

出國報告（出國類別：其他：行銷活動與交流）

## 2018 赴香港參與「國際醫療器材及用品展」 參展心得報告

單位名稱：高雄榮總健康管理中心

姓名職稱：馬光遠 中心主任

余憲忠 科主任

派赴國家：香港

出國期間：2018 年 5 月 7 日 至 2018 年 5 月 9 日

報告日期：2018 年 5 月 18 日

## 摘要

2017 年健康管理中心國際醫療貴賓共 144 人，港澳貴賓共 23 人。每月平均約有 2 位港澳貴賓至本院健檢。這兩年來陸續有港澳轉介之中間商有意與本院合作轉介港澳之貴賓，增加此一市場可開發性，故健康管理中心報名參加 2018 香港國際醫療器材及用品展，了解當地醫療保險制度、醫療狀況、市場可拓展性。

## 關鍵字

國際醫療展、海外行銷展

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## 壹、目的：

- 一、 參與 2018 香港國際醫療器材及用品展以參展商身份參展。
- 二、 了解當地醫療保險制度、醫療狀況、市場可拓展性。

## 貳、出國人員：

本次赴香港由健康管理中心馬光遠中心主任、余憲忠科主任。

## 參、行程：

此次行程為 4 天 3 夜，行程如表一。

表一、「赴港參加香港國際醫療器材及用品展」行程表

日期	行程
2018.5.6(星期日)	1. 搭乘早上 10:25 國泰港龍航空班機前往香港。 2. 11:55 抵達後，轉香港機場幹線轉乘至香港站，再轉計程車至下榻之酒店辦理入住並領取預寄至香港之文宣品。 3. 轉赴香港會展中心辦理參展商報到手續。 4. 著手佈置展場。
2018.5.7(星期一)	展場正式開幕，展出時間上午 10：00~下午 6:00。
2018.5.8(星期二)	展場展出時間上午 9：30~下午 6:00。
2018.5.9(星期三)	1. 展場展出時間上午 9：30~下午 5:00。 2. 撤展。 3. 搭乘晚間 21:10 班機回高雄。

## 肆、活動紀要：

香港國際醫療及用品展參展

- 一、 5 月 6 日：入場佈置
- 二、 5 月 7 日：展場開幕，展出時間：10:00~18:00。
- 三、 5 月 8 日：展出時間 09:30~18:00。
- 四、 5 月 9 日：展出時間 09:30~17:00。撤展、返台。

## 伍、 效益：

此番至香港參展對香港的展覽印象深刻。香港國際醫療器材及用品展是一「B」TO「B」的展覽，除了參與的參展商很多，買家更是絡繹不絕。更有許多國際性的買家前來詢問，參展商以及買家，都是潛在客戶，除了增添國際性展覽的經驗、增加高雄榮總的能見度，更有許多實質客戶因為參觀了高榮的攤位，表達至高榮健檢的意願。香港貿協更提供了免費的平台，讓高榮健康管理中心的資訊可以在平台上曝光，若有人有意願健檢，即可搜尋到本院品牌資訊。眾觀學習層面、了解當地醫療狀況層面、或實質招攬客人等均都頗具效益。

## 陸、 心得

- 一、 此次跟許多當地人交換意見，許多香港的人分享香港醫療環境的現況。
  - (一) 物價高昂：香港不乏許多自費的檢查中心或是自費的影像中心。然檢查費用可能是台灣的 2-3 倍。例如骨質密度檢查：港幣 2,000 元(約台幣 7,400 元)、本院檢查台幣 800 元。無痛腸鏡約 6,400 港幣(約台幣 23,680 台幣)、本院檢查約台幣 6,560 元。
  - (二) 寧可轉至第三方檢查：許多香港人自費去泰國檢查，當地香港人告訴我們，如果可以克服語言問題，如果台灣醫療做得好、費用又低廉，那當然選擇到台灣檢查。
  - (三) 語言問題：香港仍有許多民眾不擅於說國語(普通話)，據當地民眾告知，香港任何一個自費中心，可以依照需求派翻譯人員陪同，克服語言的問題。

(四) 檢查數值單位：香港屬於英制單位，台灣的檢查報告單位與香港的單位不同，會導致返港就醫時的不便利。

(五) 香港的保險制度：當民眾出現身體不適，攜帶著醫師的診斷建議書，即可至任何一個檢查中心依照醫師的指示安排檢查，香港私人保險可以理賠檢查費用。但前提是須有醫師出示診斷建議書。

二、香港真的是國際性的城市，參觀展覽人潮很多，這次準備許多文宣中文版的於前兩天就已用完。有許多國際性客人，也會索取英文文宣。香港貿發局的服務非常好，展前即提供平台，使我們參展商可以上傳資料，提供媒合，且此一服務是免費的。展覽期間也提供媒合服務，買家導覽服務。展場期間有不少透過貿發局服務媒合直接到本院攤位洽詢的買家。

三、此一展覽本身就極具吸引力，許多令人驚豔的產品：如利用 AI 人工智慧運用於肺部電腦斷層的判讀、內視鏡線瘤的判讀。還有利用機器人做化學藥物調配的工作，減少工作人員暴露於化學藥物的場所。還有穿戴裝置的運用，智能的防跌倒衣服。尿布搭配手機 app，可以利用 app 即可以查詢，尿布的尿量，是否需要更換等。展場其他參展商及參展商論壇本身都是很具吸引力的活動，也是在台灣難以見到的大型國際展覽。

