

For Immediate Release

MEDICAL MANUFACTURING ASIA returns in 2022 with Phygital Edition: Value-add experience with both in-person and online business opportunities

Singapore, 8 November 2021 – MEDICAL MANUFACTURING ASIA makes a comeback next year and will return to Marina Bay Sands, Singapore, from 31 August – 2 September 2022, with a 3-day physical trade fair, followed by a week-long digital extension. After the last edition in 2018, the four-year hiatus has laid the grounds for an enhanced edition – with the first Phygital Edition - of this specialist trade fair for Asia's MedTech and medical manufacturing processes sectors.

Presenting a hybrid model - a winning approach that brings the best of the in-person experience and essential digital tools so participants can continue to connect and engage, the digital extension will offer value-added opportunities for networking, smart business matching, and access to on-demand content from anywhere in the world. MEDICAL MANUFACTURING ASIA Phygital Edition aims to attract some 5,000 targeted visitors and buyers from around the world, with over 60 percent of visitors expected to be involved or have influence in purchasing decisions.

“Adding the hybrid component to the in-person trade fair expands MEDICAL MANUFACTURING ASIA’s reach to a wider international audience, both because of potential capacity limits on-site and travel limitations. The digital extension also offers additional benefits for exhibitors in terms of branding exposure and a more seamless approach to follow up on sales leads, and more importantly for both exhibitors and visitors – a robust environment in which to continue connecting and to do business effectively,” said **Ms Daphne Yeo, Senior Project Manager, MEDICAL MANUFACTURING ASIA, Messe Düsseldorf Asia**.

Coming on the back of a world transitioning towards endemic living, the staging of MEDICAL MANUFACTURING ASIA will be at an opportune time as medical and healthcare trends point to the demand for value products i.e. high-quality medical products at competitive pricing. As a must-attend event presenting a global showcase of 100 companies with best in class products, components and solutions for the medical technology industry, trade visitors can expect to do business with a global line-up of companies – with more than half expected to come from overseas.

MEDICAL MANUFACTURING ASIA will also see the return of the IVAM Forum: High-Tech for Medical Devices. Organised by IVAM Microtechnology Network, the forum will bring together leading companies in the specialised fields of the micro- and nanotechnology sectors, providing insights on the latest innovations and share best practices through presentations including Modules and Components for Medical Technology, Inspection Equipment and Testing Services, Biocompatible Materials, Lab-on-a-chip Technology and more.

IVAM will also be presenting the inaugural **IVAM Marketing Prize Asia Award** at MEDICAL MANUFACTURING ASIA, which celebrates creative and outstanding achievements in medical technology marketing by SMEs. The IVAM Marketing Prize has been held annually in Germany since 2009.



5th Manufacturing Processes
for Medical Technology
Exhibition and Conference

31 AUG – 2 SEP 2022
Physical
Marina Bay Sands • Singapore

3 – 9 SEP 2022
Digital • Online

www.medmanufacturing-asia.com

Singapore Precision Engineering and Technology Association
2 Ang Mo Kio Drive, Singapore 567720
Tel: (65) 6753 8909 • Fax: (65) 6752 8839
mma@speta.org • www.speta.org

Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place, #09-02 HarbourFront Tower Two, Singapore 099254
Tel: (65) 6332 9620 • Fax: (65) 6337 4633 / (65) 6332 9655
mma@mda.com.sg • <https://mda.messe-dusseldorf.com/>

Business Registration 199507124Z

Jointly organised by:

The logo for SPETA (Singapore Precision Engineering and Technology Association) features the word "SPETA" in a bold, red, sans-serif font. The letter "T" is stylized with a green, pixelated or dotted pattern.

The logo for Messe Düsseldorf Asia features a stylized, colorful graphic of the letters "M" and "A" in shades of orange, red, and yellow. Below the graphic, the text "Messe Düsseldorf Asia" is written in a black, sans-serif font.

Commenting on the Phygital Edition of the trade fair and its relevance to an evolving healthcare landscape, **Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia**, said that the pandemic has placed unparalleled demands on global healthcare systems but the industry's resilience has demonstrated its ability to bring innovations to market quickly. "As the sector's innovation capabilities continue to rise to the challenges and place the sector firmly in the spotlight, events like MEDICAL MANUFACTURING ASIA provide an ideal platform for product innovations to be showcased, from microtechnology and new materials to packaging solutions for the medical technology sector."

With Asia's MedTech sector expected to reach US\$157 billion next year, and slated to surpass Europe as the 2nd largest market globally in the next decade,¹ the trade fair continues on its growth momentum as a leading exhibition. Over the years, both exhibitors and trade visitors have consistently ranked the exhibition as among the top exhibitions of its kind in the region and top four in the world.

MEDICAL MANUFACTURING ASIA will co-locate with **MEDICAL FAIR ASIA**, and is jointly organised by Messe Düsseldorf Asia and the Singapore Precision Engineering & Technology Association (SPETA). Together, the two trade fairs will present a synergistic one-stop event representing the medical and healthcare value chain; from product development and high-tech manufacturing components to finished products and solutions.

A member of **MEDICAlliance** - the global network of medical trade fairs, MEDICAL MANUFACTURING ASIA shares the expertise of No.1 exhibitions in their sectors - MEDICA, REHACARE and COMPAMED organised by the Messe Düsseldorf group in Germany.

For more information on MEDICAL MANUFACTURING ASIA 2022 Phygital Edition, visit www.medmanufacturing-asia.com.

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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, visit <http://mda.messe-dusseldorf.com/>

Media contacts:

Alvin Sim | Zarina Ann Muhammad
Tel: +65 6332 9621 | 6332 9624
Email: alvin@mda.com.sg | zarina@mda.com.sg

¹ MedTech Industry in APAC, APACMed, August 2021



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