

# Feel the pulse of the medical products industry





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## Fact Sheet

<b>Edition</b>	11 <sup>th</sup>			
<b>Fair Dates and Time</b>	<b><u>Fair Dates</u></b>	<b><u>Opening Hours</u></b>	<b><u>Buyer Registration Hours</u></b>	
	4 May 2020 (Mon)	10:00am-06:00pm	09:30am-05:30pm	
	5 May 2020 (Tue)	09:30am-06:00pm	09:00am-05:30pm	
	6 May 2020 (Wed)	09:30am-05:00pm	09:00am-03:30pm	
<b>Fair Website</b>	<a href="http://www.hktdc.com/hkmedicalfair">www.hktdc.com/hkmedicalfair</a>			
<b>Venue</b>	Hall 3FG, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong			
<b>Admission</b>	Free admission for trade visitors aged 18 or above only			
<b>Organiser</b>	Hong Kong Trade Development Council			
<b>Co-organiser</b>	Hong Kong Medical and Healthcare Device Industries Association			
<b>Major Exhibit Categories</b>	<ul style="list-style-type: none"><li>■ Building Technology and Hospital Furniture</li><li>■ Hospital Equipment</li><li>■ Rehabilitation and Elderly Care</li><li>■ Medical Supplies and Disposables</li><li>■ Trade Services and Publications</li><li>■ World of Health &amp; Wellness</li><li>■ Laboratory Equipment &amp; Manufacturing Solutions Zone</li><li>■ Biotechnology</li></ul>			
<b>Visitor Profile</b>	<ul style="list-style-type: none"><li>■ Child Care Centres &amp; Nurseries</li><li>■ Department stores / Chain stores / Supermarkets / Hypermarkets</li><li>■ Drugstore chains / Pharmacies</li><li>■ Hospitals: Medical &amp; Dental</li><li>■ Importers, Agents, Distributors, Wholesalers &amp; Retailers</li><li>■ Leading Pharmaceutical Companies</li><li>■ Medical Centres, Medical Chains, Clinics, Dental Clinics, School Dental Care Centre &amp; Chinese Medical Care Centres</li><li>■ Medical Laboratories</li><li>■ Medical Research Institutes, Medical Schools, Dental Schools</li><li>■ Nursing Homes &amp; Elderly Homes</li><li>■ Physiotherapy Clinics</li><li>■ Public Authority: Health Authority &amp; Hospital Authority</li><li>■ Rehabilitation Centres</li></ul>			
<b>Statistical Data</b>	<u>Year</u> 2019	<u>No. of Exhibitors</u> 285	<u>No. of Buyers</u> 12,448	<u>Gross Area</u> 4,500 sq.m.
<b>Sales Enquiry Contacts</b>	Ms Candy Kwong Ms Kay Chow	Tel : (852) 2240 4935 Tel : (852) 2240 4239	Email: <a href="mailto:candy.mk.kwong@hktdc.org">candy.mk.kwong@hktdc.org</a> Email: <a href="mailto:kay.my.chow@hktdc.org">kay.my.chow@hktdc.org</a>	
<b>Visitor Enquiry Contacts</b>	Customer Service Hotline	Tel : (852) 1830 668		
<b>Enquiries via Post</b>	Exhibitions Department, Hong Kong Trade Development Council Unit 13, Expo Galleria, Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong			
<b>Enquiries via Fax</b>	(852) 3915 1429			
<b>Enquiries via Email</b>	<a href="mailto:exhibitions@hktdc.org">exhibitions@hktdc.org</a>			
<b>Enquiries via Overseas Office</b>	<a href="http://www.hktdc.com/about/offices.htm">www.hktdc.com/about/offices.htm</a>			

### 簡介

展覽屆期	第十一屆		
展覽日期及時間	展覽日期	展覽時間	買家登記時間
	2020 年 5 月 4 日(星期一)	上午 10 時正至下午 6 時正	上午 9 時 30 分至下午 5 時 30 分
	2020 年 5 月 5 日(星期二)	上午 9 時 30 分至下午 6 時正	上午 9 時正至下午 5 時 30 分
	2020 年 5 月 6 日(星期三)	上午 9 時 30 分至下午 5 時正	上午 9 時正至下午 3 時 30 分
展覽網址	<a href="http://www.hktdc.com/fair/hkmedicalfair-tc">http://www.hktdc.com/fair/hkmedicalfair-tc</a>		
地點	香港灣仔博覽道一號香港會議展覽中心 3 號展廳 FG		
買家入場安排	只供 18 歲以上業內買家免費入場		
主辦機構	香港貿發局		
協辦機構	香港醫療及保健器材行業協會		
主要展品類別	<div><div>■</div> 建築科技及醫院家俱</div> <div><div>■</div> 醫院儀器</div> <div><div>■</div> 復康及長者護理用</div> <div><div>■</div> 醫療用品及消耗用品</div> <div><div>■</div> 商貿服務及刊物</div> <div><div>■</div> 保健護理世界</div> <div><div>■</div> 化驗室設備及生產方案</div> <div><div>■</div> 生物科技</div>		
買家背景	<div><div>■</div> 幼兒中心及托兒所</div> <div><div>■</div> 百貨公司 / 連鎖店 / 超級市場 / 大型超級市場</div> <div><div>■</div> 連鎖藥房 / 藥房</div> <div><div>■</div> 醫院：醫療及牙科</div> <div><div>■</div> 進口商、代理、分銷商、批發商及零售商</div> <div><div>■</div> 主要藥物公司</div> <div><div>■</div> 醫療中心、連鎖醫療中心、診所、牙科診所、學生牙科保健中心、中醫保健中心</div> <div><div>■</div> 醫學實驗室</div> <div><div>■</div> 醫學研究所、醫科學院、牙科學院</div> <div><div>■</div> 療養院及護老院</div> <div><div>■</div> 物理治療中心</div> <div><div>■</div> 公共機構：衛生署及醫療管理局</div> <div><div>■</div> 復康中心</div>		
統計資料	年份 2019	參展商數目 285	買家人數 12, 448
			總展覽面積 4, 500 平方米
參展查詢聯絡人	鄭夢均小姐 周沐恩小姐	電話：(852) 2240 4935 電話：(852) 2240 4239	
買家查詢聯絡人	客戶服務熱線	電話：(852) 1830 668	
郵寄地址	香港貿易發展局展覽事務部 香港灣仔博覽道 1 號香港會議展覽中心博覽商場 13 號		
傳真	(852) 3915 1429		
電子郵件	<a href="mailto:exhibitions@hktdc.org">exhibitions@hktdc.org</a>		
海外辦事處聯絡	<a href="http://www.hktdc.com/about/offices.htm">www.hktdc.com/about/offices.htm</a>		