## 柒、建議：

一、香港之醫療市場具有開發之潛力，但需要協助克服(1)語言問題：是否可能有翻譯依其需要隨時協助。(2)檢查數值單位問題：為使受檢者檢

查後回香港就醫無困難，現已請當地朋友協助比對單位不同的檢查數值，屆時盼可利用資訊的機智依照受檢者需求印出不同數值的報告，以達健康檢查以及健康管理的目的。

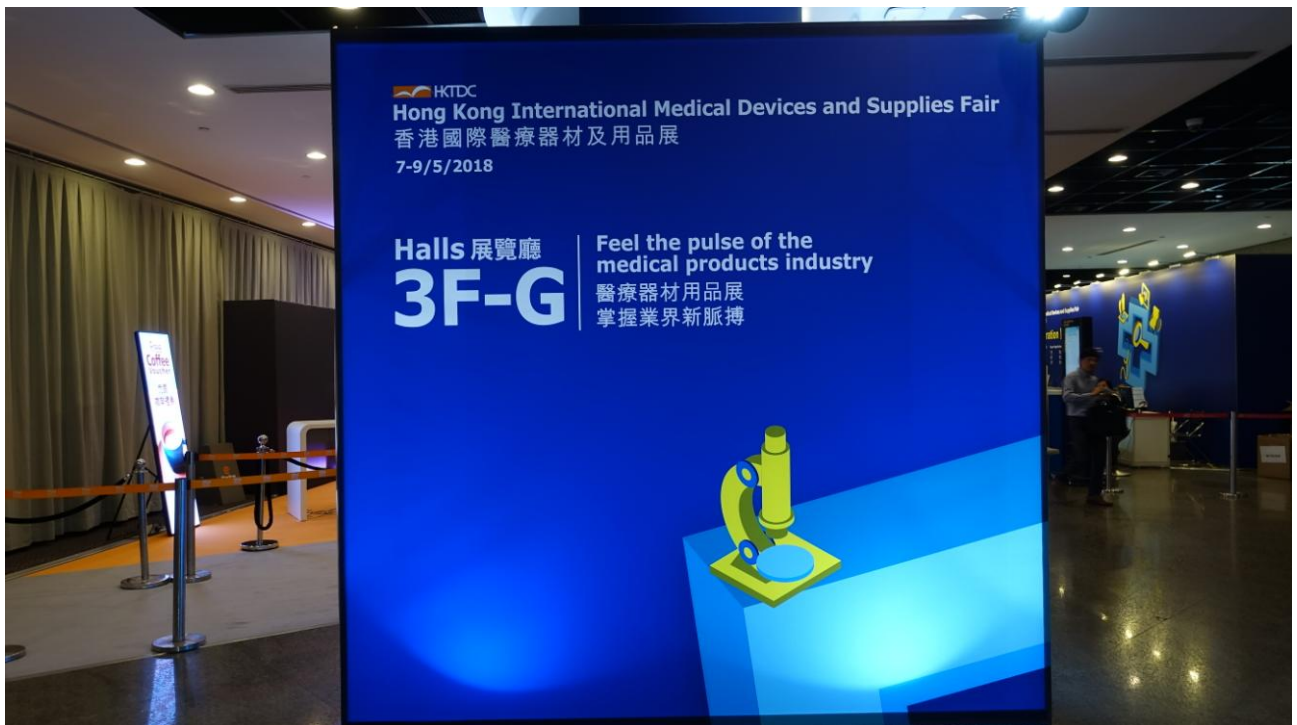
二、營造一個友善的環境：英語是目前的共用語言，此次參加國際性的展覽，體驗到任何資料都是雙語(中文、英文並存)，如此才能吸引更多人士參觀。本院如果希望國際醫療可以發展，必須讓國際人士進入到醫院就能毫無障礙的完成相關掛號、就醫、檢查等…。當知道香港居民捨近求遠去泰國健康檢查時，我心裡有一個想法，台灣比不上泰國嗎？然聽到當地人告訴我們泰國可以將語言、服務等整合的非常完整，就知道我們不如的地方。

三、香港的國際醫療器材及用品展實據相當規模，同時展出的台灣廠商也頗推崇此一展覽。展出的同時，更遇到很多的台灣管理階級人士帶著部門人員安排「一日行」特地來看診，足見此一展覽的吸引力。建議本院可已編列預算不論是參展或是派人員看展學習，都是很棒的學習。

