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 Institute for Biotechnology and Medicine Industry  
 Ministry of Economic Affairs, R.O.C.

 Research Center for Biotechnology and Medicine Policy  
 Ministry of Science and Technology

 Ministry of Health and Welfare  
 Taipei City Government

The Healthcare<sup>+</sup> Expo Taiwan is a significant trade fair in the Asia-Pacific region, featuring bio-medical advancements and emerging technologies in healthcare. The Expo attracts participation from industry associations and healthcare communities worldwide and is deemed by medical institutes, biotechnology developers, pharmaceutical and IT/ICT companies an exclusive platform for cross-industry collaboration and innovation, trade and investment.

### Features

- ★ Top-rated Expo in APAC markets.
- ★ Access to 1,000+ decision makers at hospitals in Taiwan and APAC.
- ★ Access to 20,000+ trade visitors with purchasing powers from 49 countries.
- ★ Meet ICT tech giants Acer, Asust, Advantech, AUO, Compal, Coretronic, Foxconn, InnoLux, iEi, Inventec, Qisda(BenQ), Quanta, Wistron and a lot more.
- ★ Join multinational conglomerates Abbot, GSK, Hitachi, IBA, Intuitive Surgical Sàrl, Microsoft, NVIDIA, Philips and Varian in the Expo.

### Online Participation

#### 1 Virtual Exhibition

USD\$1,000 per company  
 Virtual showcase promoting products via images or videos; access to online B2B partnering and matchmaking.

#### 2 Sales Pitch / Roadshow

USD\$700 per 25-min. time slot  
 Live demonstration or pre-recorded presentation of company or product launch for potential investors and clients.

#### 3 Email marketing

USD\$3,500 for one time  
 E-blast with tailored promotional messages circulated to 70,000 contacts in APAC markets.

### Onsite Participation

#### 1 Physical Booth

USD\$2,000 per raw space  
 USD\$2,200 per shell scheme  
 One 3x3 booth to engage 20,000+ trade visitors; access to online B2B service.

#### 2 Sales Pitch / Roadshow

USD\$700 per 25-min. time slot  
 Live demonstration or pre-recorded presentation of company or product launch for potential investors and clients.

#### 3 Email marketing

USD\$3,500 for one time  
 E-blast with tailored promotional messages circulated to 70,000 contacts in APAC markets.

### Global Participation



#### Contact

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[Application](#)

	Expo Profile	
When & Where	2 to 5 December 2021, Taipei, Taiwan Hall 1, Taipei Nangang Exhibition Center (TaiNEX 1)	
Expo Organizers	<ul style="list-style-type: none"> <li>• The Institute for Biotechnology and Medicine Industry</li> <li>• The Research Center for Biotechnology and Medicine Policy</li> <li>• The Ministry of Health and Welfare</li> <li>• The Ministry of Economic Affairs</li> <li>• The Ministry of Science and Technology</li> <li>• The Council of Agriculture, the Executive Yuan</li> <li>• Taipei City Government</li> </ul>	
Pavilions	<b>B2B</b> <ul style="list-style-type: none"> <li>• Medical Specialties (led by hospitals)</li> <li>• Smart Hospital, Medical Devices &amp; Equipment</li> <li>• Diagnostics, Pharmaceutical Services &amp; Cell Therapy</li> </ul>	<b>B2C</b> <ul style="list-style-type: none"> <li>• Precision Health &amp; Preventive Medicine</li> <li>• Sports Health &amp; Fitness</li> <li>• Healthy Ageing &amp; Age Well</li> <li>• Bio-Agriculture &amp; Food Safety</li> </ul>
Expo Forums	<ul style="list-style-type: none"> <li>• <b>MEDTEX Summit Asia:</b> World debut of innovation in healthcare</li> <li>• <b>Cross-Industry Leadership Talks:</b> CEO talks on healthcare trends and insights</li> <li>• <b>Global Healthcare Supply Chain:</b> Supply-chain discussion by industry associations</li> <li>• <b>Healthcare Industry Competitiveness:</b> Policymaking, regulations and strategies</li> </ul>	
Global Participation	<p><b>Medical Associations and Organizations</b></p> <ul style="list-style-type: none"> <li>▪ World Medical Association (WMA)</li> <li>▪ Russian Medical Women's Association</li> <li>▪ Association of Private Hospitals Malaysia (APHM)</li> <li>▪ The Private Hospital Association Thailand (TPHA)</li> <li>▪ Medical Travel Quality Alliance (MTQUA)</li> <li>▪ World Association of Societies of Pathology and Laboratory Medicine</li> <li>▪ Asian Society for Clinical Pathology and Laboratory Medicine</li> <li>▪ Oman Medical Specialty Board (OMSB)</li> </ul> <p><b>Medical Device and Hospital Equipment</b></p> <ul style="list-style-type: none"> <li>▪ Advanced Medical Technology Association (AdvaMed)</li> <li>▪ Asia Pacific Medical Technology Association (APACMed)</li> <li>▪ Association of Malaysian Medical Industries</li> <li>▪ International Medical Device Manufacturers Association (IMEDA)</li> <li>▪ Medical Technology Association of Japan (MTJAPAN)</li> <li>▪ Thai Medical Device Technology Industry Association (TaiMED)</li> <li>▪ Medical and Health Device Manufacturers Industry Club, FTI Thailand</li> <li>▪ MedTech Canada</li> <li>▪ Thai Medical Informatics Association, TMI</li> <li>▪ Malaysia Medical Device Association (MMDA)</li> <li>▪ Indonesia Medical Devices and Laboratory Association (Gakeslab Indonesia)</li> <li>▪ Hong Kong Federation of Senior Citizen Industries Limited (HKFSCI)</li> <li>▪ Medical Software Industry Association, MSIA, Australia</li> </ul> <p><b>Bio-Pharmaceutical</b></p> <ul style="list-style-type: none"> <li>▪ Association for Accessible Medicines (AAM)</li> <li>▪ Bio Supply Management Alliance Europe (BSMA Europe)</li> <li>▪ Japanese Association of Cancer Immunology (JACI)</li> <li>▪ Japan Pharmaceutical Licensing Association, JPLA</li> <li>▪ Korea Biotechnology Industry Organization (KoreaBio)</li> <li>▪ Malaysian Bioeconomy Corporation</li> <li>▪ Medicines for Europe</li> <li>▪ The Indonesia Pharmaceutical Association, GPFI</li> <li>▪ Association of Biotechnology Led Enterprises</li> <li>▪ HK Bio-Med Innotech Association (HKBMIA)</li> <li>▪ Myanmar Pharmaceuticals &amp; Medical Equipment Entrepreneurs' Association (MPMEEA)</li> <li>▪ Malaysia Association for Cell Therapy, MACT</li> </ul> <p><b>Bio-Innovation</b></p> <ul style="list-style-type: none"> <li>▪ Commonwealth Scientific and Industrial Research Organisation, CSIRO, Australia</li> <li>▪ IIT Hyderabad, India</li> <li>▪ Ojas medtech bionest, India</li> <li>▪ Institute for Advancement of Clinical and Translational Science, Kyoto University Hospital</li> </ul>	
Stand Fees	\$2,000 Raw space (3m*3m)   \$2,200 Shell scheme*(3m*3m)	