# Exhibiting Package 參展計劃

## Major Exhibit Categories 主要展品類別

### Building Technology and Hospital Furniture 建築科技及醫院傢具

- Building Technology and Hospital Furniture 建築科技及醫院傢具
  - ⊕ Hospital Apparatus & Equipment 醫院儀器及設備
  - ⊕ Hospital Construction & Design Service 醫院建築及設計
  - ⊕ Hospital Security System 醫療保安系統
  - ⊕ Hospital Ventilation & Compressed Air System 醫療通風及壓縮空氣系統
  - ⊕ Medical Lighting System 醫療照明系統
  - ⊕ Medical Bedding & Bed 醫療病床及床上用品
  - ⊕ Treatment Table 治療檯

### Dental Equipment and Supplies 牙科設備及用品

- ⊕ Dental Autoclave 牙科高壓消毒鍋
- ⊕ Dental Care Products & Accessories 牙科護理產品及配件
- ⊕ Dental Crown / Bridge / Denture 牙冠/牙橋/假牙
- ⊕ Dental Floss Applicator 牙線使用器
- ⊕ Dental Mirror 牙鏡
- ⊕ Orthodontic Material 矯齒用品
- ⊕ Sterilisation Dental Product 牙科消毒用品
- ⊕ Toothbrush 牙刷
- ⊕ Toothbrush & Cleaner (Electrical) 電動牙刷及清潔器

### Healthcare Products 保健護理

- ⊕ Elderly Care Product 長者護理用品
- ⊕ Health Drink 健康飲品
- ⊕ Health Food 健康食品
- ⊕ Health Management & Consultancy 健康管理及顧問
- ⊕ Health Supplement 營養補充食品
- ⊕ Health Drink 健康飲品
- ⊕ Personal Care Product 個人護理產品
- ⊕ Personal Hygiene Supplies 個人衛生用品
- ⊕ Body Trimming & Shaping 纖體服務

### Hospital Equipment 醫院儀器

- First Aid Equipment, Emergency Equipment and Transportation 意外及急救設備
  - ⊕ Ambulances & Rescue Vehicles 救護車及救援車輛
  - ⊕ First Aid Equipment & Device 急救裝備及用品
  - ⊕ Rescue Equipment & Appliances 救援設備及工具
- Chinese Medical Devices 中醫設備
  - ⊕ Acupuncture Equipment & Accessories 針灸設備及配件
  - ⊕ Chinese Diagnostic Instrument 中醫診斷工具
- Diagnostics 診斷
  - ⊕ Diagnostic Instruments & Apparatus 診斷工具及儀器
  - ⊕ Gene Test 基因測試
  - ⊕ Radioactive Preparation 放射性配製劑
  - ⊕ Rapid Test 快速測試

- ⊕ Stimulation Test 反應測試
- Ophthalmological Equipment and Supplies 眼科設備及用品
  - ⊕ Ophthalmological Equipment 眼科設備
  - ⊕ Spare Parts for Ophthalmological Equipment 眼科設備機械備件
- Electromedical Equipment / Medical Technology 電子醫療設備/醫療科技
  - ⊕ Anaesthetic Equipment 麻醉設備
  - ⊕ Blood Pressure Equipment 血壓測量設備
  - ⊕ Cardiac Catheterisation Equipment 心導管插入設備
  - ⊕ Dialysis Equipment 透析設備
  - ⊕ Electronic Diagnostics Equipment 電子診斷儀器
  - ⊕ Electrocardiography & Accessories 心電圖儀及配件
  - ⊕ Electrosurgical Instruments 電外科設備
  - ⊕ Endoscopes & Accessories 內窺鏡及配件
  - ⊕ Imaging Equipment 造影設備
  - ⊕ Implants 植入物
  - ⊕ Medical Incubators 醫學用培養器
  - ⊕ Infusion Technology Equipment 輸液技術設備
  - ⊕ Laser Surgery Equipment 激光外科設備
  - ⊕ Ophthalmological Equipment 眼科設備
  - ⊕ Patient Monitoring Systems 病人監察系統
  - ⊕ Radiotherapy Equipment 放射治療設備
  - ⊕ Respiration & Oxygen Equipment 呼吸及供氧設備
  - ⊕ Stethoscopes 聽診器
  - ⊕ Suction Device 抽吸器具
  - ⊕ Ultrasound Equipment 超聲波設備
  - ⊕ Ward and Examination Equipment 病房及檢查設備
  - ⊕ X-ray Devices & Accessories X 光設備及配件
  - ⊕ Spare Parts For Ophthalmological Equipment 眼科設備機械備件
  - ⊕ Diagnosis and Treatment For Ophthalmological Equipment 眼科診斷及治療設備
  - ⊕ Sterilisation & Disinfection Equipment & Accessories 消毒設備及配件
  - ⊕ IPL (Intense Pulsed Light) Equipment IPL 光子儀器/脈衝彩光儀
- Operation Instruments 外科手術設備：
  - ⊕ General Operation Instruments 一般外科手術設備
  - ⊕ Microsurgery Instruments 顯微外科手術設備
  - ⊕ Neurosurgery Instruments 神經外科手術設備
  - ⊕ Ophthalmologic Instruments 眼科外科手術設備
  - ⊕ Ear-Nose-Throat Surgical Instruments 耳鼻喉外科手術設備
  - ⊕ Stomatological Surgical Instruments 口腔外科手術設備
  - ⊕ Thoracic-Cardiovascular Surgical Instruments 胸腔心血管外科手術設備
  - ⊕ Abdominal Surgical Instruments 腹部外科手術設備
  - ⊕ Burn Treatment & Plastic Surgery Instruments 燒傷及矯形外科手術設備
  - ⊕ Urinary & Anal Surgery Instruments 泌尿肛腸外科手術設備
  - ⊕ Gynecologic Surgery Instruments 婦科外科手術設備

## Household Medical Products 家用醫療產品

## Laboratory Equipment 化驗室設備

- Laboratory Equipment 化驗室設備
  - ⊕ Analyser Appliance 分析儀
  - ⊕ Centrifuge 離心機
  - ⊕ Evaluation Appliance 評估儀
  - ⊕ Filtration System 過濾系統

- ⊕ Laboratory Refrigerator 化驗室冷藏箱
- ⊕ Microscopes 顯微鏡
- ⊕ Safety Spectacles 護目鏡

## **Manufacturing and Design Solution 生產及設計方案**

- Communication, Systems and Information Technology 通訊、系統及資訊科技
  - ⊕ Medical Communication Technology 醫療通訊科技
  - ⊕ Medical Data Processing System 醫療數據處理系統
  - ⊕ Medical Software 醫療軟件
  - ⊕ Medical Reader & Scanning System 醫療閱讀器及掃描系統
  - ⊕ Telemedicine Technology & Services 遙距醫療技術及服務
- Medical Equipment Components and Materials 醫療設備部件及物料
  - ⊕ Metal Component 金屬部件
  - ⊕ Medical Material 醫療物料
  - ⊕ Medical Product Packing System 醫療產品包裝系統
  - ⊕ Medical Product Preparation & Production Equipment 醫療產品配製及生產設備
  - ⊕ Medical Equipment & Devices Accessories 醫療設備及器材零件

