

HOSPIMedica A S I A

International Exhibition on Hospital, Pharmaceutical,
Medical & Rehabilitation Equipment & Supplies

29 - 31 August 2000

Singapore International Convention & Exhibition Centre



HOSPI Medica ASIA 2000 draws 250 exhibitors from 26 countries and 4,905 high calibre trade visitors from 72 countries

In its third presentation, HOSPI Medica ASIA has once again established itself as Asia's leading and most authoritative regional platform for the medical and healthcare industry. Organized over a 3-day period, the exhibition attracted 250 exhibiting companies from 26 countries and a total of 4,905 trade visitors from 72 countries. The visitors came from a wide cross section of Asia including India, Hong Kong, Indonesia, the Philippines, Korea, Malaysia, Taiwan and Thailand. Overall, the majority of the exhibiting companies were delighted with the quality contracts established during the exhibition and acknowledged that HOSPI Medica ASIA 2000 was indeed the perfect marketing platform for their products and services.

Held in conjunction with the 1st Parkway Medical Congress and concurrently with the 2nd presentation of OS+H Asia, the Occupational Safety + Health Exhibition for Asia, **HOSPI Medica ASIA 2000** was opened by Mr Lim Hng Kiang, Singapore's Minister for Health and Second Minister for Finance.

Excerpt from the Minister's speech at the Opening Ceremony

"Healthcare development has seen dramatic changes in the last century. But we are about to see growth and transformation at a rate not experienced previously. With the dramatic advances in genomics and the related areas of biomedical research, we can expect to see a quantum leap in the capabilities of modern medicine in the foreseeable future.

The healthcare market in Asia currently constitutes 34 per cent of the global healthcare market valued at US\$107 billion. With North-East Asia and South-East Asia on the road to economic recovery, this is expected to increase to 45% by 2005 as the prevalence of chronic diseases will cause healthcare spending to rise, amidst mounting pressure to seek new medical breakthroughs and cost-effective ways of treatment."

Congress Organizer



Supported by



Post Show Report

EXHIBITORS' FEEDBACK

National Pavilions Applaud Participation at HOSPI Medica ASIA 2000 and Pledge Ardent Support for 2002

HOSPI Medica ASIA 2000 also received positive response from the national pavilions who felt that the keen interest in their products and services far exceeded their expectations.

GERMANY

All the exhibitors are very happy with their participation. They are pleased with the turnout of the visitors and made very good contacts with buyers from not only the ASEAN countries but also from India, Taiwan and China. Once again, HOSPI Medica ASIA had proven to be the leading medical event in ASIA and it was a very good show for all the exhibitors at the NRW Pavilion.



Dr. Ulrich Steger,
Ministry of Economic Affairs,

Energy and Transport of the States of North Rhine Westphalia

Good attendance of visitors from the region and Southeast Asia. We are satisfied with the quality and quantity of the visitorship. We are very pleased with our participation and will be back for the next show in Year 2002.



Mr. Roland Rüprich,
Technologie-u. Gewerbezentrum e.V. Schwerin/Wismar &
Mr. Herbert Haendel,
Business Development Corp. of Schleswig-Holstein

The results we had at the show far exceed the initial expectations. Our exhibitors have expressed that Singapore is a good location to meet buyers from all over Asia. This was our first participation and we will definitely be back with many more exhibitors for the next show in Year 2002.



Mr. Gerd Martin,
State of Saarland

AUSTRIA

Once again, the exhibitors were very satisfied with their participation and commended on the quality of the visitors. The overseas attendance has increased tremendously this year as observed by the many inquiries we have received at our stand.



Mr. Gernot Höller,
Austrian Economic Chamber

FINLAND

The joint stand representing several Finnish companies enjoyed tremendous success with many visitors taking interest in the high-tech, evidence based and scientifically designed products available through the innovative companies, several of which had made their first trip to Singapore and HOSPI Medica ASIA. The response was very good and all the Finnish exhibitors are looking forward to participate in the next show.



Mrs. Helena Airaksinen,
Project Manager, FINPRO

FRANCE

French companies achieved many prospective contacts at HOSPI Medica ASIA 2000; not only with the nearby countries like Malaysia, Thailand but also India, Korea, China. Also, we were pleasantly surprised with the interests generated in our medical products and technologies. This was a really successful participation and we will be back for a third participation in 2002 with a bigger French pavilion to promote the French medical industry.



