. Generating new business, assessing market potential and seeking agents and distributors were the 3 primary objectives of the exhibiting companies. The organizer has received positive feedback from the exhibitors on their participation. An analysis of an exhibitor survey revealed that 95 percent of the exhibitors were very happy with the quality and the number of visitors who visited their stand. Exhibitors were especially pleased with the overall quality of distributors/agents, importers, exporters and procurement agencies that were present. On the whole, 97.5 percent of the exhibitors were pleased with their participation at HOSPI Medica ASIA 2002.

The next HOSPI Medica ASIA will be held in Singapore in September 2004. Preceding this exhibition, Messe Düsseldorf Asia will be organizing HOSPI Medica THAILAND in Bangkok from 4 to 6 September 2003. The latter exhibition is targeted at the domestic market of Thailand and the Indochina markets of Vietnam, Cambodia and Lao People's Democratic Republic. HOSPI Medica ASIA will continue to serve the regional markets of Southeast Asia and beyond and will be held in Singapore biennially.

For more information, please contact:

Exhibition information

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