## **Medical Supplies and Disposables 醫療用品及消耗用品**

- Medical Supplies and Disposables 醫療用品及消耗用品
  - ⊕ Antiseptic Products & Alcohol 消毒用品及酒精
  - ⊕ Blood Collection Unit 血液收集袋
  - ⊕ Cotton Swab 棉花棒
  - ⊕ Disposable Hospital Paper Product 用後即棄醫院用紙製品
  - ⊕ Disposable Mattress Cover 用後即棄床罩
  - ⊕ Gauze / Bandage 紗布 / 繃帶
  - ⊕ Incontinence & Stoma Aid 失禁及造口輔助用品
  - ⊕ Infusion Sets 輸液器
  - ⊕ Medical Dressing & Gel 醫護敷料及凝膠
  - ⊕ Medical Glove 醫護用手套
  - ⊕ Medical Mask 醫護用口罩
  - ⊕ Non Electrical Surgical Instruments 非電動外科手術用具
  - ⊕ Papers & Accessories For Diagnostics 診斷用紙品及配件
  - ⊕ Syringe 注射器
  - ⊕ Therapeutic Devices & Accessories 治療用具及配件
  - ⊕ Toiletries 衛生用品
  - ⊕ Waste Disposal Supplies 廢物處理用品
- Textiles 醫療紡織品
  - ⊕ Medical Mattresses And Pillow Cover 醫院褥墊及枕套
  - ⊕ Medical Protective Clothing 醫護保護衣物
  - ⊕ Hospital Uniform 醫院工作服
  - ⊕ Functional Wear 功能性服裝

## **Rehabilitation and Elderly Care 復康及長者護理用品**

- Physiotherapy / Orthopaedic / Rehabilitation Technology 物理治療/整形外科/復康技術及設備
  - ⊕ Artificial Limb 義肢
  - ⊕ Nursing Aids 護理輔助設備
  - ⊕ Orthopaedics Equipment 整形外科設備
  - ⊕ Physiotherapy Equipment 物理治療設備
  - ⊕ Rehabilitation Equipment 復康設備
  - ⊕ Speech & Hearing Therapy Equipment 語言及聽覺治療設備
  - ⊕ Vehicles For The Handicapped 殘障人士專用車



- ⊕ Walking & Mobility Aids 步行及移動輔助設備
- ⊕ Communication Aids 溝通輔助設備
- ⊕ Wheelchairs 輪椅
- ⊕ Bluetooth & i-(smartphone) Healthcare Devices 藍牙及智能流動通訊醫療設備

- Physiotherapy Equipment 物理治療設備
  - ⊕ Physiotherapy Massage Equipment 物理治療按摩器材
  - ⊕ Compression Therapy 壓縮治療

## **Medical Cosmetology 醫療美容儀器及用品**

- Medical Cosmetology 醫療美容儀器及用品
  - ⊕ RF (Radiofrequency) Equipment 射頻儀器
  - ⊕ Photodynamic Equipment 光學儀器
  - ⊕ Hair Removal Equipment 脫毛儀器
  - ⊕ Facial Steamer 蒸面機
  - ⊕ Ion Beauty Equipment 離子美容儀器
  - ⊕ Skincare Equipment 皮膚護理儀器

## **Medical Services 醫療服務**

## **Tech Exchange 科技匯點**

- Institutions whose R&D projects fulfil all of the following three conditions are welcome to apply to join Tech Exchange:  
任何機構若有符合以下 3 項條件的研發項目，均歡迎申請在科技匯點展區參展：
  - ⊕ The project is being developed by a tertiary institution, either in or outside Hong Kong.  
香港或外地專上院校進行的研發項目
  - ⊕ The project relates to medical devices, supplies or concepts. (note the R&D projects related to medicine are NOT eligible).  
與醫療器材、用品或概念有關(與醫藥有關的項目不符資格)
  - ⊕ The project has not been previously commercialised.  
項目仍未轉作商業用途

## **Trade Services and Publications 商貿服務及刊物**

- Trade Services and Publications 商貿服務及刊物
  - ⊕ Associations Service & Government Organisation 商會服務及政府機構
  - ⊕ Legal Service 法律服務
  - ⊕ Laboratory, Testing & Medical Analysis 醫療化驗
  - ⊕ Medical Title Publishing 醫學刊物出版
  - ⊕ Conformity Assessment Body 合格評定機構
  - ⊕ Medical & Nursing Care Services 醫療及護理服務
  - ⊕ Medical Educational Appliances 醫學教材

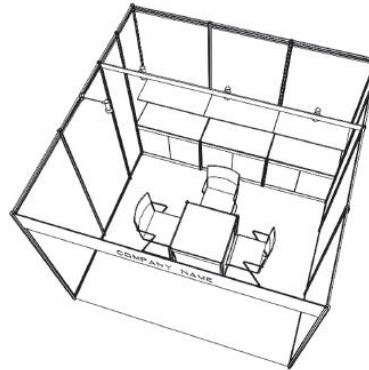
**Booth Options and Participation Fees 展台類別及參展費用**

**Standard Booth 9 sq.m 9 平方米標準展台**

**3Mx3M Standard Booth**

**三米乘三米標準攤位**

- 3 Cabinets 儲物櫃  
1000W x 500D x 750H
- 1 Wooden Display Shelf  
木層板 3000W x 300D
- 3 Spotlights 射燈 100W
- 1 Longarmed Spotlight 長臂射燈 100W
- 1 Socket 插座 500W
- 1 Meeting Table 會議桌  
700W x 700D x 750H
- 3 Black Leather Chairs 黑皮椅
- Fascia / Partitions / Carpet  
公司名牌、圍板、地氈



pective 透視圖

HKD 31,610/  
USD 4,165

**Custom-Built Participation (Raw Space) 自建展台**

**Custom-Built Participation (Min. 18sq.m) 展覽淨地 (十八平方米或以上)**



HKD 3,130/  
USD 413 per sq.m.

Only carpet is provided. Booth design, construction and facility are to be arranged by exhibitors at their own cost.

只提供地氈。攤位設計、建設及攤位內之設施將由參展商自行安排

\*The participation fee of Hong Kong Dollar is only applicable for Hong Kong Exhibitors. \*港元價格只適用於香港參展商

## Discount Offer and Value-for-money Exhibit Package 折扣優惠及增值推廣計劃

### Discount Offer 折扣優惠

We are pleased to offer attractive discount to both new and loyal customers. You may enjoy a maximum of 25% off! Details as below: 新舊參展商均可享受折扣優惠。綜合最高優惠為七五折!

