

Innovations boosting Smart Health Experience

智慧醫健創新體驗

Hong Kong International Medical & Healthcare Fair 2026

11 – 13 May 2026

Hong Kong Convention & Exhibition Centre



Hong Kong International

Medical and Healthcare Fair | E⁺PLUS

香港國際醫療及保健展

2025 Fair at a Glance



~300 Exhibitors



from 13 Countries and Regions



~13,000 Trade Buyers



from 57 Countries and Regions



60+ Conferences and Forums



80+ Buying Mission Tours



660+ Business Matching Meetings



Pioneering Innovations



Pharmaceuticals

- Solutions for countering Alzheimer's disease
- Cancer treatment for CAR-T and CRISPR gene therapy
- Cancer treatment for acute promyelocytic leukaemia



Smart Healthcare

- HA Go – one stop mobile platform (teleconsultation)
- Electronic Health Record Sharing System (eHealth)
- Hong Kong Genome Institute – WGS database



Medical Device

- Medical device leveraging AI, ML & robotics technologies:
- Magnetic guided endoscopic
- Robotic-assisted bronchoscopic microwave ablation of lug metastases



Diagnostics

- Molecular diagnostics & cancer biomarker tests:
- Non-invasive prenatal test for Down Syndrome
- Blood test for early detection of Alzheimer's disease



Traditional Chinese Medicine

- 1st integrated TCM hospital
- Chinese herbal medicine for treating & managing chronic diseases

Capturing Opportunities in Asia through Hong Kong

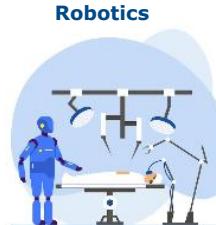
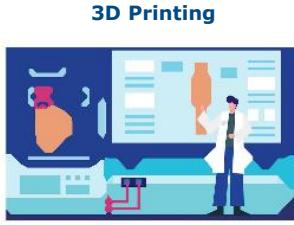


(Source: InvestHK)

Unlocking Business Potential in Hong Kong's Healthcare Sector

Hong Kong: A Promising Frontier for Healthcare Advancements

- Hong Kong has the highest life expectancy. The number of elderly people aged 65 or above is projected to increase from **20%** of the total population in 2021 to **32%** in 2041. According to the *Food and Health Bureau*, the total public and private health expenditure in Hong Kong is around HK\$284.1 billion (US\$36.4 billion) in 2022-23, representing **10% of GDP**.
- Chinese Mainland is the largest medical and healthcare equipment market for Hong Kong in recent years, accounting for **23% of Hong Kong's total exports in 2023**. Electro-diagnostic apparatus (including apparatus for functional exploratory examination or for checking physiological parameters) is the major export product, accounting for 38.2% of Hong Kong's total exports for this category in 2024, followed by miscellaneous medical instruments /appliances and syringes / needles. **Medical equipment** is mainly sold directly to **hospitals and clinics**, while **healthcare equipment** is mostly distributed to **department stores, chain stores and supermarkets via local or overseas trading companies**.
- There are **43 public hospitals and institutions, 49 specialist out-patient clinics, 74 general out-patient clinics** which are **managed by the Hospital Authority** and **13 private hospitals** in Hong Kong. These hospitals offer a wide range of medical treatment and rehabilitation services. As there will be over 2.5 million elderly in Hong Kong, there will be a sustained increase in healthcare expenditure and the demand for medical services. Technology provides innovative and sustainable answers to challenges arising from the escalating service demand.
- Other major developments in the healthcare innovations sector in Hong Kong are listed below:



(Source: HKTDC Research, "Biotechnology, Medical & Healthcare Industry in Hong Kong," published on 22 April 2025)



“Medical Connect” in GBA

Faster access to Chinese Mainland's Medtech market in the Greater Bay Area (GBA)



(Source: InvestHK and Department of Health, HKSAR)

To Whom is this opportunities for?