附錄：參訪及活動照片：



圖一：展出地點位於具有香港地標象徵的香港會展中心



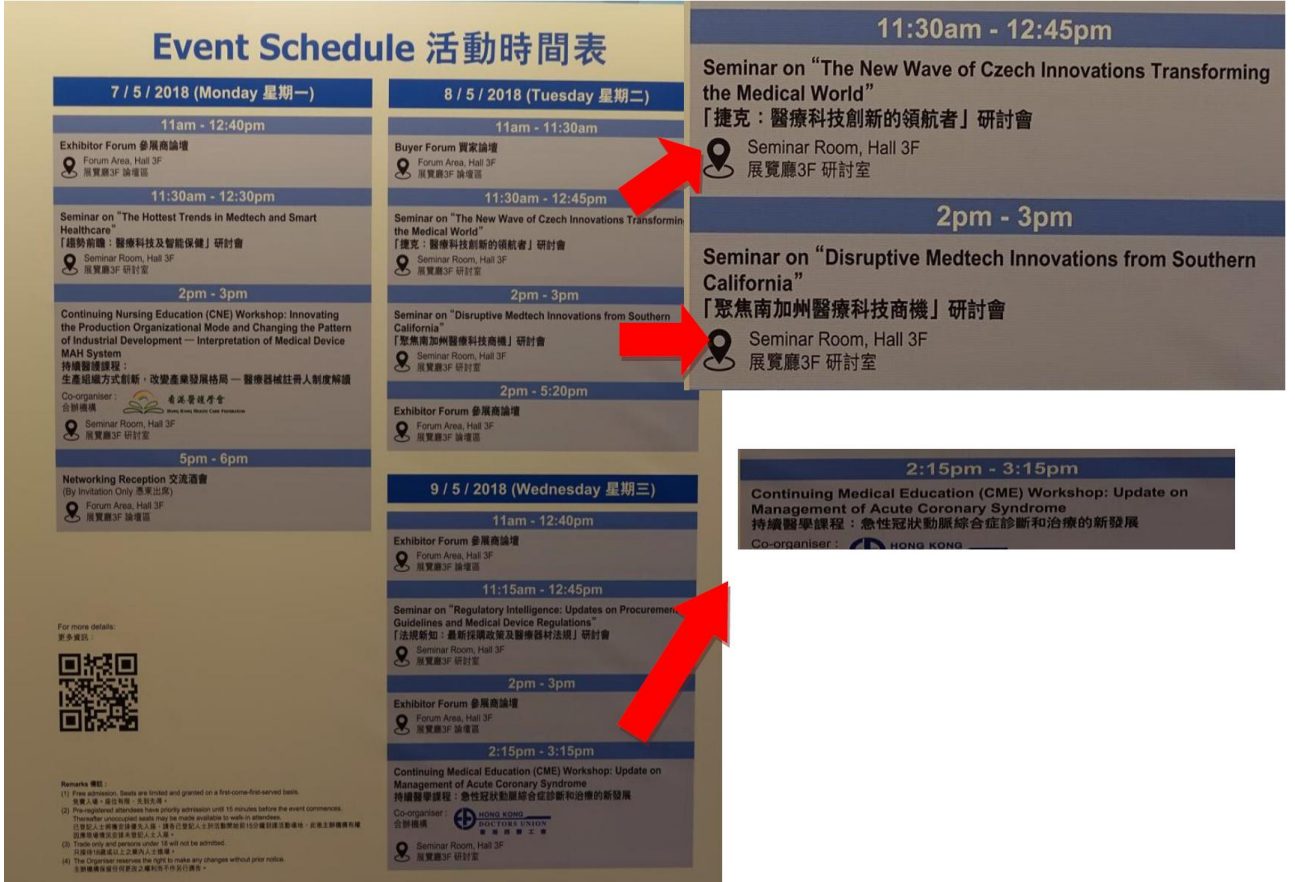
圖二：此番展覽使用三樓 G Halls 展覽廳



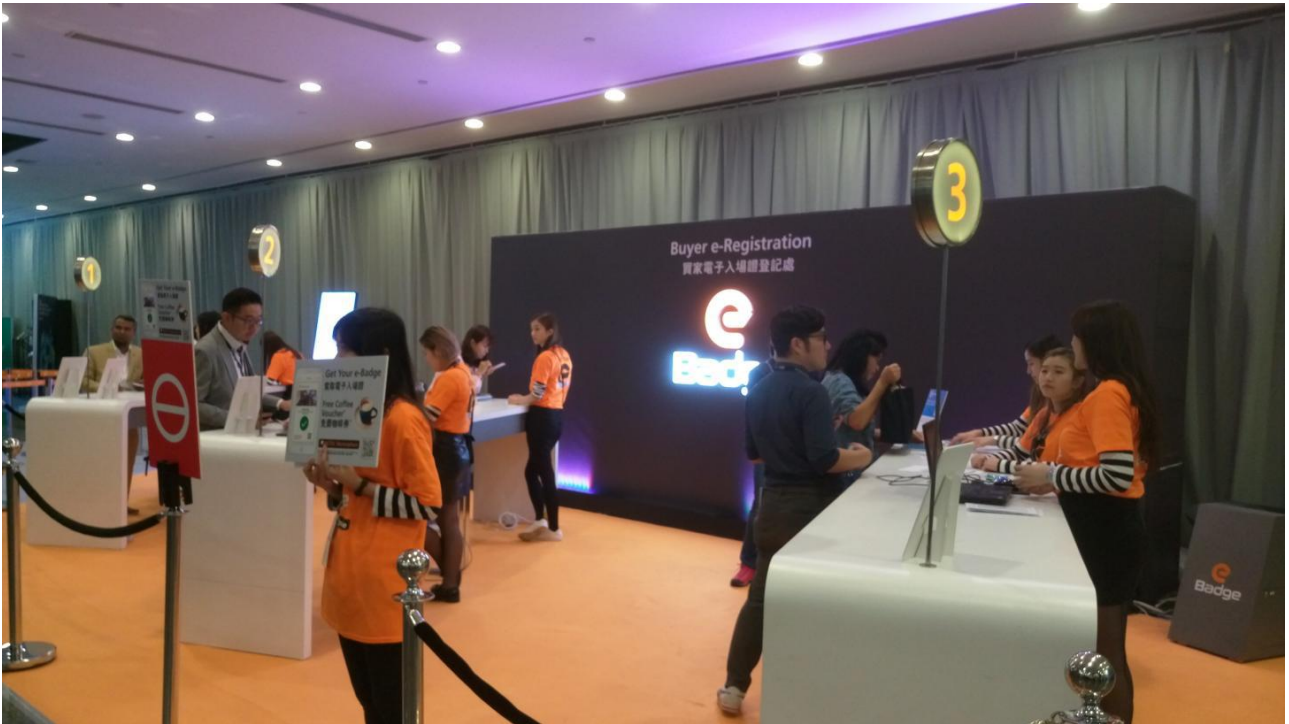




圖五：展場區分有：建築及醫院家俱、知識產權商區、捷克展館、廣東展館、香港醫療保健器材行展館、醫院儀器、化驗室設備及生產方案、醫療用品及消耗用品、寧波展館、巴基斯坦展館、復健及長者護理用品、南加州生物醫學委員會展館、初創專區、台灣展館、科技匯點、商貿服務及刊物、大波蘭省展館、保健護理世界



