



8th International Exhibition on Hospital, Diagnostic,
Pharmaceutical, Medical & Rehabilitation Equipment & Supplies

15 - 17 September 2010

Suntec Singapore

www.medicalfair-asia.com

July 2010

PRESS RELEASE # 5

For immediate release

MEDICAL FAIR ASIA 2010 to showcase latest solutions to the region's healthcare providers

- **Highlights include surgical robot, host of diagnostic, electromedical, and consumable solutions**
- **Strong stakeholder support drives industry innovation and growth**

As opening day for **MEDICAL FAIR ASIA 2010** fast approaches, the exhibition is once again proving to the healthcare sector that it is the premier must-attend event of its type in Asia. A review of the 400-plus companies who will display their latest products and solutions at the exhibition reveals a literal who's who of the hospital, diagnostic, pharmaceutical, and medical & rehabilitation equipment & supplies industries. This strong international and regional representation of exhibitors is set to provide a valuable visitor experience for industry participants when MEDICAL FAIR ASIA opens its doors on 15 September 2010 at Suntec Singapore.

Initiatives drive demand for innovation

Various projects driven by governmental and other organizations continue to promote adoption of the latest healthcare technologies in the Asian region. Besides an ongoing project in Singapore to shift fully to electronic medical records at public polyclinics, the DesignSingapore Council began looking into ways to improve patient experience during hospital stays, through innovative designs aiming to increase safety and service efficiency. The council is planning to initiate a project with healthcare players and designers in 2010.

The Singapore Economic Development Board (EDB) and the Malaysian Industrial Development Authority (MIDA) are also active in providing grants to medical device developers and manufacturers, thus supporting a vibrant growth sector that continues to gain critical mass.

Medical tourism augments growth

Medical tourism also continues to support demand for advanced treatment solutions in the ASEAN region. Around 1 million Indonesians, for example, travel abroad for medical treatment each year, spending more than US\$1 billion in the process. Indonesians account for approximately 70% of

international patients in Malaysia, and 65% of those in Singapore. The region also continues to attract increasing numbers of medical tourists from Europe and the Middle East.

Leading-edge healthcare solutions on show

MEDICAL FAIR ASIA 2010 is shaping up to be a must visit event on the healthcare calendar of Asia given the wealth of medical and healthcare wares on display. The following are just some of the highlights.

Electromedical equipment

- A definitive highlight of MEDICAL FAIR ASIA 2010 is sure to be the iSR'obot Mona Lisa from local Singaporean company **Biobot Surgical**. Through collaborative partnership with Singapore General Hospital, involving successful clinical tests on over 200 patients in four years, Biobot has achieved unprecedented breakthrough in robotic surgery with the world's smallest surgical robot. Being the **world's first active robotic system with organ surgical capabilities**, it allows the automation of surgical procedures by harnessing an innovative cancer mapping technology.
- **Equip Medical** will exhibit the all-new SECA 360° Wireless series weighing and measuring system, which seamlessly transmits weigh, height and BMI data from one location to another through the SECA 360° USB receiver, whereupon it can be analyzed at a remote laptop or PC.
- U.K. company **JAotech** designs and manufactures a range of high performance, innovative embedded touch screen smart terminals that function as all-in-one medical computers for patient bedside entertainment and clinical access. Manufactured using anti-bacterial plastics and medically compliant in design, the terminals provide a core solution for a host of interactive healthcare applications providing secure access to Electronic Medical Records (EMR) and innovative triple-play solutions (web, IPTV, VoIP) for patient entertainment. Features include a built-in camera, TV tuner, barcode scanner and wireless capability. For access control the terminals are designed with a smart card reader, biometric scanner and RFID technology.

Accident and emergency equipment

- The latest offering from **Hisaka** is the Portable Blood Warmer (PBW) System used during blood transfusion. This PBW System allows blood to be transfused at a preferred temperature of 40°C, protecting patients from hypothermia when transfusion therapies are needed. The light-weight, battery-operated PBW System is suitable for use with blood bags pasted with a special flexible printed heating sticker.
- With the increased use of CPAP (continuous positive airway pressure) machines, there is a need to disinfect the device. **Lifeline Corporation** will be showcasing the CpapGuardian ozone disinfectant bag at MEDICAL FAIR ASIA. Also on display for the first time is the Cloud 9 Lifestyle bed for home nursing.
- Leveraging its new facility including cleanrooms of class 100,000 and 10,000 launched in February 2009, **Vitaltec Corporation**, a leading manufacturer of closed-suction systems,

will feature the Vital-Cath 72 with isolation valve that maintains patient PEEP level and prevents cleaning saline backflow to the patient, and the Rota-Trach tracheotomy tube employing a free-angle oscillating connector and a radiopaque inflating tube for radiological purposes.

