



9-11<sup>TH</sup>  
D E C  
2020



THE SANDS EXPO AND CONVENTION CENTRE, MARINA BAY SANDS, SINGAPORE

[WWW.MEDICALFESTIVALASIA.COM](http://WWW.MEDICALFESTIVALASIA.COM)

Officially supported by:



Held in:



Conceptualized by:



# MEDICAL FESTIVAL ASIA



**1 MEGA FESTIVAL**  
**2 ESTABLISHED ORGANISERS**  
**3 DAYS**  
**4 KEY Pillars** *Endless Activities!*

**16,000+**  
 INDUSTRY  
 PROFESSIONALS

**75+**  
 LEADING  
 SPEAKERS

**1,200+**  
 EXHIBITORS  
 SHOWCASING

**75+**  
 COUNTRIES  
 REPRESENTED





### PILLAR 1: TRADE MARKETPLACE

**MEDICAL FAIR ASIA**  
The region's leading medical, healthcare & MedTech exhibition.

The exhibition is organised by Messe Düsseldorf Asia.

### PILLAR 2: THOUGHT-LEADERSHIP

GlobalHealth Asia-Pacific Healthcare and Medical tourism summit. The region's leading medical tourism conference and gathering.



### PILLAR 3: HEALTHCARE AWARDS

GLOBALHEALTH ASIA-PACIFIC:

- HEALTHCARE CLINICS AND MEDICAL CENTRE AWARDS
- MEDICAL AESTHETICS AND WELLNESS AWARDS



### PILLAR 4: KNOWLEDGE- EXCHANGE

Topical conferences & technical presentations.



## MESSE DÜSSELDORF ASIA & GLOBALHEALTH ASIA-PACIFIC

Moving the future of healthcare and medical technology. A debut of Medical Festival Asia, the first-of-its-kind in Southeast Asia and a not to be missed event on the industry calendar!

Harnessing the power of face-to-face engagement and networking opportunities, this mega event, Medical Festival Asia, serves as a one-stop marketplace, gathering key stakeholders of the medical and healthcare industry biennially in Singapore.

# THE FOUR PILLARS

Medical Festival Asia will bring together the healthcare ecosystem and regional leadership under one venue, for a week of knowledge sharing, networking and a myriad of activities.

## TRADE MARKETPLACE

The region's most established medical and healthcare, and MedTech exhibition:

- o MEDICAL FAIR ASIA

*A member of the MEDICAlliance's global portfolio under the Messe Dusseldorf group.*

[www.medicalfair-asia.com](http://www.medicalfair-asia.com)

## THOUGHT-LEADERSHIP

3 Parallel tracks, over 2-days

- o Business of Healthcare
- o Digital Transformation and Healthcare Innovation
- o Private Equity and Start-up Disruption

[www.summit.globalhealthandtravel.com](http://www.summit.globalhealthandtravel.com)

## HEALTHCARE AWARDS

Recognising the best in class

- o GlobalHealth Asia-Pacific Healthcare Clinics and Medical Centre Awards
- o GlobalHealth Asia-Pacific Medical Aesthetics and Wellness Awards

[www.awards.medicalfestivalasia.com](http://www.awards.medicalfestivalasia.com)

## KNOWLEDGE-EXCHANGE

- o 3rd MEDICAL FAIR ASIA MEDICINE+SPORTS CONFERENCE
- o WT | Wearable Technologies Conference ASIA
- o Paradigm Shifts in Healthcare Seminar
- o Start-Up Podium @ MEDICAL FAIR ASIA Start-Up Park
- o A series of technical presentations by various exhibitors of MEDICAL FAIR ASIA





