

# PHIL MEDICAL EXPO 2024

The 7<sup>th</sup> Edition of

Co-Located with:



**PHILIPPINES' INTERNATIONAL EXHIBITION ON HOSPITAL, LABORATORY, PHARMACEUTICAL, MEDICAL EQUIPMENT & SUPPLIES**

**A MASSIVE AREA OF MORE THAN 7,000sqm**

**14 > 16**  
**AUGUST 2024**

**SMX** SMX CONVENTION CENTER MANILA, MALL OF ASIA COMPLEX, PASAY CITY, PHILIPPINES

**ADVANCING HEALTHCARE EXCELLENCE: UNITING INNOVATIONS FOR A HEALTHIER PHILIPPINES!**

Supported by:



Organized by:



Fireworks Trade Exhibitions & Conferences Philippines, Inc.

[www.philmedical.com](http://www.philmedical.com)



# ABOUT THE EVENT

The 7th Edition of PhilMedical Expo 2024 co-located with the Infectious Disease Control Expo (INDEC) Philippines 2024, Philippines Dental Expo 2024, and Philippines Medical Technology Expo 2024, is the only specialized medical, dental, pharmaceutical, and laboratory event in the Philippines that brings together an international congregation of Medical & Healthcare, Dental, Pharmaceutical and Laboratory equipment, services, supplies and technology gathered in Manila to showcase the latest developments in the industries.

## FACTS & DEVELOPMENT

### POSITIONING THE PHILIPPINES AS A LEADING MEDTECH HUB: A COMPREHENSIVE ANALYSIS OF MEDTECH PARTNERSHIPS, INDUSTRIALIZATION STRATEGIES, AND HEALTH TOURISM INITIATIVES

Establishing MedTech Partnerships in the Philippines holds a strategic importance for the country's ambition to become a significant player in the field of medical technology. The government's proactive approach includes multifaceted efforts such as local equipment development, research initiatives, collaborations with technology developers, capacity enhancement for researchers and regulatory agencies, and the implementation of measures for post-operative and rehabilitative medicine. Successfully executing these initiatives is pivotal for positioning the Philippines as a major hub for MedTech innovation on the global stage.

As outlined in the Philippine Development Plan 2023-2028, a specific program targets the involvement of multinational companies (MNCs) in the local pharmaceutical sector. This endeavor aims to bolster the sector's self-sufficiency and contribute to the country's industrialization goals. The Health and Life Science (HLS) cluster, among other clusters, underscores the Philippines' intent to achieve self-sufficiency in pharmaceuticals, medical devices, healthcare services, digital health products, and digital health services. This entails a diverse array of offerings, including personal health wellness technology products, solutions for chronic diseases, telemedicine platforms, and AI-assisted diagnostic tools.

With the goal of fostering health and wellness tourism, the Philippines is actively positioning itself as a serious regional contender in this sector. The National Tourism Development Plan for 2023-2028, with its 7-point agenda, is instrumental in driving this effort. The country boasts 23 health facilities that hold international accreditation from the International Society for Quality in Health Care (ISQua). Additionally, access to care is facilitated by 63 private hospitals located near four international airports, ensuring minimal waiting times for appointments and treatments. Notably, the cost of medical treatments in the Philippines is notably competitive compared to Western countries and other Asian nations. The Philippines' proficiency in English also works in its favor, with English-speaking healthcare professionals and hospitals recognized by foreign insurance companies, contributing to its allure as a health and wellness tourism destination.







NATIONAL  
MEDICAL  
CONVENTION



INTERNATIONAL  
MEDICAL  
CONFERENCE

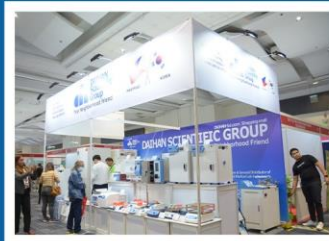


MEDICAL  
WORKSHOP &  
SEMINARS



NETWORKING  
NIGHT

# EVENT *Highlights*





# TESTIMONIALS

"On behalf of the Philippine Council for Quality Assurance in Clinical Laboratories (PCQACL), I would like to thank PhilMedical Expo and Fireworks Exhibitions and Conferences for inviting us to be part of this event. It was our second time to join and it was always a pleasure for us because of the wide array of exhibitors and how organized it was. Through this event, we were given the opportunity to connect with people and companies even beyond what we usually encounter in our own activities. It was an avenue to promote our advocacy in promoting laboratory quality through education, training, and research. Moreover, this year was special for us because of the trust given to PCQACL to host the Day 3 conference. The venue, set-up, and the support given made the free seminar (with CPD points) a success. Thank you for allowing us to give this service to all laboratory professionals. More power to you and the organizers!"

