



16-18 July 2025

Malaysia International Trade and Exhibition Centre (MITEC)
Kuala Lumpur, Malaysia

Pioneering the future of medical laboratory & healthcare in the ASEAN region

medlabasia.com
medlabasia.com/asiahealth

Co-located with



Leading the innovations of medical laboratory & healthcare in the ASEAN region

Medlab Asia and Asia Health, hosted by Informa Markets, is a premier event for the ASEAN medical laboratory and healthcare industry, connecting professionals with cutting-edge products and showcasing the latest innovation.

Medlab Asia is a gateway to the vibrant ASEAN medical laboratory sector, offering extensive business development and networking opportunities. It showcases a wide range of products, including laboratory equipment, disposables, consumer goods, reagents, and tests.

Asia Health is a key platform in the ASEAN healthcare sector, offering opportunities to showcase products, expand networks, and reveal innovations. It features exhibitors from medical equipment, disposables, healthcare services, infrastructure, imaging, sterilization, IT solutions, and emergency services.

Block your calendars

Medlab Asia and Asia Health 2025

16-18 July 2025

Malaysia International Trade and Exhibition Centre (MITEC),
Kuala Lumpur, Malaysia



2024 Overview

Held on 10-12 July 2024,
at Queen Sirikit Convention Center, Bangkok, Thailand.