圖五：大會安排許多參展商論壇



圖六：買家免費入場，現場備有電子入場證服務



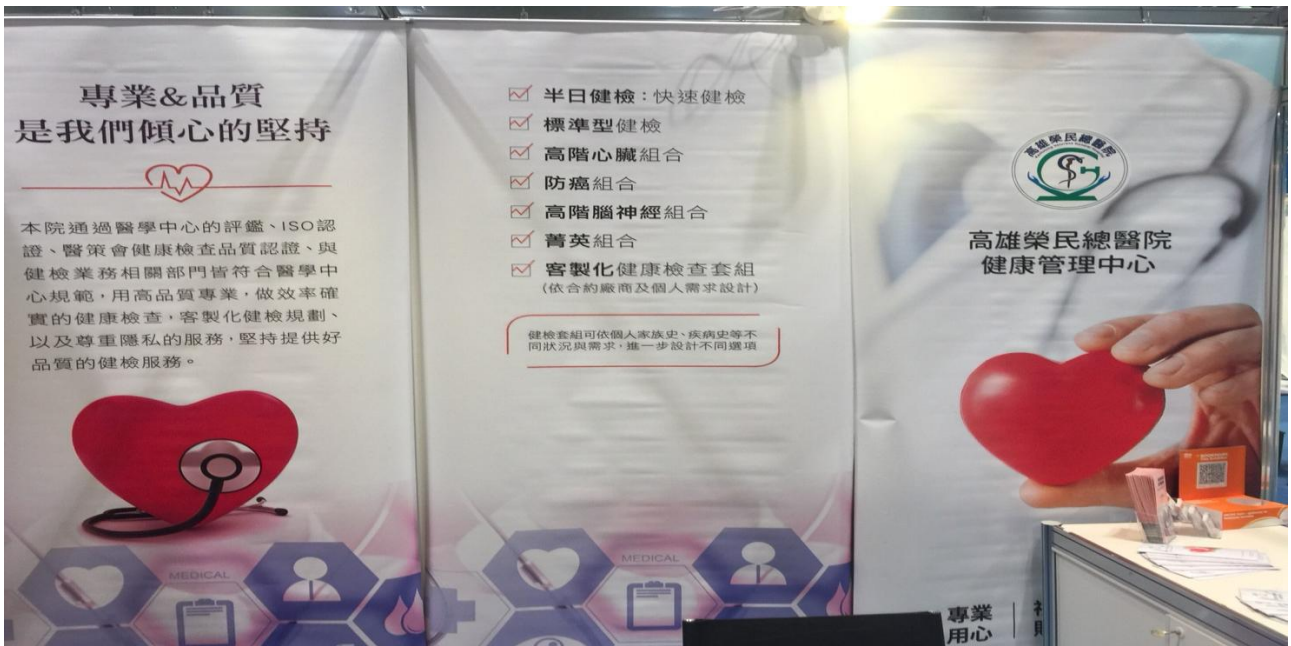
圖七：現場買家頗為踴躍，人潮很多



圖八：高雄榮民總醫院攤位



圖九：因香港物價高，此次場地佈置均是由台灣攜帶宣傳掛幅做為佈置



圖十：宣傳掛幅之一



圖十一：宣傳掛幅之二



圖十二：攤位正面照



圖十三：宣傳健檢需從宣傳高雄榮民總醫院開始



圖十四：現場文宣品、工作人員名片發送超乎預期



圖十五：參觀人潮踴躍



圖十六：余憲忠主任解說健康檢查



圖十七：余憲忠主任與現場買家解說





圖十七：吸引媒體採訪，由馬光遠主任解說



圖十八：不少通路商表達合作意願，主任們趁機了解當地醫療環境



圖十九：參觀的人潮一直絡繹不絕



圖二十：兩位主任積極的行銷高雄榮民總醫院-1



圖二十：兩位主任積極的行銷高雄榮民總醫院-2



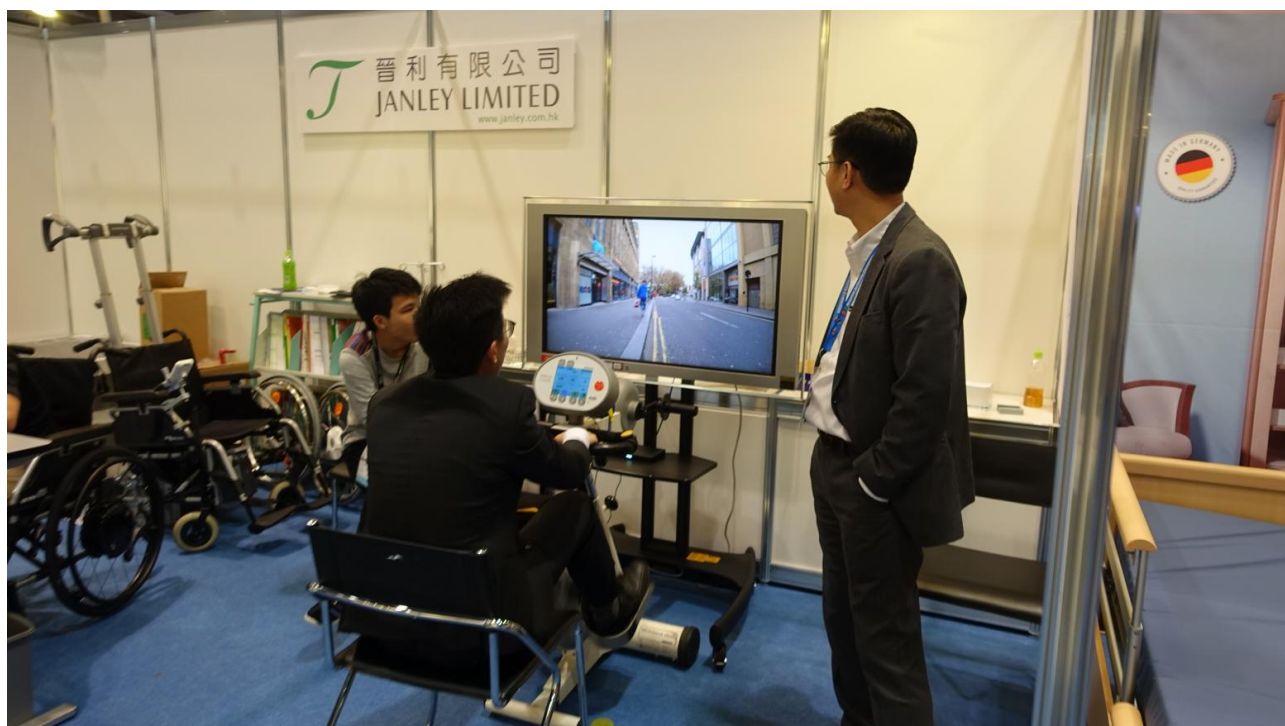
圖二十一：其他參展商-防跌提示智慧衣



圖二十二：上海交通大學醫學院附屬仁濟醫院開發的機器人調配化學藥物



圖二十三：奈米製程的醫師服，抗菌、抗血污



圖二十四：搭配實境的復健



圖二十五：展場的一角



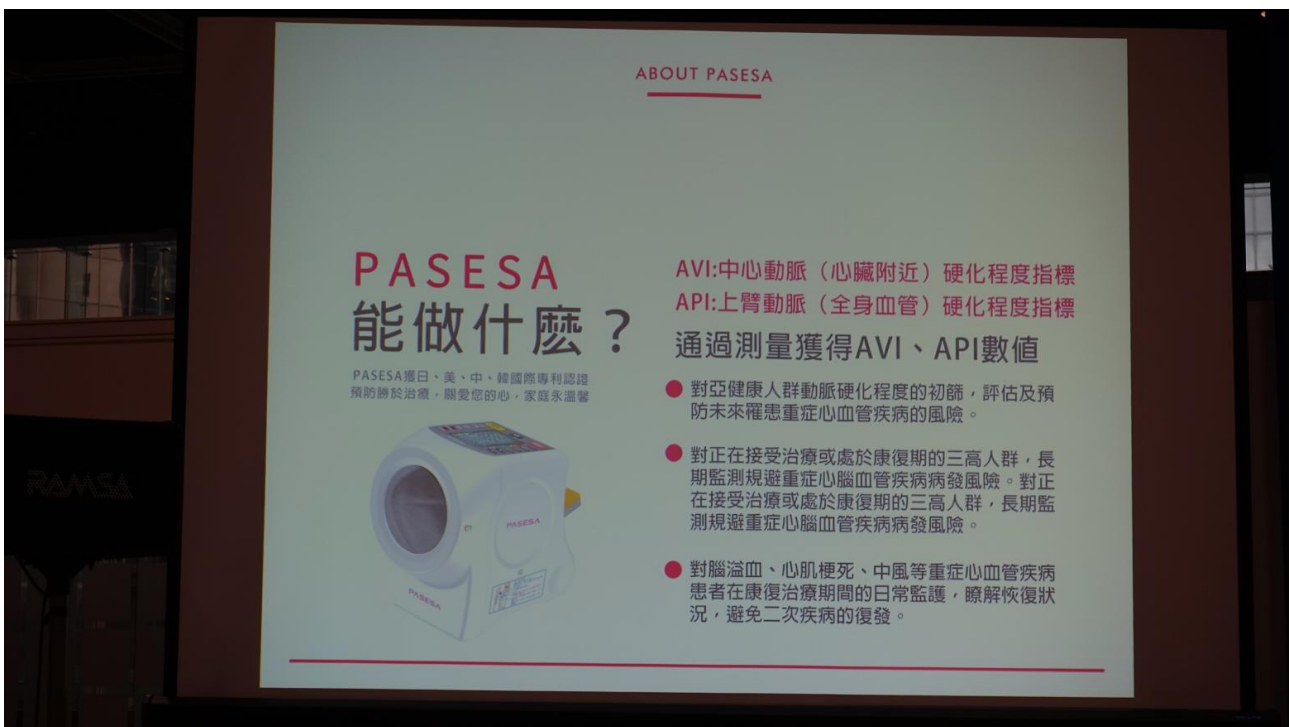
圖二十六：即使鄰近撤展時間，人潮仍很多。左邊來自台灣的廠商已經提早著手打包的工作，仍可看就中間走道絡繹不絕的人潮