**SARAH JANE L. DATAY-LIM, MD, FPSP**

*Immediate Past President*

CO-CHAIR OF THE COMMITTEE ON EDUCATION, TRAINING AND RESEARCH (CETR)  
PHILIPPINE COUNCIL FOR QUALITY ASSURANCE IN CLINICAL LABORATORIES (PCQACL)

"The event was very well organized and we were really happy with the services provided. We met and connected with many new clients from different parts of the Philippines which was really helpful and which was exactly what we were looking for. The staff was very cooperative and we are looking forward to participating in the 7th PhilMedical Expo 2024."

**MR. ALI FAHEEM MALIK**

*Medical Sales Manager*  
(PHILRX PHARMA INC.)

"As participants of the 5th and 6th editions of PhilMedical Expo, we can testify that the event keeps on surpassing expectations with each passing year. It has provided us with more business opportunities than what was initially expected. Looking forward to the 7th edition of PhilMedical"

**MR. NATHANIEL C. CAMERO**

(INCALSYS INC.)

"Participating in the PhilMed Expo 2023 was an enriching experience. The event enhanced the association's visibility and gave a spotlight to its members in the health and medical industry. As we establish collaboration with like-minded peers and other groups, we proved how PhilMed Expo plays a pivotal role in fostering growth and shaping the future endeavors of associations like HADSAP"

**MS. OWEN REA**

(HEALTH AND DIETARY SUPPLEMENT ASSOCIATION OF THE PHILIPPINES, COMMUNICATIONS COMMITTEE)

"This dynamic expo provided an exceptional platform to showcase our latest medical products and equipment. The positive response from attendees was overwhelming, and the event's organization ensured maximum engagement. We're excited about the connections made and the potential collaborations ahead. Kudos to your team for orchestrating a resounding success! Looking forward to future endeavors!"

**MR. SEAN AQUILINO, MANAGING PARTNER**

(VMED MEDICAL CO.)

"A big thank you and congratulations to the organizers of the PhilMed expo for the successful 3- day event. This gathering was a great opportunity to learn about the latest medical technology and upcoming trends in the healthcare industry. For Medical Channel Asia, it gave us a chance to connect with local healthcare professionals and reach new audiences here in the Philippines. With this year's theme focusing on health and wellness, the range of industries that were present in the expo were very impressive and contribute to a more holistic approach to individual health and wellness.

We believe events like this are important in fostering a healthier society and we hope to be a part of it next year."

**MEDICAL CHANNEL ASIA (MCA)**

OFFICIAL MEDIA PARTNER

"My Boss said it's the best. We've had so many events in the world but this EXPO (PHILMEDICAL) had been the busiest, most "Leads-laden" activity of them all. We will come back next year with our sister company."

**MR. CHRISTOPHER JOHN BAUTISTA**

*Business Development Executive*  
(PLATFORCE)



For the Polish Investment and Trade Agency, Medical Philippines has long been a well established platform for meeting, convening and making deep connections with the Philippine medical industry. For this year's edition, we put together our most ambitious offer to the local medical industry. Suffice to say - we were very happy with the outcome of this year's expo.

Our organization, together with our valued partners, were both very proud and greatly thankful to have participated in an event which brought together everything from cutting-edge medical technologies, visionary professionals, and insightful discussions. Many meetings, talk sessions and dialogues between medical industry personas also enabled us to better understand the emerging healthcare trends; while allowing us also to connect with fellow innovators in the industry. Of note was the very diverse attendee profile - which featured some of the top medical professionals, healthcare administrators, and industry experts in the country. The outcomes of this expo have reaffirmed our commitment to continuously participate and work within the Philippine medical sector. Our organization's participation in Medical Philippines in these past years has yielded outstanding outcomes, and we look forward to further collaboration with the Fireworks Trade Media Group in the future!