11,718 professional visits

- **8,465** trade visitors
- **3,253** delegates

* **9,166** unique visitors

54 countries represented

133 speakers



5 country pavillions

450 exhibitors companies

33 exhibiting countries



\$37.5 Million

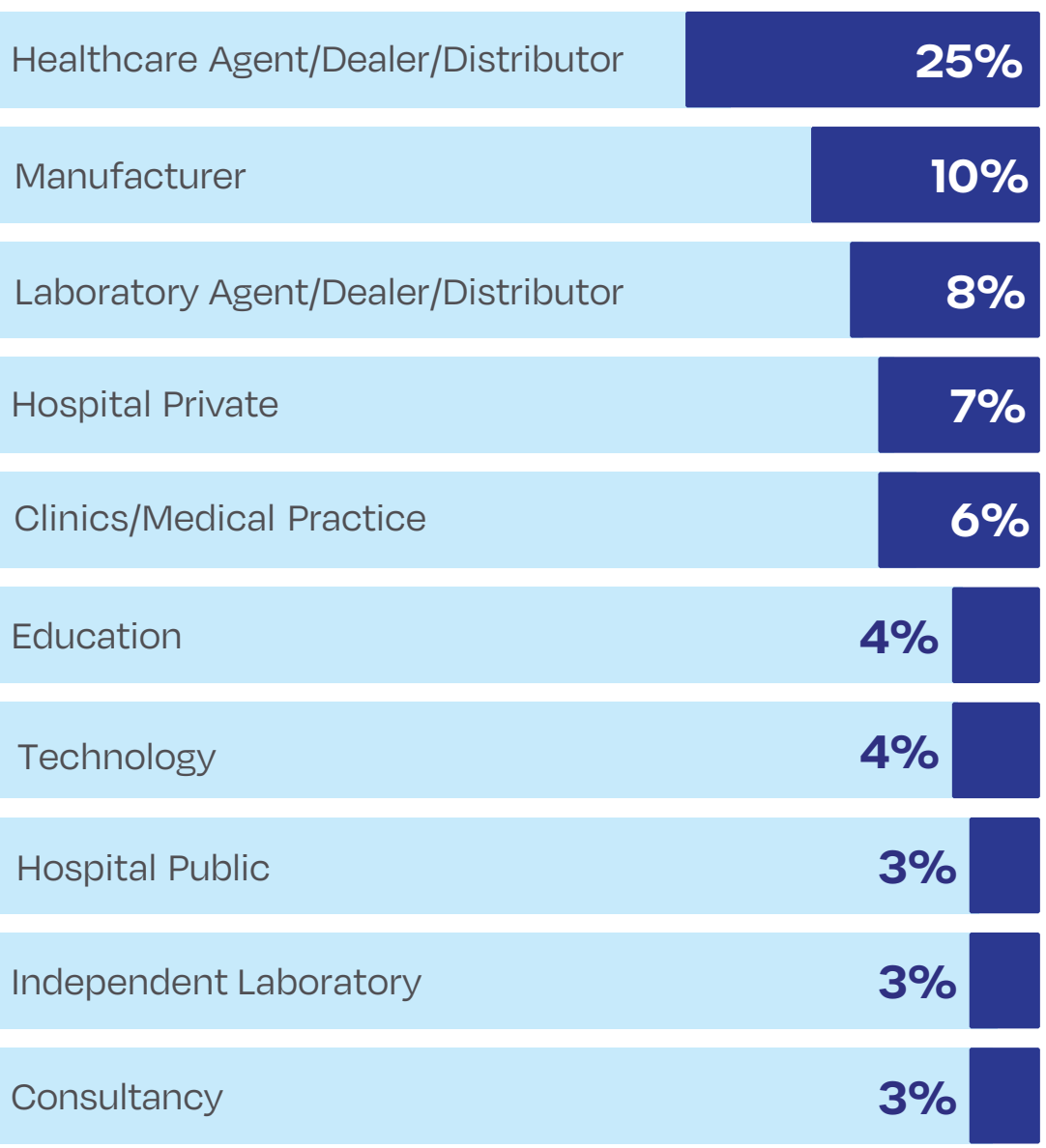
total value of business generated

during the exhibition and expected over the next 12 months
as a result of exhibiting.