The GBA Medical Connect programme is significantly enhancing healthcare accessibility within the Greater Bay Area (GBA). This initiative not only facilitates access to vital medical services but also streamlines the introduction of innovative pharmaceutical and medical solutions from Hong Kong. As demand for medical products continues to surge, **the GBA Connect Scheme is positioned to address the region's evolving healthcare needs effectively.**

It allows **foreign manufacturers to sell Hong Kong registered products to eligible medical institutions in the GBA**. Foreign manufacturers can benefit from a much **faster and simplified regulatory process for market access to one of the fast-growing regions in Chinese Mainland**.

About GBA

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) is a vibrant city cluster that comprises the Special Administrative Regions (SAR) of Hong Kong and Macao, as well as nine municipalities in Guangdong (Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing).

The total population in the GBA is over 86 million. Collectively, the GBA represents a vibrant economic force with a **GDP of about US\$1.7 trillion**.

**Collaboration of Global Healthcare
with TWO concurrent events**



Fair Highlights

One of the leading Medical Fairs in the Asia-Pacific region, attracting top local medical professionals, key regional distributors, and sales agents

- **Comprehensive product zones**
to showcase a wide range of innovations
- **Exclusive fairground events**
to enhance engagement and networking
- **Onsite exposure opportunities**
to increase visibility
- **Maximise reach to
buyers & media for
brand exposure**