# MEDICAL FESTIVAL ASIA LINE-UP

**9 DEC**
**MEDICAL FAIR ASIA**

 VENUE: HALLS A, LEVEL 1 |  
HALLS D TO F, BASEMENT 2

**START-UP PODIUM®**

 VENUE: START-UP PARK STAGE, HALL A,  
LEVEL 1

**TECHNICAL PRESENTATIONS**

 VENUE: BUSINESS STAGE, HALL D,  
BASEMENT 2

**OPENING CEREMONY:**

 MEDICAL FAIR ASIA  
VENUE: FORUM STAGE, HALL F, BASEMENT 2

**MEDICAL FAIR ASIA  
MEDICINE + SPORTS  
CONFERENCE 2020**

VENUE: HALL D1, BASEMENT 2

**THOUGHT-LEADERSHIP:**

 BUSINESS OF HEALTHCARE  
VENUE: CASSIA BALLROOM, LEVEL 3

**THOUGHT-LEADERSHIP:**

 DIGITAL TRANSFORMATION AND  
HEALTHCARE INNOVATION  
VENUE: CASSIA BALLROOM, LEVEL 3

**THOUGHT-LEADERSHIP:**

 PRIVATE EQUITY AND  
START-UP DISRUPTION  
VENUE: CASSIA BALLROOM, LEVEL 3

**GALA AWARDS DINNER**

 GLOBALHEALTH ASIA-PACIFIC  
HEALTHCARE CLINICS AND  
MEDICAL CENTRE AWARDS 2020

**10 DEC**
**MEDICAL FAIR ASIA**

 VENUE: HALLS A, LEVEL 1 |  
HALLS D TO F, BASEMENT 2

**START-UP PODIUM®**

 VENUE: START-UP PARK STAGE, HALL A,  
LEVEL 1

**TECHNICAL PRESENTATIONS**

 VENUE: BUSINESS STAGE, HALL D,  
BASEMENT 2

**WT | WEARABLE  
TECHNOLOGIES  
CONFERENCE 2020 ASIA**

VENUE: HALL D1, BASEMENT 2

**PARADIGM SHIFTS IN HEALTHCARE  
SYMPOSIUM – PREHABILITATION IN  
COMMUNITY HEALTH (DAY 1)**

VENUE: FORUM STAGE, HALL F, BASEMENT 2

**THOUGHT-LEADERSHIP:**

 BUSINESS OF HEALTHCARE  
VENUE: CASSIA BALLROOM, LEVEL 3

**THOUGHT-LEADERSHIP:**

 DIGITAL TRANSFORMATION AND  
HEALTHCARE INNOVATION  
VENUE: CASSIA BALLROOM, LEVEL 3

**THOUGHT-LEADERSHIP:**

 PRIVATE EQUITY AND  
START-UP DISRUPTION  
VENUE: CASSIA BALLROOM, LEVEL 3

**GALA AWARDS DINNER**

 GLOBALHEALTH ASIA-PACIFIC  
MEDICAL AESTHETICS AND  
WELLNESS AWARDS 2020

**11 DEC**
**MEDICAL FAIR ASIA**

 VENUE: HALLS A, LEVEL 1 |  
HALLS D TO F, BASEMENT 2

**START-UP PODIUM®**

 VENUE: START-UP PARK STAGE, HALL A,  
LEVEL 1

**TECHNICAL PRESENTATIONS**

 VENUE: BUSINESS STAGE, HALL D,  
BASEMENT 2

**PARADIGM SHIFTS IN HEALTHCARE  
SYMPOSIUM – PREHABILITATION IN  
COMMUNITY HEALTH (DAY 2)**

VENUE: FORUM STAGE, HALL F, BASEMENT 2

**THOUGHT-LEADERSHIP:**

 BUSINESS OF HEALTHCARE  
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# MEDICAL FAIR ASIA

Organised by Messe Düsseldorf Asia, MEDICAL FAIR ASIA is part of MEDICALLIANCE, the globally recognised portfolio for medical trade fairs worldwide.



## MEDICAL FAIR ASIA

WHERE HEALTHCARE CONNECTS WITH TECHNOLOGY

The 13th edition of MEDICAL FAIR ASIA will take place from 9 - 11 December 2020 at Marina Bay Sands, Singapore, and is focused on hospital, diagnostic, pharmaceutical, medical & rehabilitation equipment & supplies.

As the region's leading exhibition for the medical and healthcare industry, MEDICAL FAIR ASIA brings together trade and healthcare professionals to one central venue to see the latest products and technologies from around the world.