Options 折扣選擇	Discount Offer 折扣優惠	Condition 折扣條件
HKMHDIA Member Discount 香港醫療及保健器材行業協會會員優惠	8% off	For members taking part in the HKMHDIA Pavilion only 只適用於在香港醫療及保健器材行業協會展館內展出之會員
	5% off	HKMHDIA members not taking part in the HKMHDIA Pavilion 適用於不在香港醫療及保健器材行業協會展館內展出之會員
Introductory discount 首次參展優惠	5% off	New exhibitors of Hong Kong International Medical and Healthcare Fair 首次參加「香港國際醫療及保健展」之參展商
Loyalty Discount 舊參展商優惠	10% off	Past exhibitors joining Hong Kong International Medical and Healthcare Fair 「香港國際醫療及用品展」參展商
Courtesy Discount 禮遇優惠	10% off	Exhibitors of <b>SELECTED HKTDC fairs*</b>  香港貿發局特選展覽會**之參展商
Volume Discount 大面積展台優惠	5% off	18 – 27 sqm 申請 18 – 27 平方米
	10% off	30 sqm or above 申請 30 平方米或以上
Featured-zone Discount 焦點展區優惠	10% off	Exhibitors joining the “World of Health and Wellness” Zone or “Biotechnology” Zone 參加「保健護理世界」或「生物科技」展區之參展商

\*Fairs included HKTDC Beauty & Wellness Expo, HKTDC Food Expo, HKTDC Hong Kong Baby Products Fair, HKTDC Hong Kong Houseware Fair, HKTDC Hong Kong Electronics Fair (AE & SE), HKTDC Hong Kong International Home Textiles and Furnishings Fair, HKTDC Hong Kong Toys & Games Fair, electronicAsia, HKTDC Hong Kong International Tea Fair, HKTDC Home Delights Expo, HKTDC International ICT Expo & International Conference of the Modernization of Chinese Medicine & Health Products

\*\*展覽會包括「香港貿發局美與健康生活博覽」, 「香港貿發局美食博覽」, 「香港貿發局香港嬰兒用品展」, 「香港貿發局香港家庭用品展」, 「香港貿發局香港春季電子產品展」, 「香港貿發局香港秋季電子產品展」, 「香港貿發局香港國際家用紡織品展」, 「香港貿發局香港玩具展」, 「國際電子組件及生產技術展」, 「香港貿發局香港國際茶展」, 「香港貿發局家電·家品·博覽」, 「香港貿發局國際資訊科技博覽」, 「國際現代化中醫藥及健康產品會議」

## Value-for-money Exhibition Package

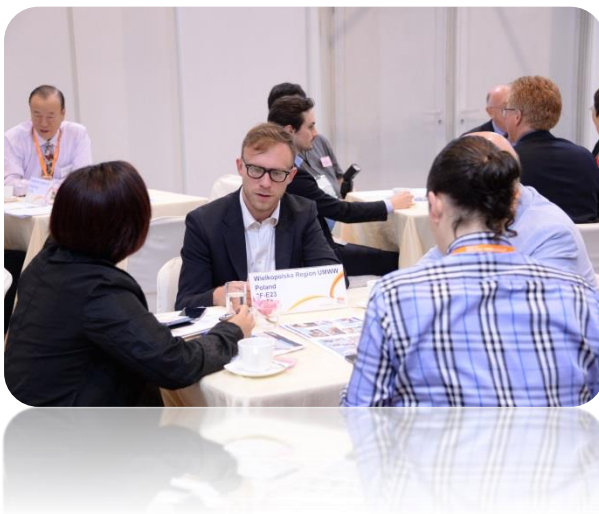
Online Promotions and hktdc.com Customised Sourcing Service

**Pre-fair** – Pre-registered fair visitors will be invited via email to preview the exhibits online and retrieve a list of relevant exhibitors with company information, product names, photos and booth numbers. **During the fair** – Visiting buyers can obtain a list of suitable exhibitors at onsite hktdc.com Customised Sourcing Service counters. This leading-edge service can steer potential buyers to visit your booth. **After the fair** – Hong Kong Trade Development Council continues to promote hktdc.com to buyers as a preferred sourcing channel after the fair

## 增值推廣計劃

網上推廣及 hktdc.com 展覽商貿配對服務

**展覽前** – 香港貿易發展局將以電郵方式邀請已預先登記入場的買家在網上預覽展品，并根據其採購需要獲取一份相關的參展商名單，內容包括公司資料、展台編號、產品名稱及照片。**展覽期間** – 入場買家可在展覽會場內的 hktdc.com 展覽商貿配對服務站，根據其所需搜尋的產品，即場收取一份合適的參展商名單。此項嶄新的服務可將有潛力的買家轉介至您的展台。**展覽後** – 香港貿發局將在展覽完畢後繼續向買家宣傳 hktdc.com 成為他們一個常用的採購道。





# Maximising Exposure

## 利用展覽平台吸引買家

### Target Trade Buyers Profile 目標買家簡介

#### ➤ Hong Kong 香港

Hospitals and Clinics 醫院及醫務所	
Clinical Trials Centre	Ruttonjee Hospital
Hospital Authority	Union Hospital
St. Paul Hospital	St. Teresa's Hospital
Shatin Int'l Med. Centre Union Hospital	Hong Kong Adventist Hospital
Tsuen Wan Adventist Hospital	Hong Kong Baptist Hospital
Canossa Hospital	Hong Kong Central Hospital
Evangel Hospital	Matilda & War Memorial Hospital
Precious Blood Hospital	Hong Kong Sanatorium & Hospital
Healthcare Services 保健服務	
Pacific Healthcare Services Ltd	UMP Healthcare Limited
Po Yan Care Home For The Elderly	Yan Oi Tong Medical Service
Quality HealthCare Medical Services Limited	
Pharmacy 藥房	
Fanda Pharmacy	Luen Yick Pharmaceutical Co Ltd
Chain Stores / Department Store 連鎖店/ 百貨公司	
City Super	Sa Sa
Manning	Watsons
Wholesalers & Retailers 批發商及零售商	
Boots (Retail Buying) Ltd	Townhealth International Holdings
Cerebos (Hong Kong) Limited	Vita Green Health Products Co Ltd
Ma Sai Leung Tong	

#### ➤ Chinese Mainland 中國內地

National / Regional Hospitals 國家或地區醫院
Affiliated Union Hospital of Fujian Medical University 福建醫科大學附屬協和醫院
Beijing Tiantan Hospital 首都醫科大學附屬北京天壇醫院
JiangSu Province Hospital of TCM 南京中醫藥大學附屬醫院
Peking University People's Hospital 北京大學人民醫院
Peking Union Medical College Hospital 北京協和醫院
People's Hospital of Shiyan 湖北省十堰市人民醫院
The First Clinical College of Harbin Medical University 哈爾濱醫科大學

<b>The General Hospital of the People's Liberation Army</b> 中國人民解放軍總醫院	
<b>The Military General Hospital of Beijing PLA</b> 北京軍區總院	
<b>Top 100 Drug Store Chains, including 首 100 名藥房連鎖店，包括:</b>	
中國海王星辰連鎖藥店	九州通大藥房連鎖
湖北同濟堂藥房	江西黃慶仁棧華氏大藥房有限公司
湖南時代陽光養天和大藥房連鎖	

➤ **Asia Pacific 亞洲及太平洋區**

<b>Australia 澳洲</b>	
Chemist Warehouse	Friendlies Chemist
Chemist Works	My Chemist

<b>Japan 日本</b>	
Active Medical Co. Ltd	Askul Corporation
Agilent Technologies Japan, Ltd	

<b>Vietnam 越南</b>	
DANAMECO	VIMEC HCM

<b>Singapore 新加坡</b>	
Joyston Pte Ltd	Smitech (Asia) Pte Ltd
Raintree Medical Pte Ltd.	