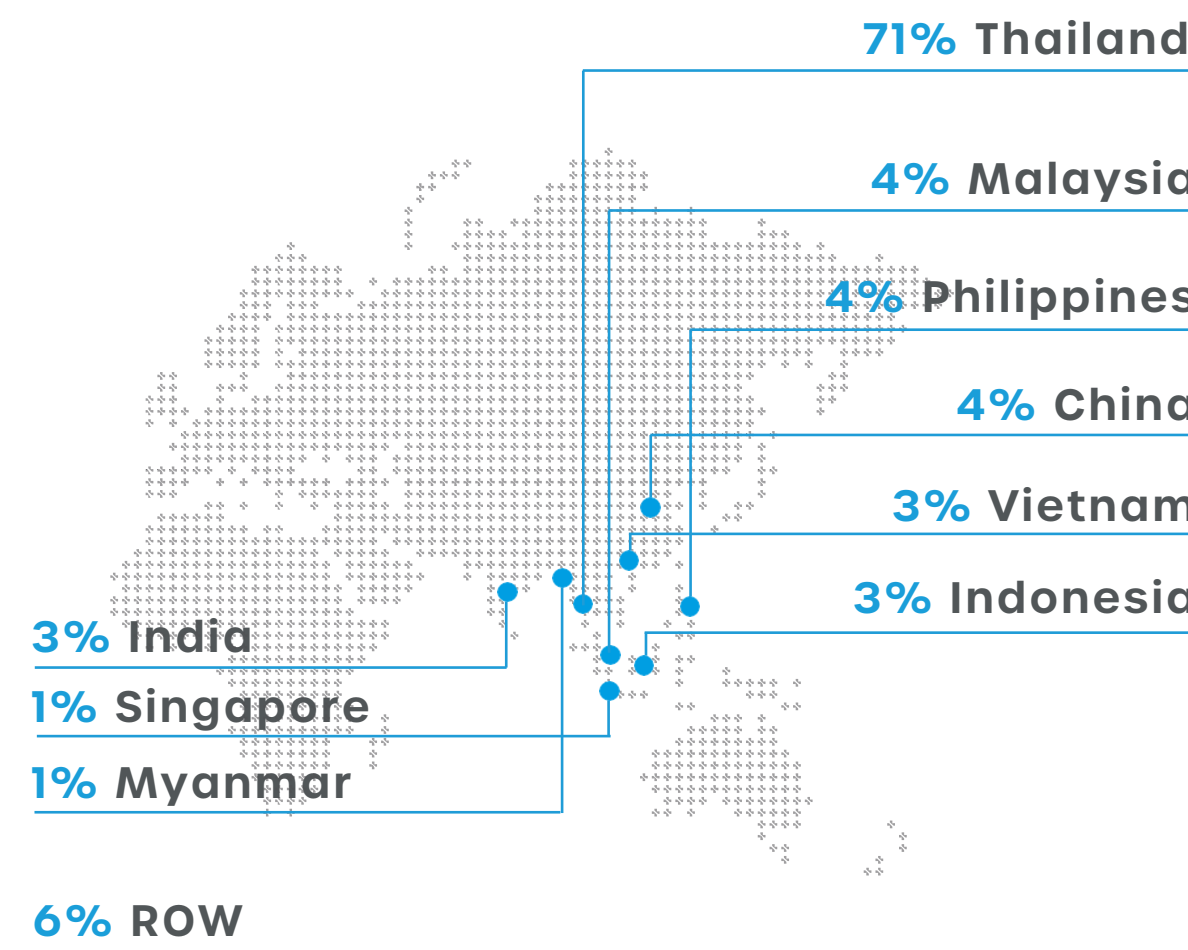
**Results provided by GRS Explori

Visitor overview

Nature of business



Breakdown by region



What to expect at Medlab Asia & Asia Health 2025

12,000 + Sqm of space	10,000 + Visitors	3,000 + Delegates	54 + Countries
350 + Exhibitors companies	15 + Exhibiting countries	12 + Academic & business conferences	
150 + Local & International speakers	23 + Supporting organisations		

Features



Live- demonstration of
Products, Innovations,
& Services



International
Pavilions



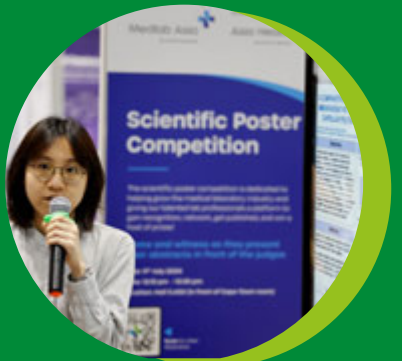
Hosted buyer
Programme



Business
Matching



Academic accredited
& Business conferences



Scientific Poster
Competition



Workshop &
Training



Consultancy
Clinic

Visitor Profile

Meet with a full spectrum of lab and healthcare professionals who are purchase-ready and on the look-out for the latest untapped discoveries.



Dealer & Distributor

- C-level/Owner
- Sales Manager



Healthcare / Laboratory Professionals

- Procurement Manager
- Department Head
- Hospital Management



Independent/ Hospital Laboratory Management

- Purchasing Manager
- General & Senior Management



Hospital and Medical Center

- Healthcare Leaders
- Government Leader



Investors

- Medical Professionals




Leadership


- Importer
- Exporter
- Trade Agency

Exhibitor Profile


Medlab Asia and Asia Health provides the right platform to showcase a wide spectrum of products which bring utmost value to your business.