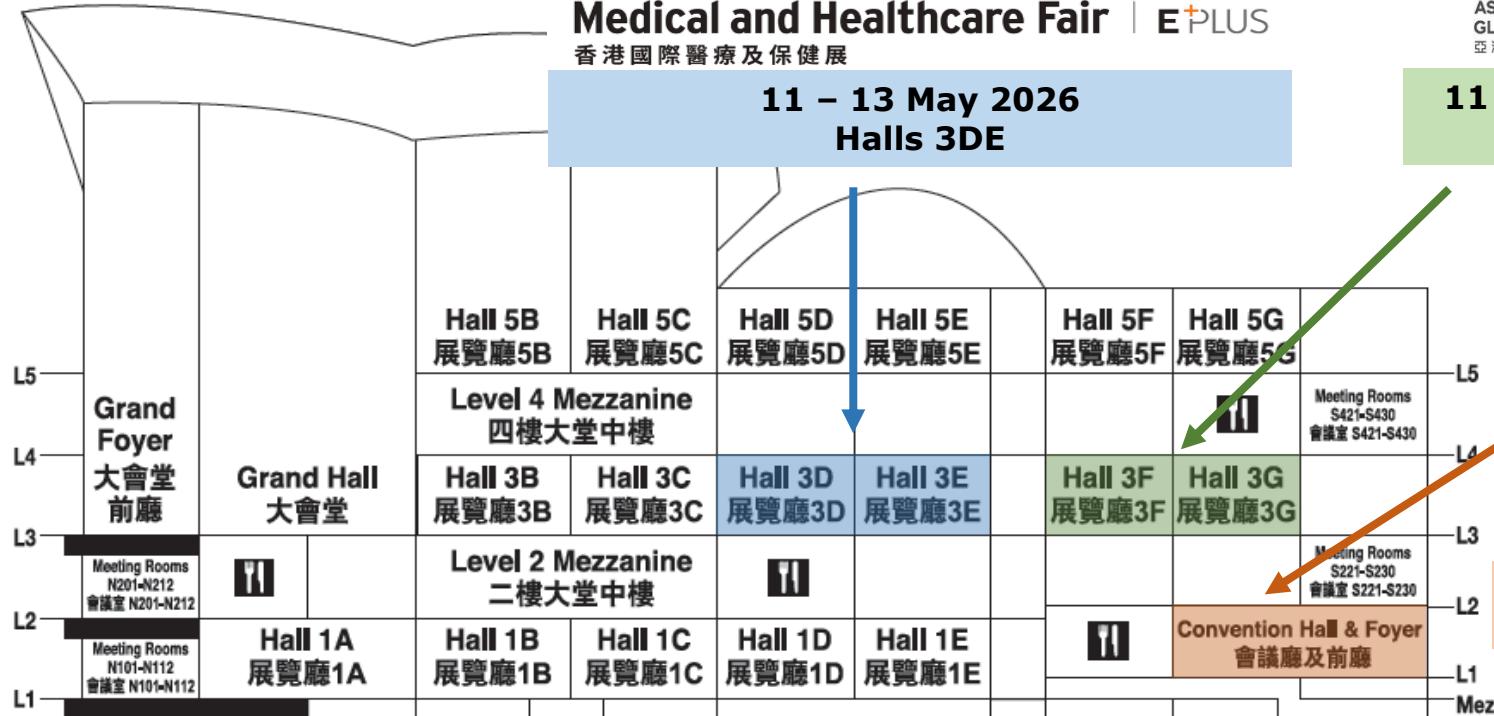




Hong Kong International
Medical and Healthcare Fair | E⁺PLUS

香港國際醫療及保健展

2026 Hall Plan



Hong Kong International

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11 – 13 May 2026
Halls 3FG



11 – 13 May 2026
Convention Hall & Foyer



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Major Exhibit Categories

- Biotech and Lab Diagnostics
- Hospital Equipment and Digital Health
- Laboratory Technologies and Healthcare Services
- Medical Supplies and Disposables
- Rehabilitation and Elderly Care
- STARTUP ZONE
- World of Health and Wellness



CONSULATE GENERAL OF HUNGARY
HONG KONG



British
Consulate-General
Hong Kong



Thailand Center of Excellence for Life Sciences
(Public Organization)

保利安公司
Health Care & Co.
wholly owned by Humana Medical Ltd.



大灣區健康產業協會
Greater Bay Area Health Industries Association



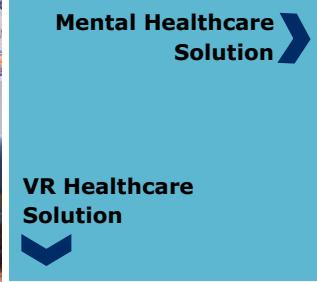
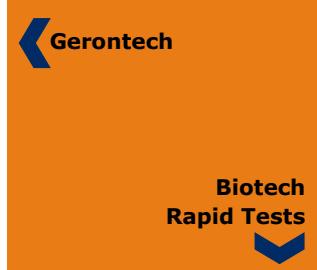
QUALITY AND SERVICE, WE CARE!



益成醫療用品有限公司
Action Medical Sundries Ltd.



QUALITY MEDICAL PRODUCTS



Innovative Medtech and Health Tech Exhibits

Global Presence – Pavilions in past editions



Past European Exhibits

Hospital Equipment & Digital Health



USCOM
(Hungary)



Spectrum
(Israel)



Nervio
(Israel)

World of Health and Wellness



Promopharm S.A.
(Luxembourg)

Smart / Green Hospital Solutions



London Medical Exchange
(UK)



Haigh Group Ltd
(UK)



EuNatur Pharma GmbH
(Germany)



European Multipliers



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HONG KONG



British
Consulate-General
Hong Kong



Economic and Commercial Mission
Consulate General of Israel
Hong Kong

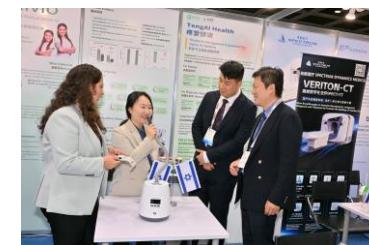


ITA[®]
ITALIAN TRADE AGENCY

ADVANTAGE
AUSTRIA WKD

Potential Exhibitors

- Owner of products / technologies
- Distributors / representatives of products / technologies in Asia or Greater China
- European exporters / distributors carrying local products/brands