Isabelle Maisse,
Rhones-Alpes Chamber of Commerce

KOREA

The Korean exhibitors were pleased with the quality of the visitorship. They were equally impressed with the level of service provided by the show management. EIAK's objective was not only to assess the region's healthcare market potential but also to get good contacts and both objectives were met with their participation at HOSPI Medica ASIA 2000.



Mr. Oh Soo Kyong,
Electronic Industries Association of Korea

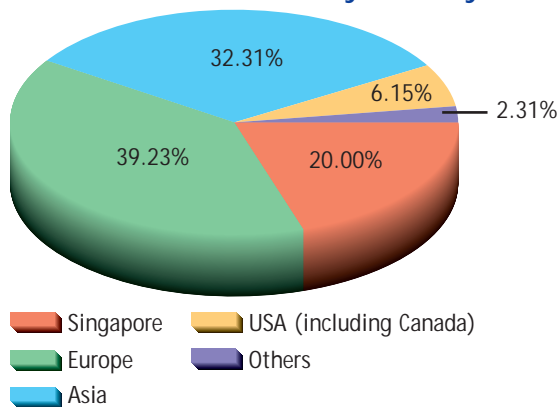
EXHIBITORS' ANALYSIS

A total of 250 exhibiting companies from 26 countries participated at HOSPI Medica ASIA 2000. This represents an increase of 30 percent as compared to 1999 and 23 percent as compared to its premiere in 1997.

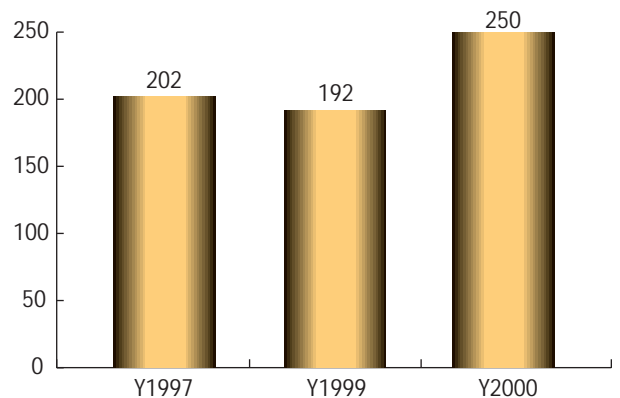
Exhibitors came from:

- Australia • Austria • Argentina • Canada • China • Denmark • France • Finland • Germany • Hong Kong SAR • Indonesia • India • Italy • Japan • Malaysia • Netherlands • Pakistan • Singapore • South Korea • South Africa • Spain • Switzerland • Taiwan • Thailand • United Kingdom • USA

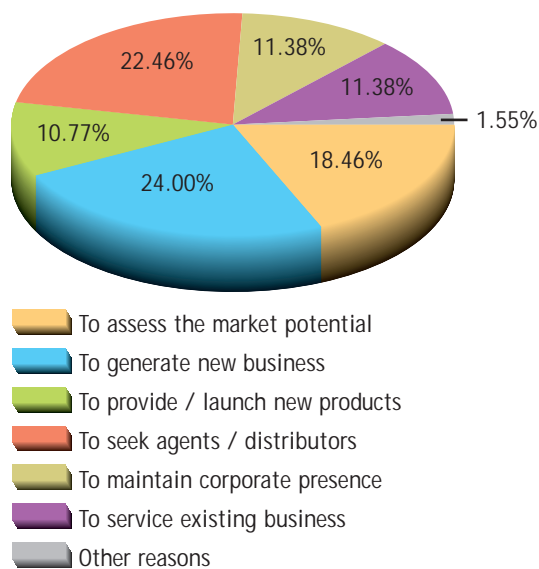
Exhibitors Breakdown by Country of Origin