➤ **Europe / US 歐洲/ 美國**

<b>Bulgaria 保加利亞</b>	
Antonimex Ltd.	Medicard

<b>Germany 德國</b>	
Electa GmbH	

<b>Hungary 匈牙利</b>	
Rextra Ltd	Rontgen Kft.

<b>Poland 波蘭</b>	
CENTRALA HANDLOWA CEZAL Sp. z o.o	Medica 91 Sp.J.
COME	PROMEDICA Mariusz Michalski
GORTO-MED	Ronomed
HALTIA Rehabilitacja i Ortopedia	

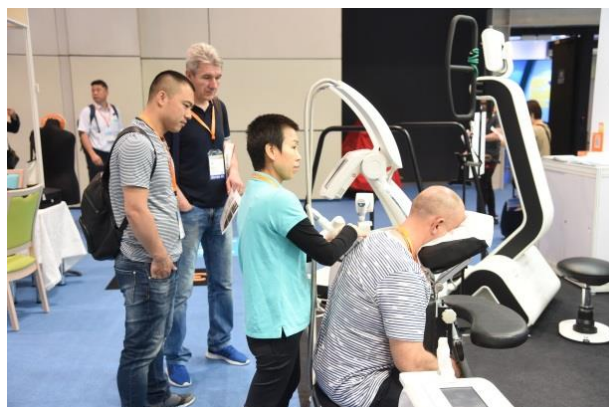
<b>Switzerland 瑞士</b>	
Sahag AG Sanitaetshandel	

<b>USA 美國</b>	
Allegro Enterprises, Inc.	Owens & Minor, Inc.

<b>Burkhart Dental, Inc.</b> <b>Henry Schein, Inc.</b> <b>Mabis DMI Healthcare, Inc.</b> <b>McKesson</b> <b>Kimberley Clark Corporation</b>	<b>Rashman Corporation</b> <b>Thermo Fisher Scientific Inc.</b> <b>Vitality Medical</b> <b>Walgreen</b>
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➤ **Middle East and Other Region 中東及其他地區**

<b>Dubai 杜拜</b>	
<b>32 Group</b> <b>Al Amin Medical Instruments Co(AMICO)</b> <b>Al Warqa Gen Trading</b> <b>Alphamed</b> <b>Amico</b>	<b>City Pharmacy</b> <b>Delta Medical Est</b> <b>Gulf Drugs Est</b> <b>Modern pharmaceutical Co</b> <b>Physio Med Services Ltd/Slim Care</b>
<b>Russia 俄羅斯</b>	
<b>Merimed</b> <b>Severo-Zapad Holding</b>	<b>Vitim &amp; Co</b> <b>Zao Merimed</b>



**HKTDC Global Network 香港貿發局全球網絡**  
**Over 40 HKTDC branch offices globally which provides support and fair promotion.**  
**世界各地超過四十個香港貿發局地區分局助您招攬買家。**

## Fair Marketing Plan 展覽會推廣計劃

- Direct Mailing, Fair Preview & Buyer Newsletter will be sent to companies in the Medical sectors worldwide 發送展覽會預告及買家通訊予世界各地的醫療公司
- Buyer invitation through exhibitors nomination, in which genuine buyers, will be offered hotel sponsorship 透過參展商推薦計畫，買家可獲酒店資助
- Advertisements and advertorials will be placed on various media channels, including TDC publication. 於貿發局及其他刊物作多方面廣告宣傳
- Journalists of popular international professional medical magazines will be invited for first hand reporting of the fair 海外及本地記者將獲邀報導第一手展覽會盛況
- Promotional stands will be set up in overseas Medical fairs 特別推廣展位將設於海外醫療展
- Supports & promotions from over 40 HKTDC branch offices around the globe 超過 40 個海外貿發局辦事處配合支持及推廣
- Dedicated fair website 特設展覽會網址 [www.hktcdc.com/hkmedicalfair](http://www.hktcdc.com/hkmedicalfair)

## Visitor Promotion 買家推廣計劃

### Special Incentives to Attract Buyers 吸引優質買家

- Special travel package to attract buyers from selected areas 增設的旅遊套餐以吸引被推薦之買家
- Hotel sponsorship & air tickets for selected buyers 酒店及機票贊助給予指定買家
- VIP cards issued for selected buyers to the VIP Lounge 特選買家可享用主辦機構所設之貴賓廊





## Highlight product zones to showcase a wide array of products

產品齊全，應有盡有

- **Health & Wellness 保健護理世界**
- Specially-highlight the healthcare products and services, in order to fulfil the increasing sourcing demand among professional buyers  
聚焦保健護理的產品及服務，以滿足業內人士日益增長的採購需求。
- Identify market needs and build connections with industry professionals, such as decision-makers from authorities, healthcare centres, distributors and agents  
可於展會內盡掌市場需求，與業內買家建立網絡，如來自保健機構、護理中心、分銷商及代理商的決策人士。
- **Tech Exchange 科技匯點展區**
- Perfect platform to match new concepts and innovations  
展示創新概念的完美平台
- Opportunities for buyers to invest in new feasible products  
買家可趁機投資具發展潛力的產品