Medical laboratory equipment & devices




Laboratory disposables & consumer goods




Laboratory equipment




Laboratory instruments




Laboratory reagents




Laboratory tests




Medical equipment and devices




Disposables and consumer goods




Healthcare and general services




Healthcare infrastructure and assets




Imaging




Sterilization and Decontamination



IT systems and solutions

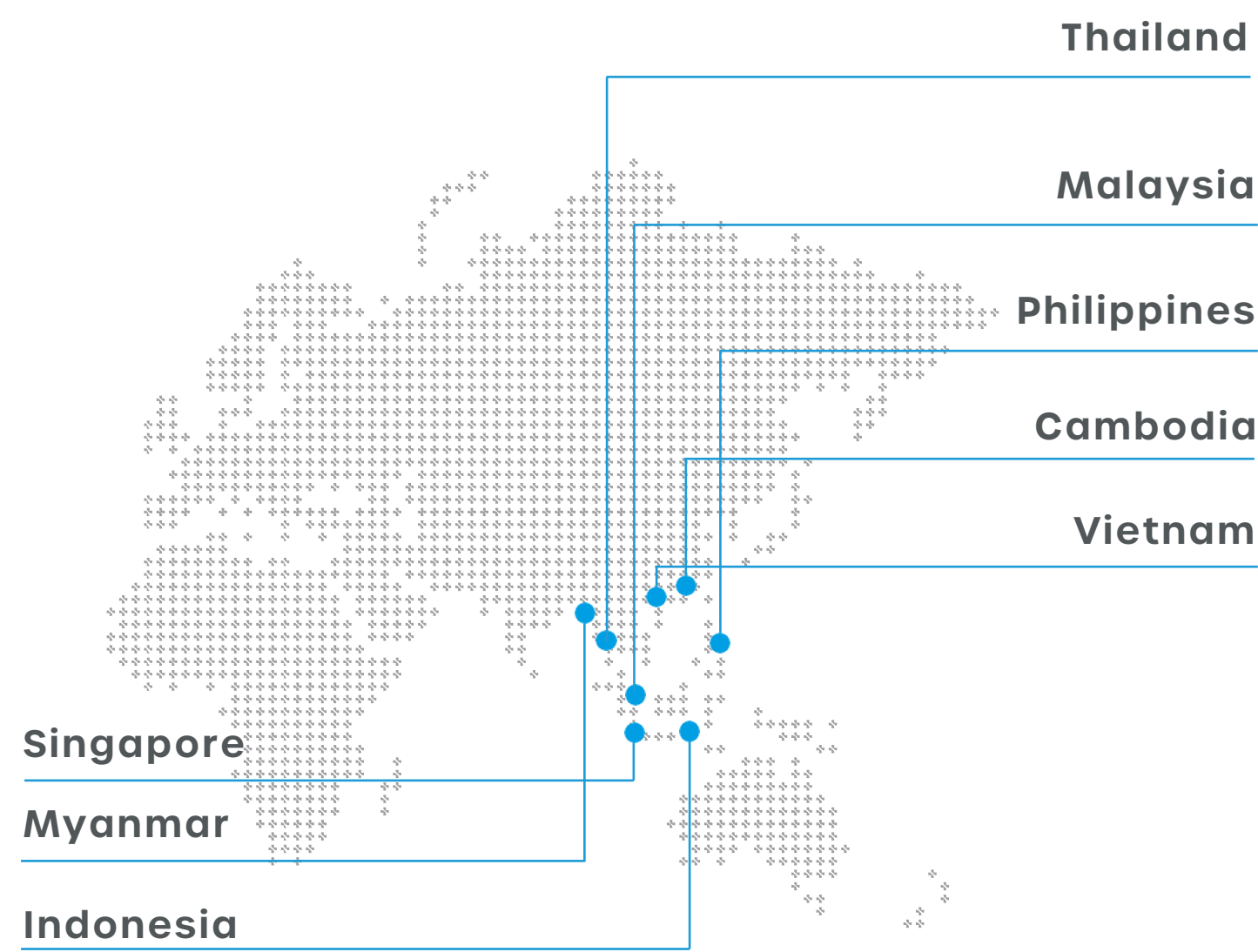


Emergency



Hosted Buyer Programme & Business Matching

Medlab Asia and Asia Health will bring together key decision-makers. Exhibitors can take advantage of this programme to network in-person with their target audience, including medical laboratory and hospital C-levels, distributors, government officials, and end users, all under one roof. This program will enable exhibitors to connect with their target audience on-site and set up meetings to build long-term relationships during the show.



2025 Conferences at a glance

In addition to industry trends and obtaining accreditation, delegates also emphasized their keen interest in the latest products and solutions. Medlab Asia and Asia Health will be hosting variety of academic accredited conferences, management, business seminars, governance and policy updates

Summit <ul style="list-style-type: none">Asia Health Ministerial Summit	Business Talks <ul style="list-style-type: none">Thought Leadership: Doing Business in AsiaHealth Financial PolicyDigital Health and Transformation	Scientific and Academic Conference <ul style="list-style-type: none">Clinical ChemistryMolecular Diagnostics & GeneticsAnatomic PathologyClinical MicrobiologySterilisation & Decontamination and Infection ControlTotal Radiology
Healthcare Management Seminar <ul style="list-style-type: none">Hospital ManagementPatient Safety	Networking <ul style="list-style-type: none">Women in Healthcare Networking	