Diagnosics

- South Korea's **Humasis** boasts an impressive IVD product-line covering various rapid tests for self testing, laboratory and hospital use. Specifically, its patented Inexscreen screening test is used for abnormal pregnancy detection.
- Taiwan's **Rossmax International** is the first non-Japanese manufacturer of digital wrist sphygmomanometers, and the first company to independently develop monitoring software for digital sphygmomanometers. The company offers 100 different models with expertise in six areas including medical knowledge, ergonomics, electronic circuits, software development, material structure, and information networking.
- **Beijing Leadman Biochemistry** is a leading player in China's IVD industry, with more than 100 product varieties covering biochemistry, chemiluminescence immunodiagnosics, molecular tests, medical devices and diagnostic equipment. Products, manufactured using German technology, are said to be competitively priced and are widely accepted by both clients and stakeholders.
- Glucose monitoring is the forte of Switzerland's **Bionime Corporation** and this year it launched the high-end GM550 series model, whose main feature of auto coding makes the meter easy to use. A backlit design enables users to read the test result even in the dark. With its accuracy and precision, the GM550 has attracted a lot of attention from the professional users in Europe.

Medical consumables

- Addressing concerns regarding infectious diseases, the NT-V2 Mask is a first-in-the-world self-sterilizing mask utilising advanced technology to effectively neutralize micro-organisms on the outside and inside surfaces of the mask. Tested against virulent H5N1 virus (Avian influenza), anthrax-surrogate, tuberculosis, MRSA and other airborne micro-organisms, up to 100% efficacy is exhibited. The mask is supplied by **Seattle Technologies**.
- Safety syringes from **Wenling Sol-Millennium Medical Products** eliminate syringe reuse and needlestick injury by retracting the needle into the barrel and locking it permanently after injection, or breaking the plunger after injection to disable the syringe.
- Sino Italy **Nanjing Maidixin Medical Device** will feature its disposable linear cutter for endoscope use, disposable biopsy instruments, and disposable circular stapler at MEDICAL FAIR ASIA.

Concurrent occupational safety + health exhibition

Held alongside MEDICAL FAIR ASIA is OS+H Asia 2010, Southeast Asia's leading exhibition on workplace safety and care. This exhibition will be held for the 7th time in Singapore and will showcase the latest OSH equipment, solutions and services from more than 100 exhibiting companies from 20 countries.

ABOUT MEDICAL FAIR ASIA

MEDICAL FAIR ASIA, organized by Messe Düsseldorf Asia, is Asia's largest regional and most authoritative platform for the medical and healthcare industry. Held for the 8th time in Singapore, the exhibition sponsored by Singapore's Ministry of Health, is endorsed by the Singapore Exhibition and Convention Bureau as an Approved International Fair and supported by Messe Düsseldorf GmbH, organizer of MEDICA and REHACARE INTERNATIONAL, the world's largest trade fair for the medical and rehabilitative care industries. The exhibition is also supported by numerous associations and this include the Singapore Medical Association, Association of Private Hospitals of Malaysia (APHM), Indonesian Hospital Association (PERSI), Hospital, Medical, Laboratory Equipment & Supplies Importers Association of the Philippines (HOMLESIAP), the Federation of Medical Societies of Hong Kong (FMSHK), Shenzhen Association of Medical Devices (SAMD) and the Vietnam Medical Equipment Association.

MEDICAL FAIR ASIA 2010 will showcase the latest cutting edge medical and health care equipment, solutions and services from over 400 exhibiting companies from 30 countries including national pavilions and groups from Austria, Australia, China, France, Germany, India, Japan, Korea, Singapore, United Kingdom and Taiwan. 8,000 visitors, practitioners and professionals from across the Asia-Pacific and beyond are expected to be at the exhibition. Visitor registration is now available online at www.medicalfair-asia.com

More information on MEDICAL FAIR ASIA can be found at www.medicalfair-asia.com or contact:

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