## ■ Traditional yet High-growth Product

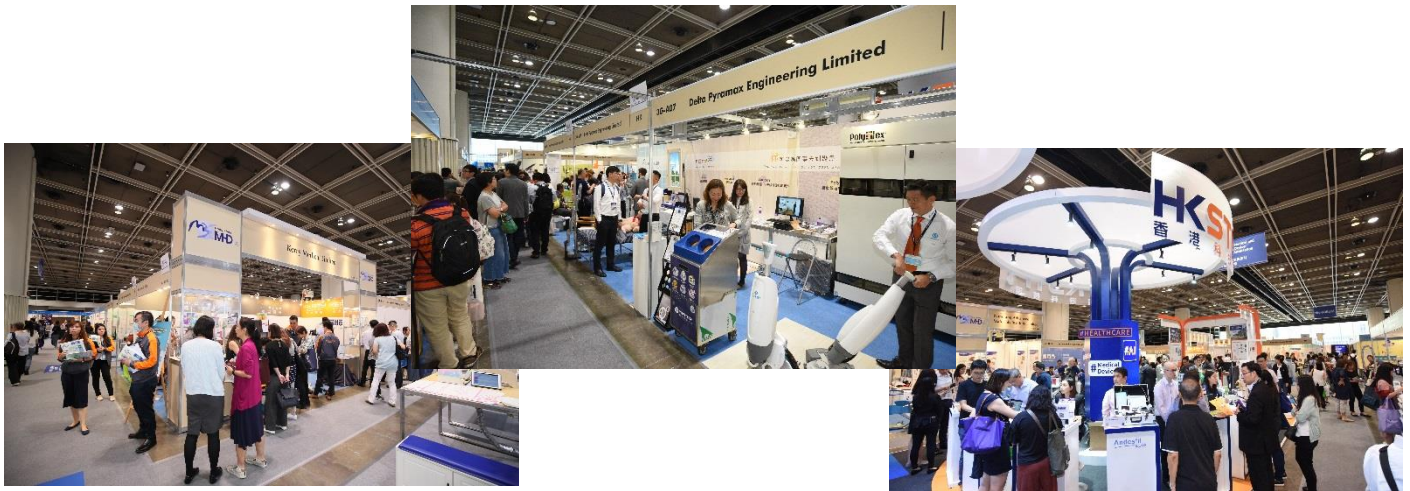
### Categories 傳統而高增長產品類別

- Rehabilitation and Elderly Care  
復康及長者護理用品
- Building Technology and Hospital Furniture 建築科技及醫院傢俱
- Hospital Equipment 醫院儀器
- Laboratory Equipment & Manufacturing Solutions  
化驗室設備及生產方案
- Household Medical Products  
家用醫療產品
- Medical Supplies & Disposables  
醫療用品及消耗用品





■ **“Hong Kong Medical and Healthcare Device Industries Association” Pavilion** 「香港醫療及保健器材行業協會」參展團



■ **Special events to connect you with quality buyers proactively**  
多項特別活動，讓您主動聯繫優質買家

■ **Networking Reception 交流酒會**

Exhibitors can mingle and build relationships with buyers  
買家及參展商在輕鬆情況下互相洽談交流



■ **Seminars & Workshops 研討會及工作坊**

Facilitate networking and industry knowledge exchange 促進業界交流



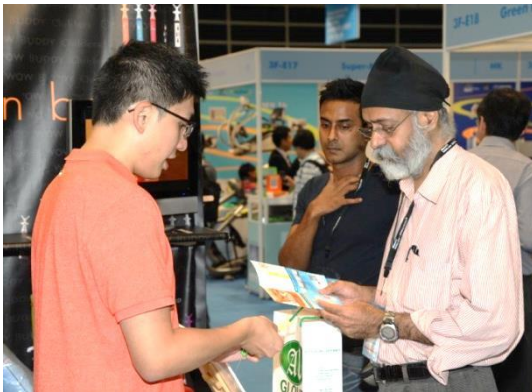
## ■ **Exhibitors' Forum 參展商論壇**

Exhibitors demonstrated the latest products to enhance exposure to buyers  
參展商可展示最新的產品，以提高對買家的曝光率



## ■ **Buyer meetings 買家會議**

Buyer meetings between buyers and pre-selected exhibitors will be organized at fair period.  
買家與選定的參展商於展覽會期間進行買家會議  
Highly efficient way to initiate and finalise business deals for both buyers and exhibitors  
協助買家及參展商達成商業協議



## ■ **Guided Tours 買家導賞團**

For buyers to familiarise around the fairground and to speed up their sourcing process  
讓買家熟識會場環境，加快採購過程

## ■ **Handshaking activities 握手活動**

Introduce buyers to exhibitors 為參展商介紹買家

## ■ **Buying missions 買家採購團**

Form buying missions from different countries and regions 由不同國家及地方組採購團

## ■ **Hktdc.com Free Sourcing Service 免費展覽商貿配對服務**

Helps referring exhibitors to buyers based on their sourcing needs  
因應買家的採購需求推薦參展商



## ■ Buyer Ambassadors 買家服務大使

Approach buyers actively at the fair and help them to find targeted exhibitors

主動於展覽會期間協助買家尋求合適的參展商



## Cross-event Synergy with the Hospital Authority Convention

### 與醫院管理局研討大會同期舉行

One of the largest healthcare conferences in the Asia Pacific region

亞太地區規模最大的醫療保健會議

Over 90 distinguished overseas and local speakers shared their knowledge in 2019

2019 年邀得 90 多位來自海外和本地的專家就不同專題與會眾分享專業意見和經驗

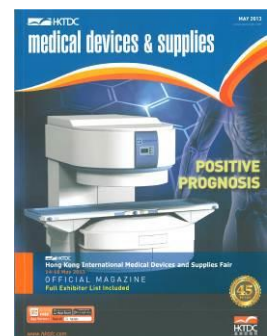


## Maximise Exposure to Buyers and Media

### 爭取於買家及傳媒曝光

## ■ 5 Channels of Onsite advertising 會場廣告的 5 種渠道

- QR code QR 碼
- e-magazine 電子雜誌
- Onsite advertisement 現場廣告
- Online promotion 網上推廣
- Exhibitor Locator System (ELS) 參展商搜尋器(ELS)





## Press events 傳媒活動

### ■ Pre-fair Press Conference 展前媒體會議

- Selected exhibitors with new and special exhibits are able to showcase their products to media before the fair  
特選參展商可於展覽會前向傳媒展示展品



### ■ OJ Breakfast 海外傳媒早餐會

- Selected exhibitors are able to meet with OJs (overseas journalists) at the OJ breakfast to introduce their products
- 特選參展商可於早餐會期間向海外傳媒展示展品



## Worldwide marketing campaign to recruit new buyers 全球推廣活動以招攬新買家

- **We promote the fair to buyers worldwide via different channels**  
透過不同途徑招攬全球買家：

- SEM (Search Engine Marketing) 搜索引擎營銷
- Mobile marketing 流動推廣
- B2B magazine advertising 行業雜誌廣告
- Newspaper ads 報章廣告
- Outdoor ads 戶外廣告
- Online marketing 網上推廣
- Telemarketing 電話營銷
- Promotion at trade shows 在多個展覽會中推廣
- Direct mail campaign 直接郵寄
- .....and more 還有更多!



Hong Kong International Medical and Healthcare Fair 2019 Floor Plan

香港國際醫療器材及用品展 2019 展覽廳平面圖



LEGEND 圖例

- |                            |   |
|----------------------------|---|
| Information Counter<br>詢問處 | Escalator<br>電梯   |
| Toilet<br>洗手間              | Rendezvous<br>餐飲部   |
| Lift<br>升降機                | hktcdc.com Free Sourcing Service (FREE suppliers list)<br>hktcdc.com 展覽商買配對服務 (免費參展商名單) |



## News Clipping 新聞剪報

A number of journalists and media representatives will be invited from all over the world to cover the event. Here is just some of the coverage of the 2019 event.

