Co-located with:

**DENTAL PHILIPPINES 2017**
An international Exhibition of Dental Technology, Equipment and Supplies

**PHARMA PHILIPPINES 2017**
An international Exhibition of Pharmaceuticals and its Raw Materials

**27-28 NOVEMBER 2017**
SMX CONVENTION CENTER MANILA PHILIPPINES
ABOUT THE EVENT

MEDICAL Philippines 2017 co-located with Pharma Philippines 2017 and Dental Philippines 2017 is the only specialized medical, dental and pharmaceutical event in Philippines that brings together an international congregation of Medical & Healthcare equipment and services, Dental Technology and Pharmaceutical companies and also its supporting industries gathered in Manila to showcase the latest developments in the medical, dental and pharmaceutical industry.

Fireworks Exhibitions and Conferences which have organized successful international Medical technology events such as Medical Myanmar, Dental Myanmar and the last Medical Philippines is the organizer of this premier event in Philippines.

Highlights Of The Event:
- Pharmaceutical Seminars
- Medical Technology Seminars
- International Healthcare Conference
- Dental Technology Seminars

ABOUT THE ORGANIZER

Fireworks Exhibitions and Conferences Philippines, Inc.
Fireworks Exhibitions and Conferences Philippines, Inc. is part of the Fireworks Trade Media Group, one of South East Asia’s largest independently owned trade media company. Established in 2008, it is currently made up of 4 different business divisions:
- Fireworks Exhibitions and Conferences (Trade Exhibitions)
- Fireworks Business Information (Trade Publications)
- QUIK Fairs (Industrial Roadshows & Niche Events)
- JUZ Talk (Trade Conferences & Forums)

In a mere 4 years, we have grown leaps and bounds with our own international offices spanning in 13 countries namely: Indonesia, Malaysia, Thailand, Singapore, China, Taiwan, Vietnam, Myanmar, Philippines, India, Australia, Colombia & United Kingdom. Bold expansion moves one may say, but we have since silenced the critics with excellent response from our media and our commitment to give our customers the relationships and big ideas to do different and better business remains unchanged.

Visit our corporate website at: www.asiafireworks.com to find out more.

EXHIBITORS PROFILE
- Accident and Emergency Equipment
- Building Technology and Services
- Catering and Kitchen Equipment
- Communication and Information Technology
- Dental Equipment and Supplies
- Diagnostics
- Disinfection and Disposal Systems
- Electromedical Equipment / Medical Technology
- Fabrics / Laundry
- Labratory Equipment
- Medical Automation Technologies
- Medical Furniture and Equipment
- Medical Consumables
- Ophthalmic Supplies
- Pharmaceutical Supplies
- Rehabilitation Equipment / Orthopaedic Supplies
- Services and Publications

VISITORS PROFILE
- Health Ministry Officials
- Hospital Managers and Employees
- Doctors (Surgeries and Hospital)
- Nursing Officers
- Hospital Technicians
- Biologists, Biochemists, Technicians
- Dispensing Chemists, Pharmacists
- Physiotherapists
- Rehabilitation Organizations, Nursing Homes
- Organizations for the Disabled
- Care Services and Self-help Groups
- Visitors from Industry and Commerce
Philippines Positioning Itself As A Leader In Healthcare Outsource Services.
The Philippines is positioning itself to be a leader in healthcare outsourcing services, with expectations that it will double its revenue in the next three years. With its large pool of qualified nurses, the Philippines is fast becoming a destination of choice for the outsourcing of medical and healthcare services.

Last year, revenue for these services reached US$430 million, a 55-percent increase over the previous year. The healthcare outsourcing industry is now one of the fastest growing sectors in the IT-BPO industry in the Philippines. By the end of 2016, the industry is expected to generate revenues of up to US$1 billion.