Number of Exhibitors



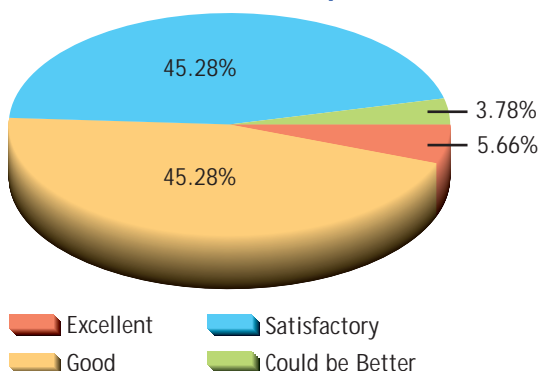
Objectives of Exhibiting**



Exhibitor Assessment



Assessment of Participation*

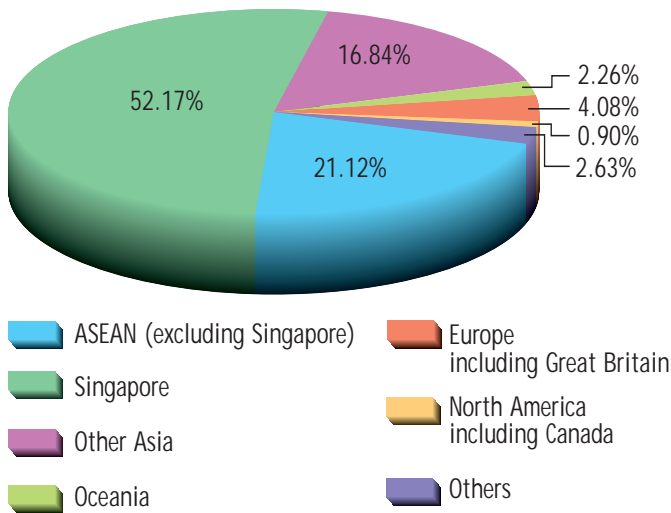


* based on feedback received from 108 exhibitors
 ** average based on multiple answers

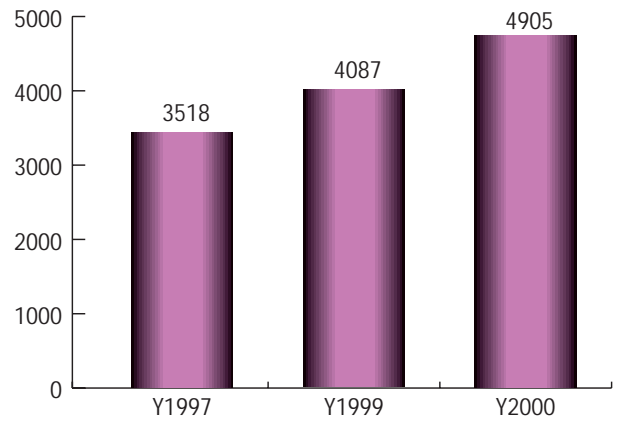
VISITORS' ANALYSIS

A total of 4,905 trade visitors from 72 countries visited the exhibition. The number of trade visitors increased by 20 percent compared to 1999 and 39 percent in comparison to its premiere in 1997. 47.83 percent of the visitors came from outside Singapore.