Academia and Business Supporting Organizations Approach		
<ul style="list-style-type: none">Ministry of Health, MalaysiaMalaysian Institute of Medical Laboratory Sciences (MIMLS)The Malaysia Medical Device Association (MMDA)Association of Malaysian Medical Industries (AMMI)The Association of Private Hospitals of Malaysia (APHM)Malaysian Sterile Service Association (MSSA)Asia Pacific Medical Technology Association (APACMed)		<ul style="list-style-type: none">Asia Association of Medical Laboratory Scientists (AAMLS)Malaysian Society of RadiographersMalaysia Medical Device Manufacturers Association (PERANTIM)Malaysian Investment Development Authority (MIDA)Medical Device Authority, Ministry of Health Malaysia (MDA)Malaysian Medical Council (MMC)

Why **Medlab Asia** & **Asia Health** 2025

Targeted Marketing

- Segmentation: Group potential attendees into end users, business people, and decision-makers.
- Customized Campaigns: Tailor marketing for each group, focusing on relevant features like business matching and academic accreditation.

Leverage Brand Recognition

- Brand Association: Use our mother brand's credibility and channels to enhance promotion.

Business Matching & Hosted Buyer Program

- Networking: Facilitate targeted business matching and offer a Hosted Buyer Program for key buyers.

Academic Accreditation

- Educational Value: Promote accredited sessions and certification programs to attract professionals.

Engage Government Authorities

- Authority Involvement: Feature insights from reimbursement and licensing authorities.

Strategic Partnerships

- Industry Communities: Collaborate with associations to boost networking and business opportunities.

Digital Presence

- Online Marketing: Implement SEO, social media, and email campaigns; provide an online platform for easy product discovery.

Post-Event Follow-Up

- Feedback & Engagement: Gather feedback and maintain engagement through newsletters and updates.

Online Event Platform

- Beside onsite event, we also provide an online platform to maximize brand exposure, business opportunity and facilitate sellers and buyers to connect over online platform.

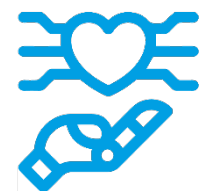
Why Malaysia

Malaysia Healthcare Industry

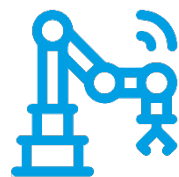


Malaysia is a top healthcare destination in ASEAN and a strategic hub for medical devices, positioned for strong growth driven by medical tourism, rising life expectancy, advanced treatments, and increasing chronic disease care. Malaysia’s healthcare market aligns with global expansion trends, projected to grow by 63% from \$575.6 billion in 2024 to \$939 billion by 2032, creating valuable opportunities for medical companies.

The medical device sector in Malaysia is projected to grow at a 9.5% CAGR through 2028, reaching \$3.64 billion. Demand for consumables is also expected to expand at a 10.2% CAGR, driven by government support, medical tourism, and an aging population, reaching \$986 million by 2028.



State of The Art
Technology Adoption
& Advancement



Global Key
Medical Devices
Manufacturing Centre



Uncompromised
Quality



Established
Industry Ecosystem



Competitive costs
attract international
patients



Government support
and investment drive
industry growth



The medical device sector in
Malaysia is projected to grow
reaching \$3.64 billion in 2028

Support organization in Malaysia

Medlab Asia and Asia Health 2025, under the theme of International Healthcare Week, is supported by the Malaysian healthcare government and organizations, emphasizing a collaborative effort to advance healthcare innovation and development throughout ASEAN.

Strategic partners



International Healthcare week

International Healthcare week is set to be an umbrella concept which will have 3 global known branded exhibitions by Informa Markets



Medlab Asia
The exhibition that covers medical laboratories and its services.



Asia Health
The exhibition that covers Medical Device, hospital services and healthcare system.



CPHI South East Asia
The exhibition that covers the entire production of Pharmaceutical.

International Healthcare Week focuses on enhancing system development and comprehensiveness in healthcare, with the primary goal of improving access and integrating innovative technology for better population health and economic stability.



Let's get **talking**

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