**1,200**  
EXHIBITORS

**16,000+**  
VISITORS

**25**  
NATIONAL  
AND GROUP  
PAVILIONS

## WHO SHOULD ATTEND

### SPECIALIZING IN



**INDUSTRY  
& MEDICAL  
PROFESSIONALS**



**ESTABLISHMENTS  
& ORGANISATIONS**



**MEDICAL &  
HEALTHCARE**



**ACADEMIA  
& EDUCATION**



**CARE  
SERVICES**



**OTHERS/ANCILLARY  
SERVICES**

### PRODUCT RANGE:

ACCIDENT & EMERGENCY EQUIPMENT • BUILDING TECHNOLOGY & SERVICES • CATERING & KITCHEN EQUIPMENT • COMMUNICATION & INFORMATION TECHNOLOGY • DENTAL EQUIPMENT & SUPPLIES • DIAGNOSTICS • DISINFECTION & DISPOSAL SYSTEMS • ELECTROMEDICAL EQUIPMENT/ MEDICAL TECHNOLOGY • FABRICS/LAUNDRY • MEDICAL FURNITURE & EQUIPMENT • LABORATORY EQUIPMENT • MEDICAL CONSUMABLES • OPHTHALMIC SUPPLIES • REHABILITATION EQUIPMENT/ ORTHOPAEDIC SUPPLIES • PHARMACEUTICAL SUPPLIES • SERVICES & PUBLICATIONS



# THOUGHT LEADERSHIP

THE THOUGHT LEADERSHIP PILLAR OF MEDICAL FESTIVAL ASIA SHALL CONSIST OF THREE CONFERENCE TRACKS, RUNNING OVER TWO DAYS.

## BUSINESS OF HEALTHCARE

Aging population, informed patients and increased health awareness are some of the key challenges faced by global healthcare system.

Specifically, the need for a more accessible, affordable and personalise treatment is prevalent in Asia Pacific where the demographic is diverse, opportunity is immense and population is huge. The dream for a more effective, patient centric and personalised treatment is within reach, but it requires stakeholders to work together in embracing digital technology in the highly regulated medical space.



## DIGITAL TRANSFORMATION & HEALTHCARE INNOVATION

We are heading towards a world of exponential transformation where the healthcare industry is heavily disrupted by the advent of new technologies. However, the availability of solutions is often not directly translated into improving patient care.

The healthcare model has shifted from being doctor centric to patient centric. Themed around this paradigm shift, the conference track looks at how providers are managing their digital transformations to better user journeys, stay competitive and attractive to medical tourists.

Understandably, healthcare systems in developing countries tend to be highly cost sensitive and heavily regulated. Hence there is a need to bridge patients, providers, innovators to collaborate and explore an innovative way to translate innovation into patient-beneficial solutions.



## PRIVATE EQUITY & START-UP DISRUPTION

We will explore the impact the growth of healthcare start-ups, insurer-tech and well-funded young technology players are having on the ecosystem, from collaborations to disruptions.

From a growth spectrum, we will analyse the private equity challenges and opportunities, reviewing insights to fostering cross-border and cross-industry collaborations, and aiding in opportunities to build pipeline flow by connecting investors and providers in this dynamic healthcare landscape in the Asia Pacific.





# RECOGNISING BEST IN CLASS – ESTABLISHED. CREDIBLE. COVETED.

GlobalHealth Asia-Pacific will recognise companies that have maintained consistently high standards for delivering customer value and demonstrated outstanding performance. Companies will be looked at in terms of initiatives that can improve the way healthcare is delivered through areas such as technological innovation, customer service and product development, and all submissions reviewed by a panel of esteemed judges from across the region and healthcare verticals.





# RECOGNISING BEST IN CLASS – GALA AWARDS DINNERS

Medical Festival Asia shall feature three independent gala awards dinner, placing the necessary spotlight across the three key aspects and elements of the industry.



## GlobalHealth Asia-Pacific Healthcare Clinics & Medical Centre Awards 2020

The 2020 Asia Pacific Healthcare Clinics and Medical Centre Awards will be the Inaugural edition of its kind. This Awards evening will recognize and award the Best Healthcare Clinics and Medical Centre in multiple specialties.