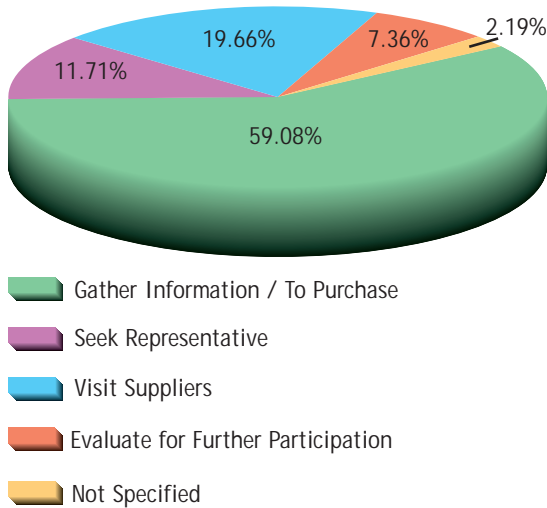
Trade Visitors' Country of Origin



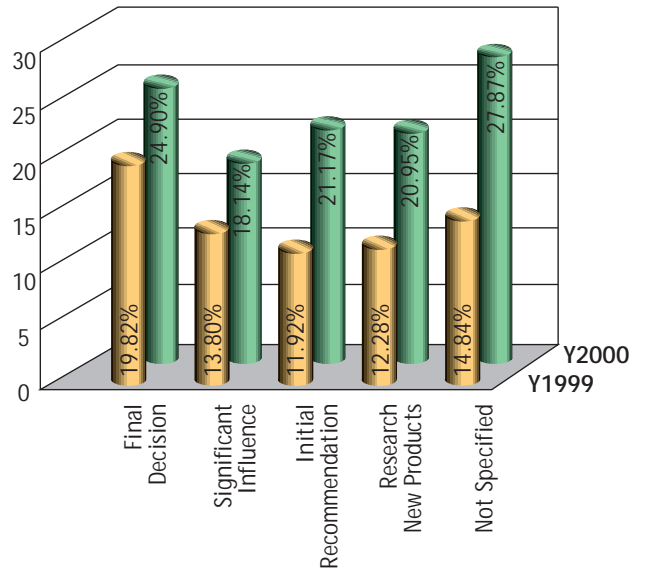
Number of Trade Visitors



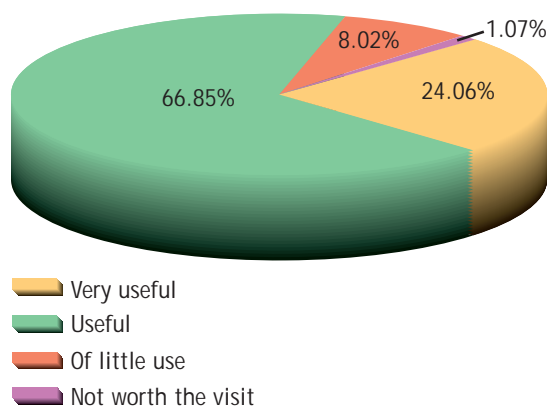
Purpose of Visit



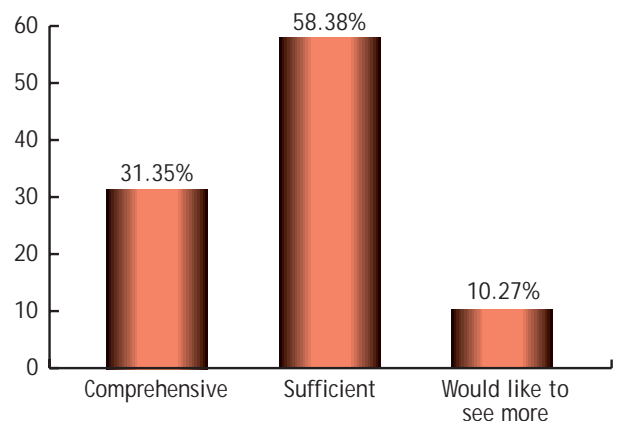
Purchasing Power of Visitors



Assessment of Visit



Assessment of the range of products and technologies



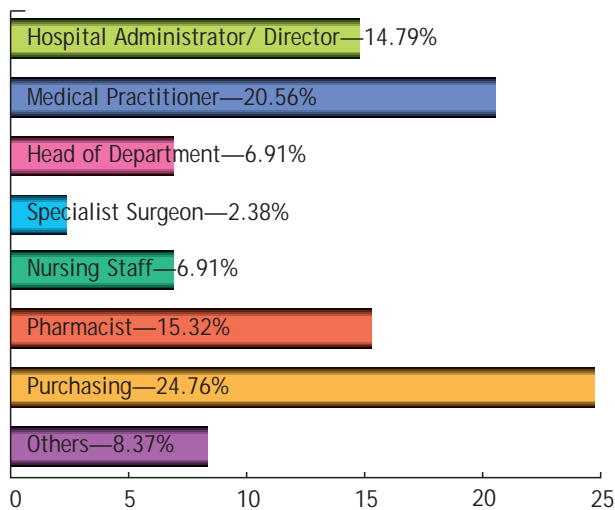
VISITORS' ANALYSIS

Attendance by Organization Type

Government Hospital	11.78%
Private Hospital	8.83%
Government/ Ministry offices	8.58%
Polyclinics	1.65%
University/ Teaching Hospital	2.26%
Private Clinics	5.00%
Nursing Home	1.41%
Hospital Planner/ Turnkey Contractor	14.02%
Procurement Agency	23.45%
Not Specified	23.04%

*based on 4,124 returns

Attendance by Primary Job Function



*based on 4,124 returns

Feedback from Exhibitors

Good. It attracts visitors from all the Asian countries. Good exposure.

Moira Cazzaniga, *Export Executive*
Flaem Nuova SpA, Italy

It's fruitful for us. Managed to clinch a lot of potential contacts from overseas.