圖二十七：參展商論壇-1



圖二十八：參展商論壇-2



圖二十九：介紹活動式 ABI 檢測儀



圖三十：買家導賞團



圖三十一：此次展覽的 slogan





圖三十二：合影於會展門口。

附件：大會報導手冊

Feel the Pulse of the Medical Products  
Industry  
7-9 May 2018  
Hong Kong Convention and Exhibition Centre

ISSUE 3

FAIR DAILY

Wednesday, 9 May 2018



Hong Kong International Medical Devices and Supplies Fair

Halls 3F - G

## Last Call to Source Global Medical Technology and Make Healthy Business Connections

A top-tier business platform with a record-breaking exhibition scale in 2018, the **HKTDC Hong Kong International Medical Devices and Supplies Fair** is drawing to a close after two exhibition days. As global medical markets continue to flourish, a world of opportunity awaits our attending visitors as they make lasting connections on the Fair's final day.

Esteemed buyers, industry leaders and VIPs joined media and exhibitors at the Networking Reception on 7 May, exchanging valuable insights and creating new partnerships throughout this great collection of medical minds.

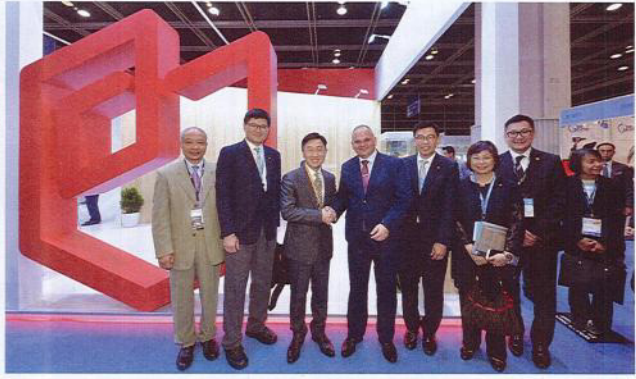


(from left) Toasting the success of the fair at the networking reception are Xi Yingying, Deputy Secretary General, Ningbo City Association for Medical Devices Industry; Maciej Sytek, Member of the Board of the Wielkopolska Region Marshal Office; Miroslaw Adamczyk, Consul General, Consulate General of Poland; Benjamin Chau, Deputy Executive Director, HKTDC; Prof John Leong Chi Yan, SBS, JP, Chairman, Hospital Authority Hong Kong; Ir Prof Andros Chan, Chairman, Hong Kong Medical and Healthcare Device Industries Association; Abdul Qadir Memon, Consul-General, Consulate-General of Pakistan and Weng Ming Hui, Secretary General, Guangdong Association for Medical Devices Industry

## VIP Tour



Czech Republic Pavilion



Wielkopolska Region of Poland Pavilion



The Hong Kong Polytechnic University



Hong Kong Science and Technology Parks Corporation



LG Electronics Hong Kong Limited



The Chinese University of Hong Kong



Hong Kong Medical and Healthcare Device Industries Association

## Global Insight

With 280 exhibitors from 13 countries and regions, international support is as strong as ever at this year's event. We particularly welcome the participation of new group pavilions representing Taiwan, the Guangdong Association for Medical Devices Industry and the Southern California Biomedical Council (SoCalBio). These new pavilions join our returning pavilions from the Hong Kong Medical and Healthcare Device Industries Association, the Czech Republic, the Ningbo Medical Device Industry Association of the Chinese mainland, Pakistan, and the Wielkopolska Region of Poland, presenting a truly global showcase of advanced medical equipment and bright minds that will redefine the future of the industry.

## Ningbo Medical Device Industry Association Pavilion (Chinese mainland)

As the Chinese mainland market continues to develop at a rapid pace, the returning Ningbo Medical Device Industry Association that features some of the region's most exciting enterprises and leaders in the global medical market.



**Eye Massager**  
Ningbo Youshijia Eye Care Company Limited  
Booth: 3F-F13



**Multi-Enzyme Detergent For Medical Use**  
Ningbo Wisely Medical Devices Co., Ltd.  
Booth: 3F-F20



**Blood Glucose Monitoring System**  
Ningbo Co-healthy Biotechnology Co., Ltd.  
Booth: 3F-F04

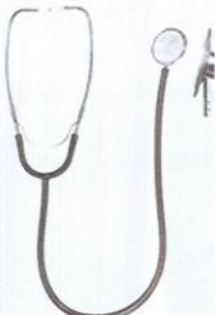
## Pakistan Pavilion

Returning to this year's event, the Pakistan pavilion showcases quality medical supplies and equipment from this fast-developing market.





**Catheter Introducing Forceps**  
JSW Surgical Co.  
Booth: 3F-D11



**Anestophon**  
Surgiforce Instruments  
Booth: 3F-D09



**Mini Otoscope Fiber Optic LED**  
Lafan Trading International  
Booth: 3F-D07

## Wielkopolska Region of Poland

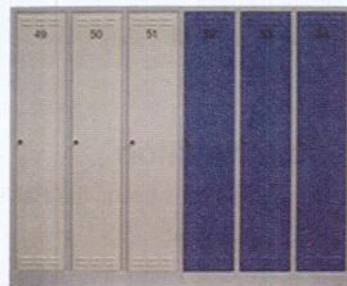
We welcome back the returning pavilion representing the Wielkopolska Region of Poland, one of the country's most attractive investment hubs in the field of advanced medical technology and supplies.



