

TRADE MISSION & TRADE SHOW Life Science & Health



Direct access to decision-makers in Singapore & Malaysia

📍 Kuala Lumpur & Singapore 📅 29 June - 2 July 2026



WHY JOIN?



Visiting prominent healthcare institutions



Meeting the local health governmental bodies



Networking 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
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Task Force
Health Care

TRADE MISSION & TRADE SHOW Concept Program



TRADE MISSION KUALA LUMPUR

Monday, 29 June

Morning: Seminar and pitch event with targeted invited stakeholders, including:

- Key developments in healthcare policies and digital healthcare
- Interactive session with key stakeholders
- Pitch session by participants
- Lunch with seminar participants

Afternoon: Field visit to government institutions, 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, 30 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
- Ramsay Sime Darby Healthcare
- Sunway Healthcare Group



TRADE SHOW SMART HEALTH ASIA SINGAPORE

Wednesday, 1 July

Visit to the Smart Health Asia trade show as part of our 'Meet The Netherlands' open lounge

- Opportunity to take part in the trade show program
- Networking possibilities
- Dedicated location within the lounge

Thursday, 2 July

- Visit to Smart Health Asia
- Visit to a hospital group
- Meeting with TVM Capital Healthcare regarding its Southeast Asia fund

Friday, 3 July

Optional: individual follow-up meetings



PARTICIPANTS FEE

Participation fee mission + show*
including RVO SIB Vouchers

Optional: additional person

TFHC PARTNER

€ 4.795
€ 2.397,50

€ 495

NON PARTNER

€ 5.795
€ 2.897,50

€ 495

REGISTRATION & 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: the RVO website:
<https://www.rvo.nl/onderwerpen/support-international-business-sib-subsidie>



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