以下是部份有關 2019 香港國際醫療及保健展的報章剪報

### 醫療展人流旺 智能化產品看俏

模擬單車環球旅程添趣味 智能拐杖熱賣



香港國際醫療器材及用品展(16日)開幕，3天展期共吸引逾12萬名，來自81個國家及地區的買家參觀採購，較去年上升8%。

多間展商表示人流及查詢情況理想，亦看好市場前景，認為未來產品將趨向智能化。然而，有關展銷並不局限於醫療資源短缺，故對高檔新產品的接受度較低。

▲本報記者 蘇穎琪

利得有限公司從外國引進了BIKE LABYRINTH，透過播放世界各地景點影像和聲音模擬單車旅程。該公司總經理陳國明表示，「趣味性」為現今護理及復康產品的重要元素，相信虛擬實境(VR)復康護理產品將成為未來發展趨勢，而有關產品亦向他們反映，採用該產品後，能增加長者做運動的意趣。他又提到，近年愈來愈多創科公司加入市場，醫健「圈」變得更大。

亦有創科公司表示看好智能護理產品的發展，並與時間開發出智能拐杖，提供緊急求助、跌倒通報、智能導引及光線等功能。該公司總經理沈光光稱，隨著人口老化，醫療器材及護理用品市場具有增長潛力，惟本港市場建設較難行。由於本港醫療及護理方面的資源較緊絀，院舍及醫療機構尚未投資於較高級或新穎的產品，他正等待整個行業的大環境推展，亦相信港府推出的樂齡及康復創科應用基金，將能推動整個業界，將扶輪器於5年前從荷蘭引入，售3.8萬元。該公司總經理沈光光稱，隨著人口老化，醫療器材及護理用品市場具有增長潛力，惟本港市場建設較難行。由於本港醫療及護理方面的資源較緊絀，院舍及醫療機構尚未投資於較高級或新穎的產品，他正等待整個行業的大環境推展，亦相信港府推出的樂齡及康復創科應用基金，將能推動整個業界，將扶輪器於5年前從荷蘭引入，售3.8萬元。

### 下周醫健展 增生物科技區

貿發局昨舉行記者會，宣佈第十屆香港國際醫療及保健展將於5月14日(下周二)至16日一連三天在香港會議展覽中心舉行，匯聚來自8個國家及地區共285家廠商，新參展國家包括英國及新加坡，並首設日本展館。為迎合特區政府積極推動生物科技發展，本屆展覽新增「生物科技」展區，呈現疫苗研發、過敏測試及基因遺傳技術的藥物研發等最新生物科技產品。

### 去年醫健器材出口130億升4.6%

全球人口高齡化及健康意識提高，帶動醫療保健器材需求上升。貿發局助理總裁張淑芬表示，近年不少主要經濟體衛生支出佔GDP的百分比持續上升，醫療保健服務佔家庭開支比重不斷增加，2018年香港醫療保健器材出口貨值超過130億港元，按年上升4.6%。

### Two-day event to help fledgling entrepreneurs in the Bay Area

By PAMELA LIM in Hong Kong  
pamelalin@chinaaidaily.com

Young entrepreneurs should dream big, start small and think forward."

Jason Chiu, vice-chairman of the Hong Kong Startup Council

The two-day event, organized by the Hong Kong Trade Development Council, includes "G8A Compass" seminars at which veteran entrepreneurs are sharing their insights of the Bay Area ecosystem and their firsthand experience of setting up a business in the region.

The fair has more than 40 entrepreneurs from different industries to discuss technology trends and business opportunities. Renowned experts focus on this year's theme, sharing their insights as entrepreneurs and their secrets behind the transforming from startups into larger-scale enterprises.

HKITDC Deputy Executive Director Raymond Yip said startups in the Bay Area can capitalize on Hong Kong's advantages including its free flow of information and capital, extensive international networks, and sound corporate management services to enhance their capabilities and build connections to global markets, especially in the areas of commercialization, intellectual property trading and cross-border investment.

Jason Chiu, vice-chairman of the Hong Kong Startup Council, said at the opening event that young entrepreneurs should dream big, start small and think forward. He added that it's important to get help, find mentors and connect with the right mentors and right resources.

A series of events has been introduced to the fair to help startups tap into the opportunities unleashed by the Bay Area and boost the development of technology and innovation in the region.

Wing Chu, business advisory manager of the HKITDC's research and development, shared his market insights of Hong Kong and Guangdong during the G8A Compass seminar "Hong Kong Startup Tap

ping into the Hives of Technology and Innovation in Mainland China."

He said that Guangdong industries have seen steady expansion of "techno-preneurship" in automated factory, supply chain management, and flourishing "made in Guangdong" brands.

The top service demanded by Guangdong enterprises from Hong Kong is marketing strategies for the newly developed businesses and new markets, including those markets along the Belt and Road routes, he said.

Hong Kong should leverage its strengths in the free flow of information and intellectual property rights protection to facilitate technological development in the Bay Area, he added.

A session, organized by Qianhai International Liaison Services, discussed the topic: when is the right time to start in the Bay Area. It introduced the 2019 Qianhai Guangdong-Hong Kong-Macao Youth Innovation and Entrepreneurship Competition in September that calls for contestants with total awards of 2 million yuan (\$291,000).

Up-to-date market information and advisory services to assist entrepreneurs were provided to organizations and government agencies during the event.

### 醫療展助拓大灣區商機

香港文匯報訊 由貿發局主辦，香港醫療及保健器材行業協會協辦的第十屆香港國際醫療及保健展(醫健展)昨天圓滿結束。三天展期(5月14至16日)共吸引逾12萬名來自61個國家及地區的買家參觀採購，較去年上升8%。面對全球經濟環境持續不穩定，貿發局致力協助業界開拓市場，尤其是大灣區市場，為業界帶來更多商機。

今屆醫療展匯集來自8個國家及地區共285家廠商，協辦機構「香港醫療及保健器材行業協會」所設的展館規模歷來最大，繼續以35家公司參展。

「創科專區」規模亦進一步擴大，雲集21家創科公司展示創新理念和產品。更首度設有由6家公司組成的「韓國創科展館」。

### 港可發揮「科研大灣」角色

貿發局指出，內地是香港醫療保健器材最大出口市場。香港的醫療保健器材公司的優勢在於研發、設計、質控及品質控制，有充分條件推動粵港澳大灣區的醫療保健發展，尤其是在創科研發方面。香港多家醫院在生物醫學、人工智能的科研領域上成果卓越，可有效發揮大灣區「科研大灣」角色。

### 美增加關稅影響醫療產品徵

貿發局副總裁司啟良表示，「雖然中美關稅對香港經濟帶來負面影響，但於今次加關關稅對醫療產品影響相對較輕微，加上醫療器材及用品在全球各地均有較低需求，發展潛力龐大，參與今屆醫療展的買家數目亦將持續上升。足證買家視香港為一個非常重要的國際展覽及採購中心。」

理工大學在醫療展中展出自行研發的中風康復上肢康復訓練機械臂，技術獲第7屆「明日之星」國際發明獎金獎，現亦在多間公立醫院進行臨床測試。團隊下一步計劃於廣州的中山大學第一附屬醫院推行，逐步進軍大灣區醫療市場。