**BICAPS © MicroBACTI**  
ForMeds  
Booth: 3F-C14



**Miksator NATI-8**  
NGK Pharma Piotr Goc sp.j.  
Booth: 3F-C14



**Metal Cabinet**  
ZAP-Kooperacja Sp. z o.o.  
Booth: 3F-C14



"ForMeds is happy to be one of the 10 participating exhibitors in the pavilion for the Wielkopolska Region of Poland. Our company specialises in the production of dietary supplements without chemical additives. We have two product lines including The Pure Powder and The Bicaps which are available in the form of pure power and capsules respectively. Our main markets are Europe and the Chinese mainland. We are exhibiting at this Medical Fair for the first time to look for distributors who can help us develop the Asian market. We have received more enquiries about B complex which helps to reduce stress and fatigue. So far, we have talked to more than 50 buyers

and found potential distributors from Columbia, Hong Kong, India, Malaysia, Taiwan and Thailand. Through a breakfast meeting organised by the HKTDC, we have also connected with trade journalists from India, Taiwan and Thailand who will refer their local distributors to us. We are very satisfied with the results so far."

**Dawid Krysiak, CEO, ForMeds, Poland (Booth: 3F-C14)**

"We see a lot of business opportunities for medical and healthcare companies from the Czech Republic because of the Hong Kong SAR Government's implementation of the 10-year hospital development plan. That's why we have organised the Czech Republic pavilion for the second consecutive year at the Medical Fair in Hong Kong. This year the number of our exhibitors has increased from 3 to 6. Led by Radek Policar (centre in the photo), Deputy Minister for Legislation and Law, Ministry of Health of the Czech Republic, our delegates are showcasing different products including gastrointestinal stents from ELLA-CS, resuscitation aids for heart massage from INOTECH ČR, hospital food systems from M-TRAY, hospital beds from LINET, medical gas power supply units and distribution systems from MZ Liberec and medical devices for neonates from TSE. Since Hong Kong is a gateway to the Chinese mainland market and the Guangdong-Hong-Kong-Macau Bay Area, I am confident that our delegates can find business partners for co-operation through the Hong Kong fair. In addition, we organised a seminar entitled 'The New Wave of Czech Innovation Transforming the Medical World' on the second day of the fair which provides an update on the progress of our technology."

**Milan Vágner, Consul (Trade & Economy), Consulate General of the Czech Republic in Hong Kong, the Czech Republic**



## An Exploration of Medical Technology

### Hot Pick from Media Expert

"I was impressed by the fact that though the exhibition is small, it had many business visitors. The seminar on fair day one by Belun Technology Company was very interesting as obstructive sleep apnea continues to gain greater industry attention as a potentially dangerous medical condition. In addition to managing a serious sleep disorder, the product has a comforting and user-friendly touch. I selectively stopped by the booths that displayed interesting products for my country. To mention a few below.



Human Washer Ltd.'s (Booth: 3F-E27)

Sit & Shower, the compactness of this product offers complete bathing facilities with an inbuilt body drier to provide great comfort for elderly patients. Usable at home as well as at hospitals, this product is quite the relief for all types of caretakers.



eNightlog by Hong Kong Polytechnic University (Booth: 3F-E09), able to monitor the movements of dementia patients in hospitals and nursing homes more accurately during the day and especially at night. In cases of emergency, help can be provided with minimal loss of time.

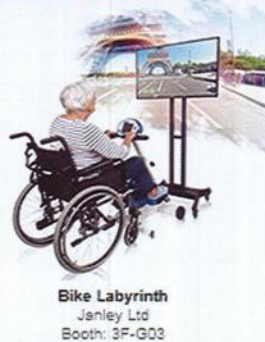
The VR therapy system by Seopoly Technology Co. Ltd. (Booth: 3F-D25), designed for depression patients, whose numbers are growing across the world, this equipment helps paranoid and distressed patients break free of their struggles and return to normal life. A highly patient-friendly piece of visual gaming equipment, this technology has remarkable healthcare applications."

**Pravita Iyer, Publisher**

**Medical Equipment and Automation Magazine India**

## Building Tech and Hospital Furniture Zone

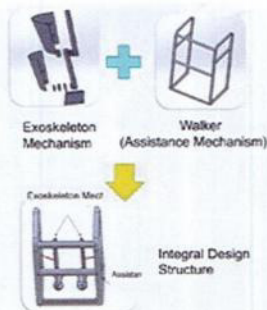
As we highlight top-quality medical supplies and technology, let us take a moment to acknowledge the incredible world of hospital design and infrastructure. Explore a range of expert constructors, next-gen hospital security systems, medical bedding, clinical beds and crucial equipment on the front line of healthcare.



## Tech Exchange Zone

As technological development continues to redefine our world, the medical industry remains on the cutting edge of global innovation. The Tech Exchange zone features the latest groundbreaking achievements and state-of-the-art technology with limitless applications for the medical industry.





**Integral Design of Exoskeleton and Assistance Mechanism**  
Da-Yeh University  
Booth: 3F-B16D



**Vital Air: Air Purifier with Double Filters**  
Bo-Han Chen  
Booth: 3F-A10B



**Low Energy Light to Eliminate Fatigue Glasses**  
National Yunlin University of Science and Technology  
Booth: 3F-B15G

## World of Health & Wellness

Personal health and fitness concerns are rising alongside increased societal awareness. The World of Health & Wellness showcases fitness and healthcare products, health-driven foods and beverages and nutritional supplements to match the ongoing health and fitness revolution.



**Foot Sauna**  
Cheung Hing International Electrical Products Limited  
Booth: 3G-B18



**Protein Nutrients**  
Jetton Biochemistry Co., Ltd  
Booth: 3G-C07



**Anti-Anxiety Lavender Kit**  
V-Meds (Asia) Limited  
Booth: 3G-C08

"Our company is the sole agent for Korea's O Shampoo-brand hair care products on the Chinese mainland and in Hong Kong and Macau. Made from 23 types of Chinese herbs, our hair care products help to prevent hair loss. Currently, we are selling these products through our online store. To look for wholesalers and distributors, we have our first exhibition in the World of Health & Wellness at this year's Medical Fair. The fair provides a good opportunity for us to get in touch with different buyers. Buyers' responses have been very good. We have met with serious buyers from the Chinese mainland, Hong Kong and Macau. It is very likely that two buyers from Hong Kong will become our business partners after further negotiations about the formats of co-operation. We'll return to the fair next year."

Betty CK Kwok, Director, FG (Asia) Limited, Hong Kong (Booth: 3G-C26)





## Startup Zone

The Startup is where you can find groundbreaking developments and cutting-edge ideas that will shape the future of healthcare. Experience the smartest new ideas in the medical field with today's leading startups.