More New Hospitals In Philippines Expected After Restrictions Lifted
After nine years, the Department of Health (DOH) in Philippines has lifted an administrative order in 2013, restricting the establishment of new hospitals. Health Secretary Enrique Ona said they decided to amend Administrative Order 2004-004, containing the “Guidelines for the Issuance of Certificate of Need to Establish a New Hospital.” This could lead to more new hospitals being built.

Medical Device Market In Philippines
Philippines medical device market scale in 2011 was approximately US$400 million. The market scale is modest and similar to Indonesian medical devices and market scale. The overall medical device market in 2016 is expected to reach US$600 million; also, the compound annual growth rate will be 8.14% in 2011-2016. According to the further analysis of the medical device market structure in Philippines in 2011, diagnostic imaging product is the main item, accounted for 35.8%; followed by medical devices that accounted for 21.9%, other medical devices accounted for 21.5%, and auxiliary devices, dental products, and orthopedic implants accounted for 9.1%, 8.6%, and 3.2%, respectively. The Philippines medical device market relies heavily on foreign imports due to the underdevelopment of domestic medical device industry. According to the import analysis, in terms of medical consumable products, approximately 94% of the wound dressing products rely on imports from Belgium and China; also, 82% of the catheters, surgical gloves, and protective equipment are imported from Malaysian mainly. In addition, over 98% of the auxiliary devices, such as, hearing aids and pacemaker; are imported from Hong Kong and Switzerland. The artificial joints have great opportunities to grow and mostly imported from Taiwan.

FACTS OF PHILIPPINES’ PHARMACEUTICAL INDUSTRY

Philippines Pharmaceuticals Market Growing At Its Fastest Pace
The Philippines pharmaceutical market is valued at US$2.51 Billion (Php111.60 Billion) in 2008, and forecasted to reach US$3.91 Billion by 2013. In terms of the overall market this is comparable to Pakistan and Thailand, and in terms of per capita, it is similar to China and Iran. The Philippines is continuously ranked as the 11th most attractive pharmaceutical market in the Asia-Pacific region, and the third biggest market in ASEAN after Indonesia and Thailand.

The bulk of the sales in the Philippines is from ethical or prescription drugs, which represents about 70% of the total sales. Over-the-counter (OTC) products account for about 24%, while nutritionalis occupy the remaining share of the pie. About 85% of products are sold through drug stores and 15% are distributed to end-users in hospitals and doctors’ clinics.

Fourteen (14) of the Top 20 pharmaceutical companies in the world have manufacturing facilities in the Philippines. The share of local manufacturers in the drug market is seen to rise to 38% and will likely continue to expand through 2010 and beyond. Multinational drug companies are expected to grow by 4% in 2009.

(Source: investphilippines.org)
THE VENUE

SMX CONVENTION CENTER MANILA

PHILIPPINES

MEDICAL PHILIPPINES 2017 will be held at SMX Convention Center, one of Philippines’ most impressive and popular purpose-built convention and exhibition centers. The center boasts the latest in exhibition and conferences facilities and also ample parking space for visitors and exhibitors.

COST OF PARTICIPATION

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<th>Raw Space Only (Min 18sqm)</th>
<th>300 USD PER SQM</th>
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<tr>
<td>“Ideal For Companies With Large Exhibits Or Simply For Those With More Flair...”</td>
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<th>Standard Shell Scheme (9sqm)</th>
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<td>“Leave The Work To Us And Walk Onto A Furnished Stand With Chairs &amp; Tables.”</td>
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SHELL SCHEME PACKAGE INCLUDES:

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

HAVE IT RAW!

- Raw Space Only (Min 18sqm)
- Area ______ sqm (min 18 sqm)

SHELL ME UP!

- Shell Scheme (9sqm)
- Area ______ sqm (min 9 sqm)

SPACES BOOKING FORM

For provisional bookings please email this form to: phil@asiafireworks.com

We are keen to exhibit with an area of approximately:

- Raw Space Only
- Shell Scheme

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