### 韓初創首度參展成績滿意

此外，有便商介紹韓國成立香港首創關注性痛症基因檢測技術實驗室，亦有來自韓國的列寧人體皮膚或神經組織的臨床科技。前年成立的韓國創科公司「Drop Inc.」所研發的便攜式血液檢測器亦在醫療展中首度亮相。他們利用生物芯片技術，透過收集一滴血液放進機械儀器，便可直接手檢查看多種疾病的結果，為傳統實驗室化驗模式帶來革命性改變，該公司今年首度參展醫療展。其行政總裁Joosoon Rhee滿意成效，並表示單在展會首日，已成功接觸超過100個來自中國內地及東南亞地區的買家，並計劃於下一季開始拓展東南亞市場。



由貿發局主辦的香港國際醫療及保健展，為藥界開拓市場，掌握大灣區商機。

### 自動吸水噴水清泡沫 5分鐘洗頭機 長者讚舒服



頭髮沖洗吸噴每日「固定動作」，對行動不便「老友記」，噴洗可能係一大考驗，不過最近有款新機器到香港，有款有吸噴水功能，由日本研發噴水型「洗頭機」，附設「花灑」，可以噴水噴水，長者使用時，吸噴度都可以吸噴，5分鐘洗頭，輕微照顧，唔少工夫，有用品吸噴老友記讚好，形容「好似去洗髮院咁舒服」。

每日吸噴吸噴第10屆「國際醫療及保健展」記者會，Emily有機會先為快分展區，其中一款手提式「洗頭機」吸引唔少人，話說呢部機器由香港分銷商由日本引入，目前當色圖都有合間長者中心用緊，分銷商負責人Emily講，好多老人家冬天或者身上有傷口，唔好洗頭或者移動去浴室洗頭，洗頭機就可以幫到佢哋喇！

安老院引入 免長者去浴室

至於使用方法都唔複雜，照顧者先嘅洗頭機裝水，再為長者整個頭，用洗頭機一搓一搓之後，吸噴水，吸噴水。

吸噴水名「Room Shampoo洗頭機」，主要有噴頭水箱(左圖黑色圓形物件)，水箱分兩層，上層用後污水，機身需要連接吸噴機(左圖下)提供動力使用，全線約5分鐘洗頭完。手提式「洗頭機」附設噴頭(右圖)，可自動吸水、噴水。

頭會自動吸水噴水清洗泡沫，大約5分鐘洗頭。不過，Emily見到洗頭機吸噴吸噴，到底點解呢？負責人話吸噴機係提供動力「吸引水流」，但強調用水唔會經過吸噴機，但如果大家都係吸噴，但吸噴有吸噴吸噴吸噴機一發售，價錢大約500元。

如果大家有興趣，可於下星期二至

### 醫療保健展亮點

## 1滴血手機速驗

昨日(15日)至16日，由貿發局主辦的第十屆香港國際醫療及保健展，匯集來自8個國家及地區的285家參展商，一些先進醫療科技及智慧醫療器材展銷，吸引不少買家參觀採購。

當中的產品可讓消費者感受到科技進步帶來的便捷性。來自韓國的參展商展示一款「智能手機化驗室」，配合智能手機使用，只需一滴血，十多秒至40秒即可檢測出血糖、尿酸、膽固醇等指標。

展銷商表示，老人難以使用複雜儀器，多步操作易出錯。一個名為「醫眼」的人工智慧輔助分析平台，能自動識別老人眼底影像上微細血管病變，最快僅需3秒即可判斷是否患上糖尿病。

參展商指出，目前老人使用一大套儀器，一套移動式「智能輔助儀器」，只需將儀器固定在地上，便可輕鬆上下樓梯。而「醫眼」可實時全身掃描，再由AI系統分析，只需將儀器固定在地上，便可輕鬆上下樓梯。而「醫眼」可實時全身掃描，再由AI系統分析，只需將儀器固定在地上，便可輕鬆上下樓梯。

圖：中新社

## Booth Reservation Form 展台預訂表格

Attn : **Ms. Kay Chow**

Email : [kay.my.chow@hktdc.org](mailto:kay.my.chow@hktdc.org) (HKTDC - Exhibitions Dept)

I would like to reserve \_\_\_ booth(s) in **ONE** of the following product sections at Hong Kong International Medical and Healthcare Fair 2020:

我司現於香港國際醫療及保健展 2020 預訂 \_\_\_ 個展台，並選擇以下 **其中一個** 產品區：

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Biotechnology Zone<br>生物科技展區                 | <input type="checkbox"/> Building Technology and Hospital Furniture<br>建築科技及醫院傢具 | <input type="checkbox"/> Laboratory Medical Products<br>化驗室設備          |
| <input type="checkbox"/> Manufacturing and Design Solution<br>生產及設計方案 | <input type="checkbox"/> Hospital Equipment<br>醫院儀器                              | <input type="checkbox"/> Medical Supplies and Disposables<br>醫療用品及消耗用品 |
| <input type="checkbox"/> Trade Services and Publications<br>商貿服務及刊物   | <input type="checkbox"/> Rehabilitation and Elderly Care<br>復康及長者護理用品            | <input type="checkbox"/> Tech Exchange<br>科技匯點                         |
| <input type="checkbox"/> World of Health and Wellness 保健護理世界          | <input type="checkbox"/> Household Medical Products<br>家用醫療產品                    |  |

(Please fill in **BLOCK** letters. 請用英文正楷填寫。)

Company Name (公司名稱): \_\_\_\_\_

Contact Person (聯絡人): (Mr./Ms.) \_\_\_\_\_

Tel (電話): ( ) - ( ) - \_\_\_\_\_ Fax (傳真): ( ) - ( ) - \_\_\_\_\_

Address (地址): \_\_\_\_\_

Postal Code (郵編) \_\_\_\_\_ Country (國家) \_\_\_\_\_

E-mail(電郵): \_\_\_\_\_ Web Site (網址): \_\_\_\_\_

Nature of Business (業務性質):

<input type="checkbox"/> Manufacturer (製造商)	<input type="checkbox"/> Importer (進口商)
<input type="checkbox"/> Exporter (出口商)	<input type="checkbox"/> Distributor (分銷商)
<input type="checkbox"/> Service Company (服務業)	

Signature 負責人簽名: \_\_\_\_\_ Company Chop 公司印鑑: \_\_\_\_\_ Date 日期: \_\_\_\_\_

This is **not** an official application form. Filling out this form just indicates your preliminary interest and this does not represent any commitment for booth allotment.  
這並非正式展台申請表，填妥此表格只表示初步參展意向，並不代表任何展位安排承諾。

We shall acknowledge receipt of your booth reservation form within 1 week.

我局會於收到 貴司之展台預訂表格後 1 個星期內發出確認書。

請瀏覽本展覽網頁獲取最新資訊 Please visit [www.hktdc.com/hkmedicalfair](http://www.hktdc.com/hkmedicalfair) for updated fair's information



# Sales Enquiry Contact

## 參展查詢聯絡



Hong Kong International Medical and Healthcare Fair  
香港國際醫療及保健展

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