



The Health Industry  
Series

**ASEAN**

**CMEF PHARMCHINA CRS CHCC ICMD**

**Connect Healthier Tomorrows**



Organizer:  国药励展  
Reed Sinopharm  
Exhibitions

Strategic Partner:  **APHM**  
Private Hospital Swasta Malaysia  
Association of Private Hospitals of Malaysia

Co-located Event:  **APHM**  
International Healthcare  
Conference and Exhibition  
**2025**

**July 28-30, 2026**

**Kuala Lumpur Convention Center  
Kuala Lumpur · Malaysia**

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

## Introduction

tHIS (The Health Industry Series) ASEAN, hosted by Reed Sinopharm Exhibitions in Kuala Lumpur, Malaysia, is a major international B2B event focusing on the healthcare, pharmaceutical and hospital construction sectors. It serves as a strategic extension of globally recognized exhibitions CMEF, PHARMCHINA, and CHCC, offering a platform for showcasing global innovations, tech advancements, and business networking.

As a key platform for technology, product launches, business networking, and market insights, THIS ASEAN is ideal for companies looking to enter the Southeast Asian market. The event will attract hundreds of industry leaders from various sectors, providing excellent opportunities for collaboration and understanding regional trends. The exhibition aims to connect with South-east Asia's healthcare professionals and industry leaders, driving development and enhancing global health.



Show Area



Exhibitors



Professional Visitors



## Market

Rapid economic growth in Southeast Asia is increasing healthcare demand, leading to greater government investments in service access and infrastructure.

For Malaysia, the healthcare system includes a mix of public and private facilities, with the private facilities accounting for 34% of total hospital beds. In 2022, Malaysia's GDP growth reached 8.7%, highlighting a focus on elderly care and chronic disease management due to an aging population.

To address these challenges, both sectors are utilizing advanced technologies and improving preventive services, particularly in remote areas. Future investments will prioritize pharmaceuticals, medical devices, and digital health to enhance services and foster comprehensive sector growth.

## Event Highlights

### ➤ Discover Cutting-Edge Innovation

Dive into an unparalleled showcase of groundbreaking products and services across the healthcare, pharmaceutical and hospital construction sectors.

### ➤ Unlock Market Insights

Engage directly with industry leaders and experts to gain valuable perspectives on emerging trends, shifting consumer demands, and evolving policies.

### ➤ Accelerate Business Growth

Leverage exclusive face-to-face networking opportunities with RSE's extensive distributor network and APHM's precise hospital resources to forge valuable new connections.

### ➤ Maximize Brand Visibility

Showcase your products and services to a targeted audience of industry professionals and decision-makers. Benefit from RSE's global resources to enhance brand visibility.

## Visitor Profile



## Product Categories



Medical Equipment



Pharmaceutical



Rehabilitation



Hospital Construction



Manufacturing  
Component and Design

## Booth Types and Charges

	Raw Space	Shell Scheme
Category I	USD 380 per sqm	USD 400 per sqm
Category II	USD 330 per sqm	USD 360 per sqm



## About Us

**Organizer:** Reed Sinopharm Exhibitions



Reed Sinopharm Exhibitions CO., LTD. (RSE) is one of the most renowned event organisers dedicated to health, beauty, wellness and education sectors in China. The company is a joint venture between Sinopharm - the largest medical and healthcare group in China, and RX Global - a leading global event organiser.

**Strategic Partner:** APHM



The Association of Private Hospitals of Malaysia (APHM) was formed in 1970. It remains as the only Association representing private hospitals with a current membership of 162 of the 210 private hospitals. The Ministry of Health and all other Ministries recognise the APHM as the representative of the Private Hospital Sector and have engaged with it in matters relating to healthcare policies and delivery of care.

## Contact Us

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