Industry events to grab the latest market insight and network

Forums & Thematic Seminars



Various Networking Events

Visitor Profile

- Leading Pharmaceutical Enterprises
- Drugstore Chains / Pharmacies
- Hospitals and Clinics: Medical and Dental
- Child Care Centres and Nurseries
- Elderly Homes
- Rehabilitation Centres
- Medical Aesthetic Centres
- Departmental Stores / Chain Stores / Supermarkets / Hypermarkets
- Importers, Agents, Distributors, Wholesalers and Retailers

Dr. Tony Ko Pat-sing,
former Chief Executive of the Hospital Authority, visited the fair in 2025.



Presence of Renowned Buyers in past editions

Overseas Medical Organisations



MAX
Healthcare



BANGKOK
R.I.A. GROUP



Bait Al-Batterjee
HOLDING



TEL AVIV SOURASKY
MEDICAL CENTER
ICHILOV



角聲醫療中心
HERALD CHRISTIAN HEALTH CENTER



成都医学城
CHENGDU MEDICAL CITY

VINAMED



مستشفي الزهراء دبي
AL ZAHRA HOSPITAL DUBAI



BADR AL SAMAA
GROUP OF HOSPITALS



เบรเดอร์ส์พานาชาติกรุงเทพ
BANGKOK HOSPITAL GROUP



สุขภาพดีต้องดี
ยกให้ไว้ดูแล
TRUST YOUR HEALTH
TO OUR CARING HANDS



臺北市北投健康管理醫院
Taipei Beitou Health Management Hospital

Overseas Importers/ Retailers



Your Healthcare Connection™



Presence of Renowned Buyers in past editions

Local Private Hospitals



Presence of Renowned Buyers in past editions

Local Public Hospitals managed by Hospital Authority



Presence of Renowned Buyers in past editions

Local Medical Centres



Specialized Distributors/ Retailers/ e-tailers



北京同仁堂

Presence of Renowned Buyers in past editions

Buying Offices

MIGROSWalgreens
Boots
Alliance**meijer****CONAIR[®]**

Charity Organisations

以愛服務 締造希望
Love in the Service of Hope聖雅各福群會
St. James' Settlement香港
基督教服務處
全人關心 卓越創新香港聖公會福利協會
HONG KONG SHENG KUNG HUI WELFARE COUNCIL保良局
PO LEUNG KUK扶康會
Fu Hong Society

Success Stories

“After the first day, I had approximately 20-30 visitors who were mainly from Hong Kong and China. Some are from South Asian countries. 50% or 60% of the visitors were potential buyers. Overall, I am quite satisfied about the fair and I can see big opportunities.

Uscom Ltd. (Hungary)



“Throughout the fair, I had 10 to 15 productive conversations with suppliers here. We expect to stay in touch with at least 5 companies to explore sourcing samples and potential collaborations. This was my first time attending the fair. The program had been well-managed throughout. I might join the fair again in the future.

Haigh Group Ltd. (UK) 

“My experience at the fair has exceeded my expectations. I've engaged in meaningful meetings with a diverse range of potential partners, primarily from Hong Kong and Chinese Mainland. During the fair, I connected with approximately 15 to 20 new contacts, which will be instrumental in expanding my network.

Peachy Healthcare (UK)



“Our first time experience has been highly rewarding. I personally exchanged contact information with around 45 prospective buyers. If we can secure partnerships for large-scale projects involving biopharmaceuticals, innovative drugs, and vaccines, this exhibition could generate contracts worth hundreds of millions of U.S. dollars.

EuNatur Pharma GmbH (Germany)



Success Stories

Radiance Tech International Limited achieved 10 new connections. 20-30% of them have high potential. As for the target order amount, it was about HKD 1 million.

**Radiance Tech International Limited
Hong Kong**



Transparence Co. Ltd identified 4 potential suppliers who offered products such as heating machines for red light therapy. They estimated to place a total order value of 10 million Japanese yen with these suppliers.

