

For immediate release

MEDICAL FAIR ASIA to host inaugural Asian edition of MEDICINE + SPORTS CONFERENCE in 2016



- First ever **MEDICINE + SPORTS CONFERENCE ASIA** to feature greater focus on Southeast Asia, bringing together sports medicine experts, healthcare providers, physicians, fitness trainers and industry players to discuss innovations in sports medicine and pertinent healthcare challenges in the region
- **To be held on 1 Sep 2016 during MEDICAL FAIR ASIA 2016 at a new venue, the Marina Bay Sands Singapore**

16 November 2016 - The MEDICAL FAIR ASIA, Southeast Asia's most definitive event for the medical and healthcare industry, will play host to the first ever Asian edition of the MEDICINE + SPORTS CONFERENCE in 2016.

The inaugural MEDICINE + SPORTS CONFERENCE ASIA will be held on 1 September 2016 during MEDICAL FAIR ASIA 2016 at a new venue, the Sands Expo & Convention Center, Marina Bay Sands Singapore. The conference is jointly organized by Messe Düsseldorf Asia and Navispace AG, with the support from founding cooperation partners namely; Sports Medical Association Singapore (SMAS), Exercise is Medicine Singapore (EiMS), FIMS (International Sports Medicine Association) and WT Wearable Technologies.

Founded in 2013 at the largest medical trade show MEDICA, the internationally established MEDICINE + SPORTS CONFERENCE has repetitively attracted great speakers and high-level attendees from around the world. The inaugural Asian edition will feature eminent speakers on topics such as physical activity as a key to disease prevention, defining health and fitness guidelines, creating the right activity programs for athletes and non-athletes, vital data and performance monitoring, digital systems in elite and recreational sports as well as new digital solutions such as new activity trackers, monitoring devices and other health gadgets. The conference also aims to feature a greater focus on the pertinent healthcare challenges in the Southeast Asia region, using the opportunity provided by MEDICAL FAIR ASIA, with relevant industry participation and attendance of



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

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Marina Bay Sands • Singapore

www.medicalfair-asia.com

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quality trade buyers and decision makers, to generate high-level exchanges and discussions.

The established MEDICINE + SPORTS CONFERENCE has been brought to Asia in view of the booming sports medicine market in this region. According to market research solution ReportLinker, the Asia Pacific sports medicine market is estimated to grow at a compound annual growth rate (CAGR) of 6.96% and is expected to reach US\$3.85 billion by the end of 2019. At the same time, with the rapid economic development and increasing adoption of modern lifestyle habits in Southeast Asia, rising non-communicable diseases like cardiovascular diseases, chronic respiratory diseases, and diabetes have become one of the major healthcare challenges in the region. According to the World Health Organization (WHO), 62% of all deaths in the region are due to non-communicable diseases and 48% of affected persons are aged below 70 years old.

Mr Gernot Ringling, Managing Director of Messe Düsseldorf Asia, said: “Over the years, we have seen sports medicine advance by leaps and bounds worldwide, making it important for stakeholders and industry players in this region to remain at the forefront of the latest innovations and to address the most prominent healthcare challenges. I am very excited for Messe Düsseldorf Asia to partner with Navispace AG in bringing MEDICINE + SPORTS CONFERENCE to Asia for the first time. This will enhance the experience of all our delegates at MEDICAL FAIR ASIA 2016 and add significant value to the event. MEDICAL FAIR ASIA is proud to host the inaugural Asian edition of MEDICINE + SPORTS CONFERENCE.”

“It is most appropriate and timely that we base the Asian edition of MEDICINE + SPORTS CONFERENCE at MEDICAL FAIR ASIA, the hallmark event for Asia’s medical and healthcare sector,” said Dr Sonja Sulzmaier, Managing Partner of Navispace AG. “Healthcare investment and the emphasis on sports medicine are shifting towards Asia, particularly in the Southeast Asia region. It is imperative to facilitate the right dialogue and networking platform to discuss how technology and innovation in this sector can help address some of the region’s healthcare challenges. We are confident that this inaugural conference will deliver valuable opportunities for discussions and development of solutions to meet the challenges of the fast changing healthcare landscape in this region.”

MEDICAL FAIR ASIA 2016, organized by Messe Düsseldorf Asia, will be held from 31 August to 2 September 2016 at a new venue, the Sands Expo & Convention Center, Marina Bay Sands Singapore. As a testament to the significance of the event for the medical and healthcare industry, 1,000 exhibitors from 45 countries, 20 national pavilion and country groups and 15,000 qualified trade buyers and decision makers are expected to participate in this 11th edition.

The 3rd edition of MEDICAL MANUFACTURING ASIA in 2016 will also co-locate with MEDICAL FAIR ASIA 2016 to offer synergistic opportunities for specialists sourcing diversified solutions for the healthcare and medtech industries. Focused on the medical technology and medical

manufacturing sector, MEDICAL MANUFACTURING ASIA is jointly organized by Messe Düsseldorf Asia and the Singapore Precision Engineering & Technology Association (SPETA).

About MEDICAL FAIR ASIA 2016

Organized by Messe Düsseldorf Group, the world's leading organizer of medical trade fairs, MEDICAL FAIR ASIA is part of the "World of MEDICA" brand and has established itself as the region's leading international exhibition on hospital, diagnostic, pharmaceutical, medical & rehabilitation equipment & supplies. Following its successful growth path since its inception in 1997, MEDICAL FAIR ASIA acts as the gateway to Asia for global industry players by providing the perfect platform to showcase the latest industry innovations, to network and do business.

For more information, please visit www.medicalfair-asia.com

About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf in Germany, one of the world's leading trade fair organisers, responsible for organising more than 20 global No. 1 exhibitions in various industries including medicine and health, specifically MEDICA, COMPAMED and REHACARE INTERNATIONAL 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.messe-duesseldorf.de/MDA

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