**FROM:**

POLISH INVESTMENT AND TRADE AGENCY (PAIH)

"The show is successful with the crowd and business contacts received. Most importantly, the organizer is helpful and responsive."

**CEDRIC CHIN**

*Business Development Executive*  
(SUPERMAX GLOVE MANUFACTURING SDN BHD)

"Congratulations to Fireworks for the success of the PhilMedical Expo. As an organization, HADSAP (Health and Dietary Supplements Association of the Phils) was given the opportunity to create awareness about the latest trends in Consumer Health and Wellness and generate exposure to the growth drivers of the industry - the individual member companies comprising HADSAP. Special thanks to 4Life, Amway, Unicity, BFC Labs, DXN, Forever Living, Sunrider, GFox, and VPharma for participating in the HADSAP Pavilion and adding to the excitement around the latest in H&W products."

**MS. MARIA ELENITA OLMEDO**

*Chairman and President*  
(HADSAP AND COUNTRY MANAGER, AMWAY PHILIPPINES)

"This is a wonderful exhibition, It is very meaningful to bring the whole industry together to communicate, and I hope more conferences with discussion can be held in the future."

**MS. JULYN QUE**

*President*  
(PHILMED DYNASTY)

## THE ORGANIZER



### Fireworks Trade Exhibitions & Conferences Philippines, Inc.

Fireworks Trade Exhibitions & Conferences Philippines, Inc. is part of the Fireworks Trade Media Group, one of Asia's largest independently owned trade media company. Established in 2008, it is currently made up of 5 different business divisions:

- **Fireworks Exhibitions and Conferences (Trade Exhibitions)**
- **Fireworks Business Information (Trade Publications, Print and Online)**
  - **QUIK Fairs (Industrial Roadshows & Niche Events)**
  - **JUZ Talk (Trade Conferences & Forums)**
- **Fireworks Market Intel (Market Intelligence and Industry Maps)**

As the new generation in the trade media industry, we have since grown leaps and bounds with our own international offices, partnerships and acquisitions spanning in more than 12 countries worldwide!





# THE VENUE

## SMX CONVENTION CENTER MANILA, MALL OF ASIA COMPLEX, PASAY CITY, PHILIPPINES

PhilMedical Expo 2023 will be held at SMX Convention Center Manila, one of the Philippines' most Impressive and popular purpose-built convention and exhibition center. The center offers the latest facilities in exhibition and conferences and provides an ample parking space for visitors and exhibitors.

# COST OF PARTICIPATION



### HAVE IT RAW! ✓

Raw Space Only (Min 18sqm)  
**440 USD PER SQM**  
"Ideal For Companies With Large Exhibits Or Simply For Those With More Flair..."

### SHELL ME UP! ✓

Standard Shell Scheme (Min 9sqm)  
**460 USD PER SQM**  
"Leave The Work To Us And Walk Onto A Furnished Stand With Chairs & Tables."

### CORNER BOOTH CHARGE: 50 USD PER SQM

### SHELL SCHEME PACKAGE INCLUDES:

1 x 230V - Power Point - Needle Punch Carpet Flooring - White Laminated Plywood Panel - 2 x Fluorescent Tube - 2 x Folding Chair - 1 x Reception Table  
1 x Information Counter - Fascia Board With Company Name - Waste Bin

# SPACE BOOKING FORM

## SPACE BOOKING FORM

For provisional bookings please email this form to: [info@fireworkspahls.com](mailto:info@fireworkspahls.com)

We are keen to exhibit with an area of approximately:

Raw Space Only  
Area \_\_\_\_\_ sqm only (min 18 sqm)

Shell Scheme  
Area \_\_\_\_\_ sqm only (min 9 sqm)

NAME \_\_\_\_\_

DESIGNATION / TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

COUNTRY \_\_\_\_\_ CITY \_\_\_\_\_

ADDRESS \_\_\_\_\_

TEL \_\_\_\_\_ FAX \_\_\_\_\_ MOBILE \_\_\_\_\_

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