Dawn Teh, *Marketing Manager*
PharmaZ.Net Pte Ltd

HOSPIMedica ASIA is an ideal platform for any manufacturer to introduce their products to the Southeast Asia markets.

Jatin Mahajan, *Manager-Exports*
J Mitra & Co Ltd, India

We are very pleased to attend HOSPIMedica ASIA 2000. And we meet good clients here. Hope to come to Singapore again.

Wu Jian Wei, *Manager*
Ningbo Tenso Medical Instruments Co Ltd

Overall, we were pleased with the organisation of the show.

SB Bhosale, *Sr Sales Mgr*
Larsen & Toubro Ltd, India

Attendance by Area of Specialty

Anaesthesiology	5.91%
Cardiology	5.43%
Clinical Laboratory	8.40%
Emergency Room Specialist	2.80%
Gastroenterology	2.06%
General Medicine	4.22%
Hospital Admin/ Purchasing	8.57%
Intensive / Critical Care	5.03%
Internal Medicine	3.65%
Neurosurgery	2.30%
Nursing	4.32%
Obstetric & Gynaecology	3.63%
Orthopaedics	4.08%
Ophthalmology	2.56%
Oncology	1.28%
Otolaryngology Surgery	1.12%
Pharmacy	9.18%
Physiotherapy	2.87%
Radiology/ Imaging	3.27%
Respiratory Medicine	2.66%
Urology	3.18%
Not Specified	13.46%

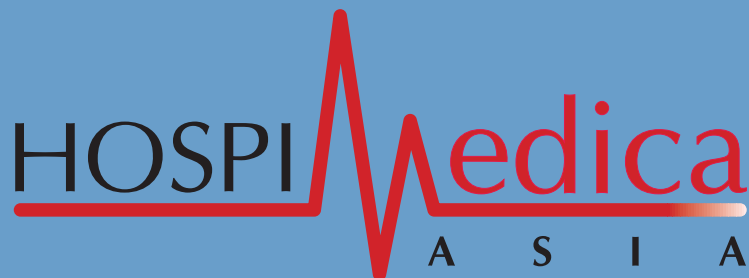
Attendance by Product Interest

Accident & Emergency Equipment	9.19%
Building Technology & Services	3.37%
Catering & Kitchen Equipment	2.11%
Communication & Information Technology	5.43%
Dental Equipment & Supplies	4.90%
Diagnostics	9.53%
Disinfection & Disposal Systems	6.17%
Electromedical Equipment	7.95%
Fabrics	2.08%
Hospital Furniture & Equipment	8.67%
Laboratory & Clinical Equipment	8.45%
Laundry & Dry Cleaning Equipment	1.82%
Medical Consumables	13.31%
Ophthalmic Supplies	3.09%
Rehabilitation Equipment/ Orthopaedic Supplies	7.30%
Pharmaceutical Supplies	6.63%

*based on 6,820 multiple responses



HOSPIMedica Asia 2002



International Exhibition on Hospital, Pharmaceutical,
Medical & Rehabilitation Equipment & Supplies

10 - 12 Sep 2002

Singapore International Convention & Exhibition Centre (SICEC)

www.hospimedica-asia.com

**PLEASE RETURN THIS FORM TO US BY FAX (65) 332 9655 / 337 4633
OR MAIL TO THE GIVEN ADDRESS BELOW**

Complete this form and return to the organizer if you would like to receive

- information on HOSPIMedica ASIA 2002 regular updates on HOSPIMedica ASIA

- YES! Please send me more information on exhibiting at HOSPIMedica ASIA 2002
 YES! Please have a representative call us as soon as possible
 YES! Please send me more information on visiting when available
 Please remove me from your mailing list.

Name (Mr/ Mrs/ Ms/ Dr)*: _____

Job Title: _____

Company: _____

Address: _____

_____ Country: _____

Tel: _____ Fax: _____
Country code / area code / tel *Country code / area code / fax*

E-mail: _____

Messe Düsseldorf Asia Pte Ltd
5 Temasek Boulevard
#05-05 Suntec Tower Five
Singapore 038985
Tel: (65) 332 9620
Fax: (65) 332 9655/337 4633
hospimedicaasia@mda.com.sg
www.messe-duesseldorf.de/MDA