**Transparence Co. Ltd.
Japan**

Maxwin & Honwell Limited connected with over 150 new customers, with 80% of them coming from the Hospital Authority. They expected to secure orders, with a total value of USD 2-3 million.

**Maxwin & Honwell Limited
Hong Kong**



VVFLY Electronics Co., Ltd. was delighted to receive an order from an Indian customer, totalling USD 150,000-200,000. They also received orders from buyers in Thailand, Malaysia, and the Philippines.

**VVFLY Electronics Co., Ltd.
Chinese Mainland**



Health Medic sourced some products including sharp containers, gloves and other personal protective equipment. They have placed 5,000 pieces of order and the total value was around 40,000USD

**Health Medic
Thailand**



and more...

EXTEND · EXPAND · ENHANCE

EXHIBITION⁺ PLUS

展覽⁺

An exhibition model integrating online-and-offline trade show formats, extending face-to-face interactions from its world-class exhibitions in Hong Kong to an online smart business matching platform to help you connect business partners proactively.

With just US\$420, exhibitor will enjoy the package benefits with followings,

A Smart Business Matching Platform

2-week of **CLICK²MATCH**

Expand business through online advertising

12-month of **hktdc.com Sourcing**
買發網採購

Offline-to-online connection

During fair **SCAN²MATCH**



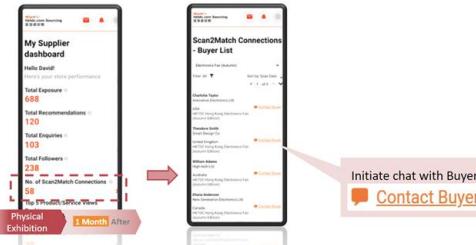
'Exhibition+' Smart Business Matching



- Receive AI-recommended leads
- Search for partners proactively
- Schedule meetings
- Conduct video conferencing



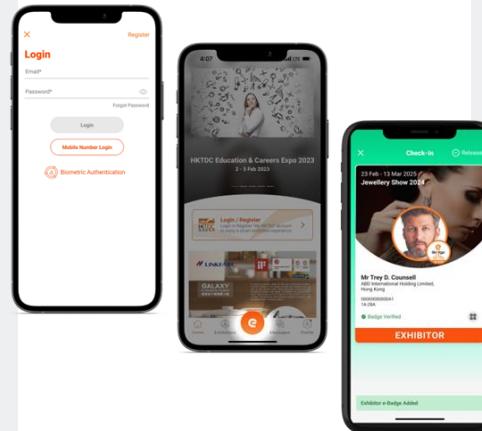
- List on buyer's self-select supplier list
- Display more products / services
- Show your booth location on e-floorplan
- Communicate with buyers who scanned your QR codes



HKTDC
Marketplace App

- Access the fair with an e-Badge
- Scan exhibitors' QR codes
- Search product and fair information
- Message with buyers on the go

Simple steps to redeem e-Badge





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2026 Fair Participation Pricing List