"We are showcasing two innovative healthcare products, namely MedPot and WalkAid at the Startup Zone of the Medical Fair. MedPot is a portable smart pillbox which notifies elderly patients to take the right medicines at the right time and has real-time monitoring function. WalkAid, which comprises a visual cue device, a pair of tactile insoles and a mobile app, helps Parkinson's patients maintain stable gait and balance. These two products will be officially launched in the second half of this year. The Startup Zone provides a cost-effective platform for us to meet target buyers, collect buyers' feedback and identify opportunities for partnerships. Up till now, we have

talked to more than 100 buyers and identified about five to six potential distributors from India and Southeast Asia. In addition, a foot care product expert in Hong Kong has asked us to make use of our WalkAid technology to develop insoles for kids who have splay foot. A local NGO which provides door-in-door service to the elderly is also interested in buying our MedPot. I am also happy to have gained international media exposure through the overseas journalist breakfast meeting organised by the HKTDC."

**Denis Huen, Founder & CEO, MedEXO Robotics (Hong Kong) Company Limited, Hong Kong (Booth: 3F-F26B)**

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## Seminars, Events and Top-Level Medical Insights

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Attendees of **Seminars**  
will have a chance to get a **gift**  
**Limited Seat, Register Now!**



(available until stock lasts)



9 / 5 / 2018 (Wednesday)

## Seminar on "Regulatory Intelligence: Updates on Procurement Guidelines and Medical Device Regulations"

**Time:** 11:15am - 12:45pm

**Venue:** Seminar Room, Hall 3F

**Language:** English (No simultaneous interpretation will be provided)

**Speakers:**



**Carol Liu**

Secretariat, Asian Harmonization Working Party



**Jonathan Tang**

Study Director, STC



**Ir Prof Albert Poon**

Associate Specialist, Medical Device Program of SGS



**Xiaoyu Wang**

Director of Industry Data Research, China Medical Devices

## Workshop on "Continuing Medical Education (CME) Workshop: Update on Management of Acute Coronary Syndrome"

**Time:** 2:15pm-3:15pm

**Co-organiser:**



**Venue:** Seminar Room, Hall 3F

**Language:** Cantonese (No simultaneous interpretation service will be provided)

**Speaker:**



**Dr Wu Chee Wo**

Specialist in Cardiology

## Exhibitor Forum

**Date & Time:** 11:00am-12:20pm and 2:00pm -3:00pm

**Venue:** Forum Area, Hall 3F

**Speakers:**

- Jibpool International Limited
- Total Herbal Solutions Limited
- Lee Garment Ltd
- Intelligene Biosystems Co., Ltd.
- Micro Pulse Systems (China) Inc
- Bodycare Company Limited

## Visit the Business of IP Zone for FREE Consultation Service on Intellectual Property!



Protect your medical devices and supplies from IP infringement, and facilitate your brand licensing and technology commercialisation – with professional advice from Ctr Intellectual Property Co. Limited, Ctr Technology Valuation Co., Limited, Federation of Hong Kong Industries – Intellectual Property Centre and a range of IP service providers!

Want FREE IP advice? Visit us at Booth 3F-A14!

### Buyer's Feedback

**Aichhorn & Co GMBH**  
DISPOSABLE DRESSING KIT



四川华美紫馨医学美容医院  
SICHUAN HUAMEI ZIXIN MEDICAL AESTHETIC HOSPITAL



**DYNEX**

**MEDICION**  
The U-Healthcare Company™

**HSC**  
MEDICAL  
CENTER

**HEALTH SOLUTIONS**  
A LIVING PARTNERSHIP



**ANOSCOPE.RU**  
аноскопическое оборудование

**Lawtons**  
DRUGS

**VINAMED**  
HEALTHCARE SOLUTION

"Lawson operates 425 pharmacies and 25 home healthcare stores in Canada. This is my first time visiting the Hong Kong International Medical Devices and Supplies Fair. I am particularly looking for patient slings, medical beds, homecare beds and bath safety products. Due to an ageing population in Canada, there is a strong demand for this kind of products for use in the home and nursing homes. At the fair, I have found two to three potential suppliers of patient slings and hospital beds. I'll ask them to test their products in Canada and obtain relevant licences. If these suppliers can meet our requirements, we'll buy 1,000 patient slings and 1,000 hospital beds a year. I am also interested in two unique products including e-massagers and care chairs."

**Travis Gunn, Director of Business Development, Lawson Drugs, Canada**



"Established in 2010, our company supplies medical equipment for coloproctology and colorectal surgery and other clinical equipment to hospitals, clinics and doctors in Russia. At the Medical Fair in Hong Kong, we are very interested in gastrointestinal stents from the Czech Republic, general medical equipment from the Chinese mainland, and surgical instruments from Pakistan. We plan to buy 10,000 units of gastrointestinal stents a year and 10,000-50,000 units of general medical equipment a year from these new suppliers. We like the Startup Zone where we have found two innovative medical devices including e-massagers and smart snore stoppers. We bought a smart snore stopper from the supplier and will buy 500 pieces if this product is proven effective. It's a good show."

**Pavel A. Gavrilov (left), General Director, and Anatolii I. Nedozimovanyi (right), Head of the Medical Department, Medizinskaya tekhnika-1, Ltd., Russia**

## Local Buyers: Visit the Fair @ Halls 3F-G & Redeem Your Free Gift!

Register and visit our fair to redeem a **High Water-Absorbing Power Diatomaceous Earth Bath Mat** now!

Simply present this email, your business card and buyer badge at the **Visitor Promotion Counter (Booth no.: 3F-A17)**.

### Redemption Hours :

9 May 2018 - 09:30am - 4:30pm



*\* Each eligible buyer is only entitled to ONE souvenir during the Fair Period. The offer cannot be exchanged for cash. Photos of the souvenir shown are for reference only. Other offers (including the Asia Miles Offer) cannot be earned in conjunction with souvenir redemption. In case of any disputes, the decision of HKTDC shall be final and binding.*

## Trade Buyers: Register Now for Your FREE e-Badge to Save HK\$100!



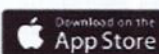
Mobile Info Site: [www.hktdc.com/wap/medical/T118](http://www.hktdc.com/wap/medical/T118)



SMS your email address to (852) 6385 7714

Smartphone Info Site

Download 'HKTDC Marketplace' app at



or



Enjoy seamless fairground experience with your

# Badge

Download HKTDC Marketplace

Get a **HKD25** Coffee Voucher!\*

\* Eligible buyer with e-Badge will receive an in-app e-coupon. Terms & conditions apply.

