

# TRADE MISSION & TRADE SHOW Life Science & Health



Direct access to decision-makers in Singapore & Malaysia

📍 Kuala Lumpur & Singapore 📅 29 juni - 2 juli 2026



## WHY JOIN?



Visiting prominent health care institutions



Meeting the local health governmental bodies



Network reception, teaming up with your potential business partners

## WHY SOUTHEAST ASIA

- ✔ One of the **fastest-growing healthcare regions globally**, driven by ageing populations, urbanisation and rising chronic diseases
- ✔ Governments are under pressure to **reform healthcare systems** while keeping them affordable and sustainable
- ✔ Strong increase in **healthcare infrastructure investment** (hospitals, long-term care, digital systems)
- ✔ High demand for **integrated care models, digital health, medical devices and system-level solutions**

## WHY KUALA LUMPUR

- ✔ Upper middle-income market with a **maturing healthcare system**, rising expenditure and **strong demand for quality** and efficiency
- ✔ A national hub for private hospitals, medical tourism and healthcare infrastructure projects, **driving demand for hospital design, medical devices, digital health and integrated care solutions**
- ✔ High **reliance on imported medical technology** and international expertise, with active government support for foreign partnerships
- ✔ **Rapidly expanding** private healthcare sector alongside a firm commitment to universal health coverage

## WHY SINGAPORE

- ✔ Regional healthcare **innovation and policy hub** with a highly trusted, transparent and predictable business environment
- ✔ Government-led healthcare reform focused on **prevention, community-based care and value-based healthcare**
- ✔ Strong openness to international best practices, with active **interest in Dutch system-level expertise**
- ✔ Ideal market to pilot and validate solutions and position them for adoption and **scale across the wider ASEAN region**

EXPORT  
PARTNER

  
Task Force  
Health Care

# TRADE MISSION & TRADE SHOW Concept Program



## TRADE MISSION KUALA LUMPUR

### Monday 29th of June

*Morning:* seminar and pitch event with targeted invited stakeholders, with:

- Key developments in healthcare policies and digital healthcare;
- Interactive session with key informants;
- Pitch session from participants
- Lunch with seminar participants

*Afternoon:* field visit to government, policy and research bodies, such as:

- Ministry of Health (MoH);
- National Institutes of Health (NIH);
- Clinical Research Malaysia (iRM);
- Galen Centre for Health & Social Policy

*Evening:* Networking event

### Tuesday 30th of June

*Morning:* Field visit to *public hospitals and public specialist institutes, such as:*

- Putrajaya Hospital;
- National Cancer Institute
- Heart Institute Malaysia
- Universiti Teknologi MARA

*Afternoon:* Field visit to private hospital groups and healthcare provider networks, such as:

- Association of Private Hospitals of Malaysia (APHM);
- KPJ Healthcare Group
- Tamsay Sime Darby Healthcare
- Sunway Healthcare Group



## TRADE SHOW SMART HEALTH ASIA SINGAPORE

### Wednesday 1st and Thursday 2nd of July

Exhibiting at Smart Health Asia on the Netherlands Pavilion.

A major digital health trade show and conference bringing together healthcare leaders, tech innovators and policymakers across Asia. ([www.smarthealthasia.com](http://www.smarthealthasia.com))

- 6,000+ international attendees,
- 250+ exhibitors
- 140+ senior speakers
- 300+ qualified buyers, supported by curated B2B matchmaking

Exhibiting includes:

- Individual counter with company logo
- Branding space on the back wall
- Shared seating area
- Networking events



Impression of the Netherlands Pavilion

### Friday 3rd of July

Optional: individual follow-up meetings

## PARTICIPANTS FEE

Participation fee mission + show\*  
**incl. RVO SIB Vouchers \*\***

Optional: additional person

## TFHC PARTNER

€ 7.385  
**€ 3.693**

€ 495

## NON PARTNER

€ 8.385  
**€ 4.193**

€ 595

## REGISTRATION &

## CONTACT

More information please contact:

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**SIGN UP DIRECTLY, CLICK HERE**

\* It is possible to join the mission and/or trade show only. Please reach-out for more information.

\*\* For more information on RVO SIB Vouchers, please visit:  
<https://www.rvo.nl/onderwerpen/support-international-business-sib-subsidie>



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