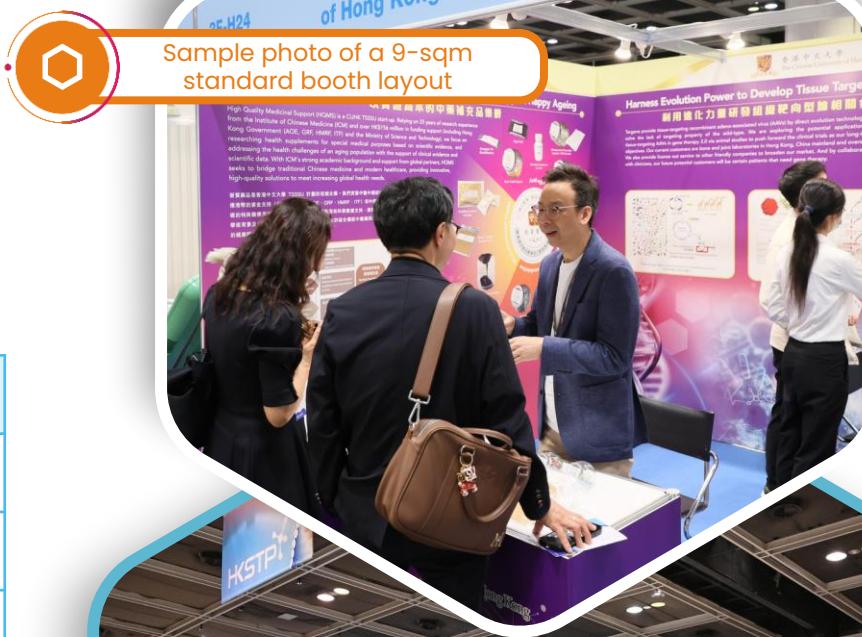
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香港國際醫療及保健展

Participation Fee and Format

Participation Format	Standard Booth
Booth Size	9 sqm
Original	US\$ 4,535
Default Online Package	US\$ 420
Total Price	US\$ 4,955
Exclusive Offer (25% off)	US\$ 3,822

Remarks: Sample photos are for reference only.





Hong Kong International Medical and Healthcare Fair | E⁺PLUS

香港國際醫療及保健展

Startup Zone Package Details

Startup exhibitor will enjoy the package benefits with followings,

A Smart Business Matching Platform

- 2-week of **CLICK² MATCH**

Expand business through online advertising

- 12-month of **HKTD.com Sourcing 貿發網採購**

Offline-to-online connection

- During fair **SCAN² MATCH**



Startup **Basic** 4.5sqm

- 1 lockable cabinet
- 2 bar stools
- a LED lamp

Admission Priority:
Registered within 3 years of establishment.

US\$ 1,327



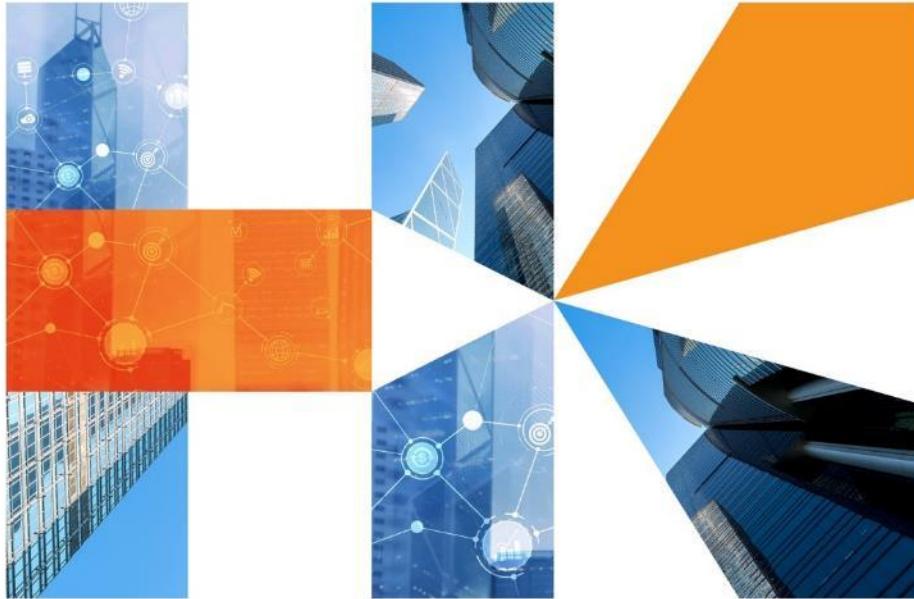
Startup **Plus** 4.5sqm

- 2 lockable cabinets
- 2 bar stools
- a LED lamp

Admission Priority:
Registered with more than 3 years and within 7 years of establishment.

US\$ 2,250





Further information and Enquiry

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