### Media Breakfast Meeting

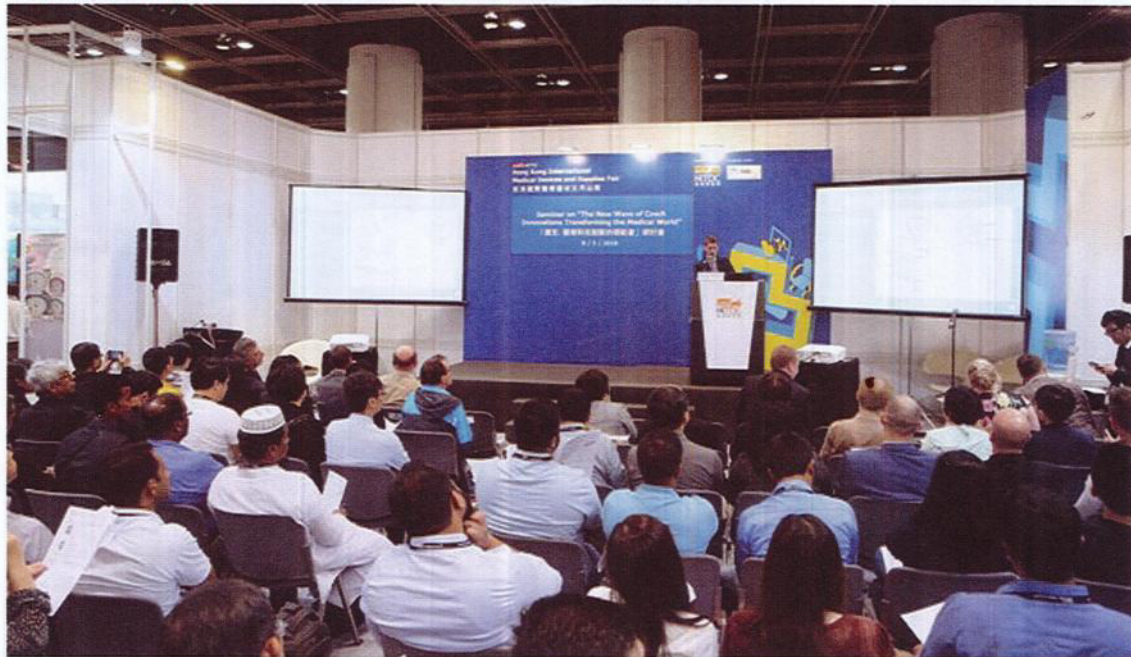
Yesterday's Media Breakfast Meeting was a fruitful start to the day for international journalists, industry representatives and exhibitors as they exchanged views on trends and developments in the field of medical products and global healthcare.



*Ir Prof Andros Chan, Chairman, Hong Kong Medical and Healthcare Device Industries Association*



# Seminar on "The New Wave of Czech Innovations Transforming the Medical World"



Mr Milan Vágner, Consul, Consulate General of the Czech Rep.



Mr Radek Polcar, Czech Deputy Minister of Health



Mr Jakub Navrátil, Area Sales Manager, ELLA-CS s.r.o.



Mr Dalibor Pták, Sales Manager, INOTECH ČR spol. s r.o.



Mr Martin Vaško, CEO/Owner, M-TRAY a.s.



Mr Petr Foit, International Sales Director, LINET Group



Mr Václav Rohlena, Director of Exports - Europe/Africa/Asia, MZ Liberec a.s.



Mr Jan Šimák, Middle East/Asia/Pacific Sales Manager, TSE spol. s r.o.

# Seminar on "Disruptive Medtech Innovations from Southern California"



Ahmed Enany, President, Southern California Biomedical Council (SoCalBio)



Dr Ayman Salem, Founder, ikloo Technologies, Inc.



John Petrovich, President and CEO, The Alfred Mann Foundation for Scientific Research (AMF)



Winn Hong, Sr. Director of Technology & Business Development, The Alfred Mann Institute for Biomedical Engineering at USC

## Buyer Forum

The Buyer Forum featured an extensive market outlook and trend analysis from buyers as they addressed sourcing needs for the medical and healthcare industry in Canada, the Czech Republic and Vietnam.



Travis Gunn, Director, Business Development, Sobeys National Pharmacy Group (Canada)



Tomáš Hanzlík, Business Development, Dynex Laboratories / Dynex Technologies (Czech Republic)



Cao Quang Thuy, Vietnam Medical Equipment Corporation (Vietnam)

## Exhibitor Forum

In a fascinating showcase, yesterday's Exhibitor Forum included demonstrations by some exhibitors as they shared their insights into innovation.



Hong Kong Science and Technology Parks Corporation (HKSTP)



Hong Kong Science and Technology Parks Corporation (HKSTP)



Hong Kong Science and Technology Parks Corporation (HKSTP)



ACT Genomics (Hong Kong) Limited



A.J - Great Limited



A.J - Great Limited



F & Js International Development Co. Ltd



Rondish Company Ltd



Phoelia (Far East) Co. Ltd



JIE Technology Company Limited





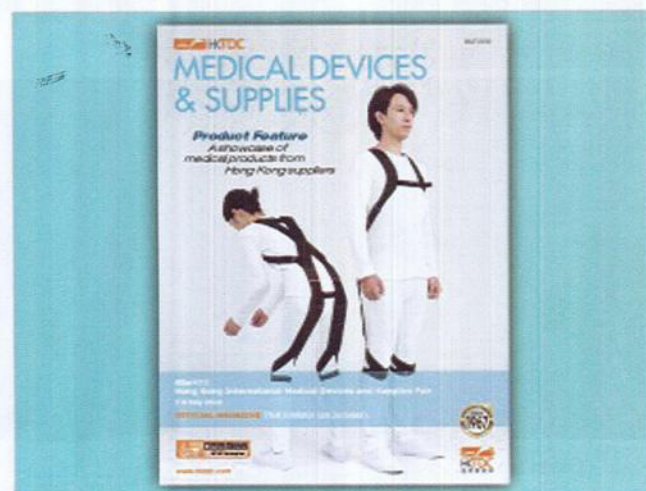
Win Horizon Ltd



OOXY Technology Limited



Sanwa BioTech Limited



### Official Fair Magazine

Check out full exhibitor list and latest product trends



### hktcd.com Online Marketplace

Source from 130,000+ quality suppliers and exhibitors

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## Enquiry

Customer Service Hotline: (852) 1830668

Enquiry via email: [exhibitions@hktcd.org](mailto:exhibitions@hktcd.org)