The event will bring together leading Doctors across the region at an evening celebrating their accomplishments. The recipients will include Doctors, Clinics and Medical Centre that:

- Are not affiliated to any Hospital and are stand-alone Clinics, Medical Centre or a Chain of Doctors/Clinics
- Do not have in-patient facilities



## GlobalHealth Asia-Pacific Medical Aesthetics & Wellness Awards 2020

The 2020 Asia Pacific **Medical Aesthetics & Wellness Awards** will be the second edition of its kind. The healthcare and wellness journey has evolved, and these awards aim to recognise companies that have excelled across themes including medical aesthetic delivery, technology and the future of anti-aging treatments, holistic wellness, advances and innovations in aesthetic dentistry and innovations across the spectrum such as digital marketing and consumer engagement.

This Awards evening will recognize these companies will have maintained consistently high standards for delivering customer value and demonstrated outstanding performance.



### AWARDS TIME-LINE

30 SEPTEMBER 2020

15 OCTOBER 2020

9-11 DECEMBER 2020

SUBMISSION  
DEADLINE

EVALUATION BY  
JUDGES

AWARDS  
CEREMONY

## RECOGNISING BEST IN CLASS - JURY

Our panel of esteemed judges have in-depth industry understanding and years of experience across regions and health-care verticals.

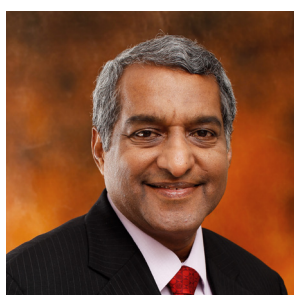
Their involvement and input, in a personal capacity, sets apart the GlobalHealth Asia-Pacific Awards, making them the Gold Standard.



### **SHERE NE AZLI**

*CEO, Malaysia Healthcare Travel Council*

Sherene Azli is the CEO of the Malaysia Healthcare Travel Council, an agency under the country's Ministry of Health that aims to promote Malaysia as a medical tourism destination. She has 16 years of experience in strategic business development.



### **DATO DR JACOB THOMAS**

*Group Medical Advisor at Ramsay Sime Darby Health Care*

Dr. Jacob was also former president of the Association of Private Hospitals of Malaysia and chairman of Ramsay Sime Darby Healthcare. He serves as a councillor of the Malaysian Society for Quality in Health (MSQH) and he is a member of the Malaysia Healthcare Travel Council (MHTC).



### **DATO DR KULJIT**

*President, Association of Private Hospitals Malaysia*

Datuk Dr Kuljit Singh has been actively participating in the business of Prince Court Medical Centre as he had held the post of Secretary of Medical Dental Advisory Committee MDAC from 2012-2013, Deputy Chairman MDAC 2014-2015 and now Medical Director since September 2015. Currently he is the President of Association Private Hospitals Malaysia (APHM) and a Malaysian Medical Council (MMC) Council Member.

\*Each of them provide their input in a personal capacity, and do not represent their respective firms when providing their votes.

## RECOGNISING BEST IN CLASS - JURY



### **DR RAVI SHRESTHA**

*General Manager & Senior Director, Global Healthcare IT at Canon Medical Systems Corporation*

Dr. Ravi Bickram Shrestha was previously General Manager at Vital Images, Toshiba Medical Systems Corporation and a Executive Vice President of Infinitt Healthcare.



### **DR PREM PILLAY**

*Medical Director, Neuro Spine and Pain Center Singapore*

Dr. Prem Pillay is a Senior Specialist Neurosurgeon and Spine+Brain Specialist at the Singapore Brain Spine Nerves Centre. He is a medical entrepreneur and advisor in the digital health, mobile health, medical robotics, and AI space, working with Jungle Ventures in Asia and Biopacific Investors in the USA.



### **DR. VINCENT CHIA**

*Deputy Managing Director (China) at Raffles Medical Group & CEO, Asian Healthcare Solutions LLP.*

Dr. Vincent Chia is a healthcare consultant the former CEO of Singapore's Gleneagles Hospital.



### **DR. TIMOTHY LOW**

*Head of Healthcare Investment at Temasek Group and Board Director, Farrer Park Hospital.*

Dr. Timothy Low is the Board Director of Farrer Park Hospital. He is a Co-Founder/CEO of Sheer HC and a leader in Pharmaceuticals and Medical Device, Asia Pacific. Over 30 years medical experience, displaying the vision and values necessary to lead transformation which maximise people.

