



Unlock Asia's healthcare Future: Your gateway awaits in Hong Kong

Australian Pavillion at the Asia Summit on Global Health
11-13 May 2026 (Mon – Wed), Hong Kong

Join us to showcase Australian health industry capabilities and explore commercial opportunities at the Australian Pavillion organised by Austrade at the [Asia Summit on Global Health \(ASGH\)](#) in Hong Kong on 11 - 12 May and a site visit on 13 May 2026 with state government partners.

About this event

This high-level summit, organised by the Government of the Hong Kong Special Administrative Region and Hong Kong Trade Development Council (HKTDC), is the region's one-stop cross-disciplinary platform for government leaders, healthcare pioneers, investors, and procurement heads. The agenda focuses on policy, investment, and cutting-edge innovation, from digital health and medtech to age-tech and sustainable healthcare systems.

Core event pillars include

- High-level conference: featuring keynote speakers and panel discussions to exchange insights, explore opportunities and collaborations;

- The ASGH exhibition: showcasing innovative products and services and engaging with high potential buyers and investors

ASGH in 2025 featured over 80 internationally renowned speakers and attracted more than 2,900 participants from 42 countries and regions. Over 390 one-on-one meetings matching investors with global healthcare projects were arranged.

Hong Kong & Greater Bay Area Opportunities

Hong Kong and the Greater Bay Area (GBA) collectively represent one of the world's most dynamic and strategically important opportunities in health and medical sector. The synergy creates a unique value proposition for Australian companies.

Comprised of two Special Administrative Regions of Hong Kong and Macao, and the nine municipalities including Guangzhou, Shenzhen, Zhuhai and Dongguan, GBA hosted population of over 87 million and contributed over CNY 14.5 trillion (A\$ 3.02 trillion) in 2024.

Hong Kong growing healthcare market & GBA Connectivity:

Entering super-aged society: United Nations predicts Hong Kong will have the highest estimated share of people aged 65 and older worldwide. In 2023, it was estimated that around 1.6 million people aged 65 and above resided in Hong Kong (21.2%) and is projected to 36% in 2046.

Hong Kong Ten-year Hospital Development Plan (HDP): To cater aging population and emerging healthcare service demand, Hong Kong started HDP in 2016 to redevelop or expand 11 existing hospitals and build four hospital/ community health centres. In 2026, the second 10-year HDP has committed to 19 new additional projects to meet service demand by adding around 9,000 additional hospital bed spaces.

Setting up new Drug regulatory agency in Hong Kong: Department of Health reveals plan to set up own drug regulatory authority as early as 2026, which means Hong Kong will start reviewing and approving drugs independently in phases, with aim of becoming a leading international regulatory authority. The centre aims to independently approve all new drugs by 2030.

Medical devices fast-track into GBA via Hong Kong: Launched in 2021, Hong Kong or Macau-registered drugs and devices are allowed to enter designated hospitals in the GBA without undergoing the national approval process, which could take up to 3 years. As of Dec 2025, 63 drugs and 77 medical devices have been allowed to be used in the 71 designated healthcare institutions. Australian healthcare innovators including Cochlear and CSL have leveraged the fast-track channel!

Hong Kong-Shenzhen Innovation & Technology Park: New area to empower biotech and medtech companies with lifecycle support from research to clinical validation, regulatory acceleration and global commercialisation by leveraging system in both HK and Shenzhen. Australian biotech firm has expressed EOI after ASGH 2025, we hope to see more.

Supportive Government Policy: The 'Healthy China 2030' plan and specific GBA initiatives actively promote integrated healthcare, biotech as a strategic industry and streamline regulatory pathways.

ASGH is a unique platform to learn more about GBA opportunities and connect with right partners.

Why you should participate

- Gain market intelligence of one of the world’s fastest-growing health services markets, as well as latest trends in the healthcare sector
- Obtain insights from Austrade and our partners on market dynamics and market entry
- Identify and explore business and partnership opportunities
- Develop valuable contacts with key local government agencies and contribute to discussions on broader two-way cooperation in health services
- Promote your organisation under national branding
- Leverage Austrade’s networks and on-the-ground support

Who should participate

Austrade would like to invite the following organisations to be part of the Australian Pavilion:

- Medical devices and diagnostics
- Pharmaceutical & Biotechnology company
- Contract Research/ Manufacturing Organization (CRO/ CMO)
- Health Technology or Digital Health
- Hospital/clinical operational or advisory services

Package

Package	Total cost	Package inclusions
Hong Kong section	A\$4,150	<ul style="list-style-type: none"> • Exhibition stand at Australian Pavillion within ASGH area (stand design and set up included) • Business matching with qualified potential Hong Kong partners, buyers and investors from Austrade’s extensive network at the Summit & networking events • Business advisory services covering fundraising opportunities, R&D partnership, IP Licensing, market access and distribution at ASGH • Project Pitching and Presentation Sessions • Hong Kong & Greater Bay Area market insights sharing from experts • Site visit to Hong Kong Science and Technology Park and other (TBC) • Mission project management of and liaison with stakeholders <p>Please complete your application at this link by COB 18 March 2026 (Wed):</p> <p><u>Please note that Austrade will proceed with Australian Pavilion at ASGH if the registered businesses are at least 14.</u></p>
<ul style="list-style-type: none"> • PAYMENT: Austrade requires payment upfront for all international events. Please refer to the event Terms & Conditions for further details. Non-payment by the applied deadline will result in the forfeit of your reserved place on the event. • You may also be eligible to claim some of your marketing and promotion costs associated with this exhibition through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au/grants or call 13 28 78. <p>Note: Flights, accommodation, transport and meals are not included unless specified.</p>		

Submit your application by COB 18 March 2026 (Wednesday)

In order to provide the highest level of service to delegates, places are strictly limited. Please submit your application online at [ASGH 2026](#). Event Participation Kit and invoice will be sent accordingly.

Key Austrade contacts

If you would like to discuss participating in ASGH 2026, please contact

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