\*Each of them provide their input in a personal capacity, and do not represent their respective firms when providing their votes.

## RECOGNISING BEST IN CLASS - JURY



### MARINA TAN

*International Manager - Asia Pacific, Joint Commission International*

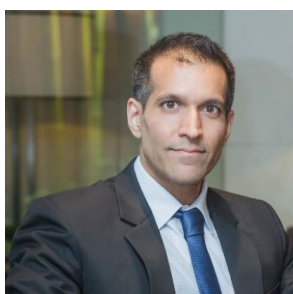
Marina Tan is a recognised leader in healthcare marketing within the healthcare community at large. Amongst her past leadership roles, Marina was the former head of Health Banking for HL Bank Singapore, and was also the Head of Business Development for Fortis Healthcare.



### ROMEO FERNANDEZ LLEDO

*Former Executive Vice Chairman, PT Siloam International Hospitals*

Romeo Lledo was the former executive vice chairman of Siloam International Hospitals, the largest provider in Indonesia. Prior to Siloam Hospitals he started his career at SGV & Co. (Member of Ernst & Young) with his last position as Audit Manager. \*Each of them provide their input in a personal capacity, and do not represent their respective firms when providing their votes.



### SUDI NARASIMHAN

*Health Care Management Consultant at Self-Employed*

Mr Sudi Narasimhan is ex-executive Director of Marketing and Business development at Cleveland Clinic., in Abu Dhabi. He specializes in strategy and execution Healthcare Management and administration of running a business. He is also a former corporate director of marketing and business development of Bumrungrad International Hospital.

\*Each of them provide their input in a personal capacity, and do not represent their respective firms when providing their votes.



# PAST SPEAKERS



Datuk Seri  
Dr. Dzulkefly Ahmad  
Honorable Minister  
of Health Malaysia



Chong Yee Mun  
Chief Executive Officer  
Prince Court



Choo Kin Poo  
Chief Executive Officer  
MWH Medical



Choy Wah Wei  
Chief Executive Officer  
Sunway Medical Centre  
Sdn Bhd



Dr. Dhesi Raja  
Special Officer and  
Advisor (Healthtech) to  
the Honourable Minister  
of Health Malaysia



Ewan Davis  
Private Equity Investor  
Quadria Capital



Dr. Grace Frelita  
Director  
Siloam Hospitals Group



Dr. Hanif Kanji  
Founder and  
Chief Executive Officer  
Sinophi Healthcare



Ho Wei Jiang  
Strategy and Business  
Development Director  
Elsevier



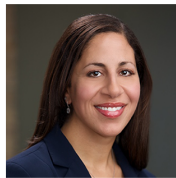
Dato Dr. Jacob Thomas  
Group Medical Advisor  
Ramsay Sime Darby  
Health Care



Kunal Karani  
Chief Strategy Officer  
Turing Labs



Mark Wang  
Partner at  
Pureland Venture



Dr. Marwa Joy Zohdy  
Vice President  
Global Consulting Services  
Joint Commission International



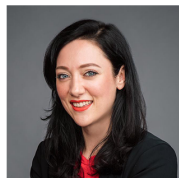
Narender Panjwani  
Chairman  
Global Health and Travel



Nadiah Wan  
Group Chief  
Executive Officer  
TMC Life Sciences



Natasha Gulati  
Medical Solutions Consultant  
Elsevier



Nicola Eliot  
Director of Content  
StoryWorks APAC  
BBC Global News Limited



Dr. Prem Pillay FACS(USA)  
Medical Director  
Singapore Brain-Spine-  
Nerves Center



Dr. Ravi Bickram Shrestha  
General Manager  
Global Healthcare IT  
Canon Medical Systems Corp.



Romeo Lledo  
Executive Vice Chairman  
PT Siloam International  
Hospitals, Tbk



Seemant Jauhari  
Partner  
HealthXCapital



Sherene Azli  
Chief Executive Officer  
Malaysia Healthcare  
Travel Council



Sudi Narasimhan  
Executive Director of Marketing  
and Business Development  
Cleveland Clinic Abu Dhabi



Sutikno Sjarif  
Chief Executive Officer  
Bumiputera Indonesia



Dr. Timothy Low  
Board Director  
Farrer Park hospital



Dr. Vincent Chia  
Founder and Director  
Asian Healthcare Solutions



Dr. Wong Weng Hong  
Co-Founder  
Healthway Medical

# HOW CAN COMPANIES BE INVOLVED



## INDUSTRY EVENTS

- o Organise break-out industry events
- o Be an official industry partner and event
- o Host VIP's for private gatherings



## CONTENT PARTNER

- o Co-curate content and speakers



## MEDIA PARTNER

- o Be recognised as an official media partner



## EXHIBITION

- o Exhibit at Medical Fair Asia
- o Be heard and seen by the industry

## PLATFORM FOR

- o Product Launches
- o Industry Showcase
- o Establishing Brand Positioning
- o Deal-making (Series-A to Private Equity)



## THOUGHT-LEADERSHIP

- o Profiled as a thought leader
- o Global Reach
- o Speaker Opportunities
- o Research Report Distribution

## ECOSYSTEM NETWORKING

Connect and Network with influential and emerging players across the ecosystem.



## EQUIPMENT/ TECHNOLOGY SOURCING

Source, connect and collaborate with leading:

- o Equipment Suppliers
- o Innovative Technology Start-ups and Firms
- o Hospitals and Regional Medical Facilitators
- o Investors and Private Equity Firms



# SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES AND BENEFITS	BRONZE SG\$15,000 (UP TO 15 SPOTS)	SILVER SG\$30,000 (UP TO 9 SPOTS)	GOLD SG\$50,000 (UP TO 6 SPOTS)	PREMIUM SG\$75,000 (UP TO 3 SPOTS)
<b>PREMIUM</b>				
Naming rights for one of three thought leadership stages.				✓
Static/Video Ads (30secs max) of sponsor played twice each day, during the morning and afternoon session. <i>*Sponsor to provide video.</i>				✓
Access to all exhibiting, panel and solo-speaking individuals, firms and start-ups.				✓
Lanyard or badge branding: An excellent way to create brand recognition and maximise exposure.				✓
Conference bags: Maximise and extend your brand visibility by sponsoring the festival's conference bag. <i>*Package includes the production of the conference bags.</i>				✓
Conference bag inserts: Reach out to all delegates and create brand awareness with the inclusion of your company insert.			✓	✓
Conference table placement: Reach out to all delegates and create brand awareness with the table placement.			✓	✓
<b>CONFERENCE AND NETWORKING</b>				
Speaking slots: Guaranteed solo speaking slot to establish you/the firm as a thought leader.			✓	✓
Speaking slots: Guaranteed panel speaking slot to be recognised by peers as a thought leader.		✓	✓	✓
<b>BRAND AMPLIFICATION - VENUE</b>				
On-site Venue Advertising, including production of banners/screen artwork.	✓	✓	✓	✓
Logo on On-site sponsor boards x6 high attendee traffic locations.	✓	✓	✓	✓
<b>BRAND AMPLIFICATION – DIGITAL</b>				
Logo on Medical Festival Asia website.	✓	✓	✓	✓
Logo on GlobalHealth Asia-Pacific Summit website.	✓	✓	✓	✓
Dedicated company profile page on Medical Festival Asia website.	✓	✓	✓	✓
Hosted video on company profile page.	✓	✓	✓	✓
Social Media (Facebook & Instagram) posting x2: One highlighting the companies participation, the second a preferred messaging and/or details of the company.	✓	✓	✓	✓
<b>BRAND AMPLIFICATION – PRINT</b>				
Editorial feature in post-event special Medical Festival Asia special issue of GlobalHealth Asia-Pacific.	✓	✓	✓	✓
Advert in post-event special Medical Festival Asia special issue of GlobalHealth Asia-Pacific.	✓	✓	✓	✓



# SEE YOU AT THE INAUGURAL MEDICAL FESTIVAL ASIA FROM 9 - 11TH DECEMBER 2020!



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