

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 lung 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:

Telehealth



3D Printing



Robotics



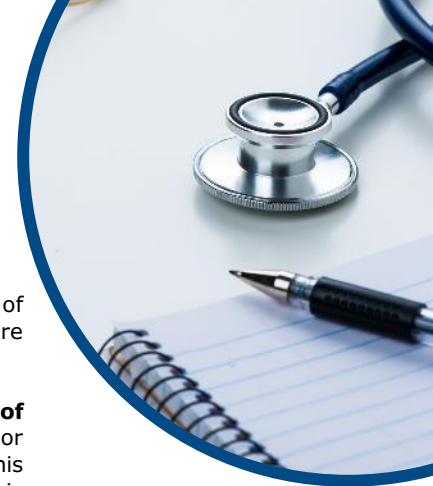
Virtual Reality (VR)



Biosensors and Trackers



(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.**



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香港國際醫療及保健展

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



**ASIA
SUMMIT
ON GLOBAL
HEALTH**
亞洲醫療健康高峰論壇

~2,900 participants
from 42 countries and regions

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**



~8,000 participants
including clinicians and
healthcare professionals

2026 Hall Plan



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香港國際醫療及保健展

11 – 13 May 2026
Halls 3DE

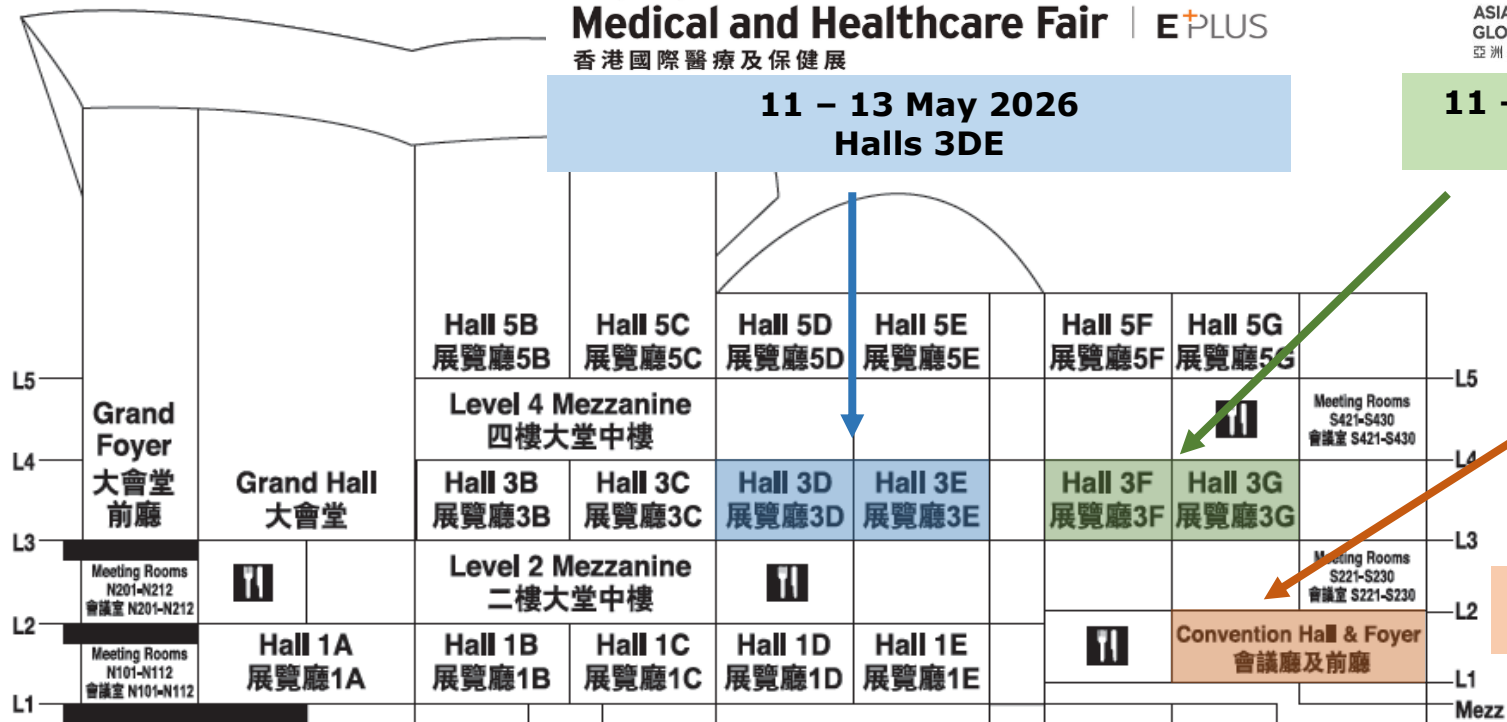


ASIA SUMMIT ON
GLOBAL HEALTH
亞洲醫療健康高峰論壇

11 – 12 May 2026
Halls 3FG



11 – 13 May 2026
Convention Hall & Foyer





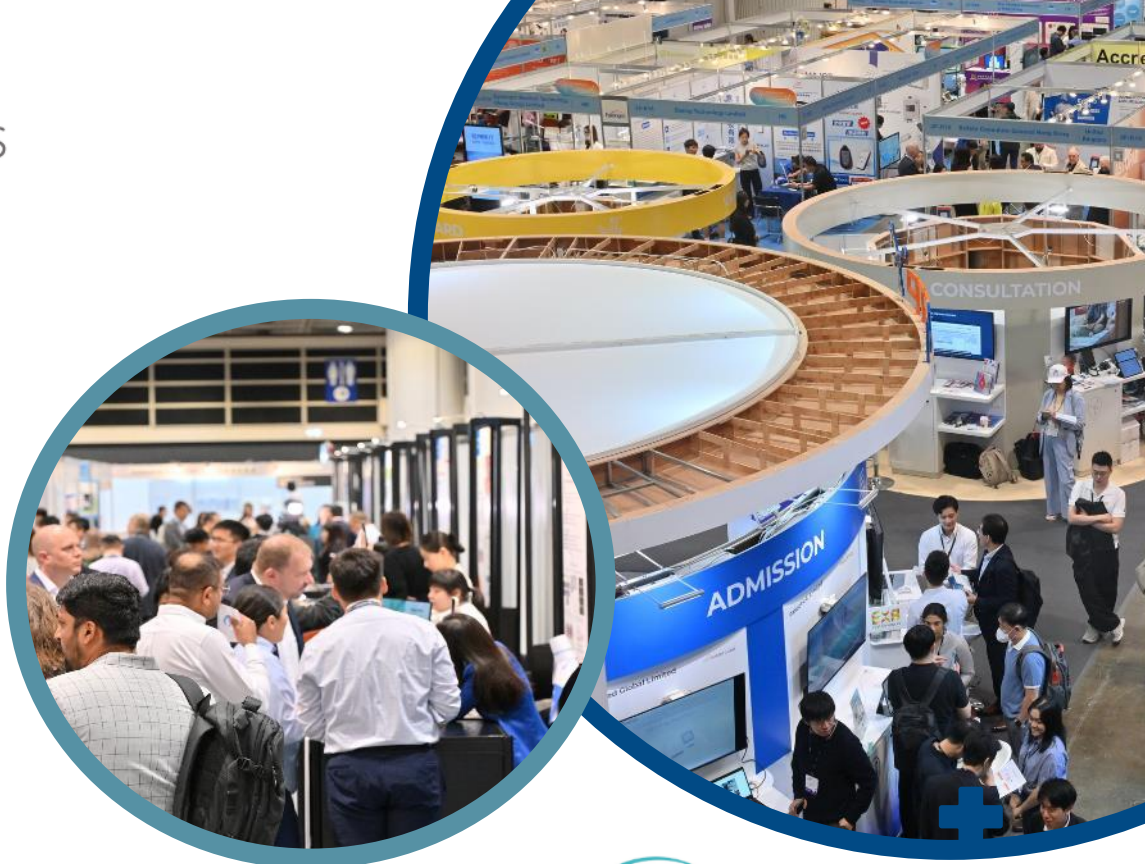
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香港國際醫療及保健展

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



香港醫療科技協會
Hong Kong MedTech Association



CONSULATE GENERAL OF HUNGARI
HONG KONG



British
Consulate-General
Hong Kong



TCOLS
Thailand Center of Excellence for Life Sciences
(Public Organization)



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



SYNERGY MEDICAL
SUPPLY
QUALITY AND SERVICE, WE CARE!



香港科技園



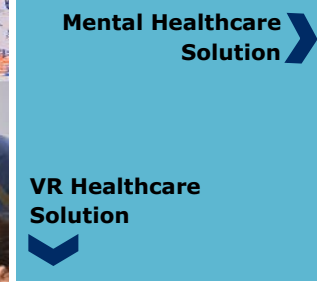
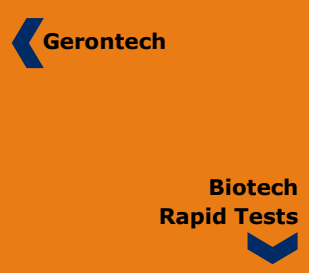
大灣區健康產業協會
Greater Bay Area Health Industries Association



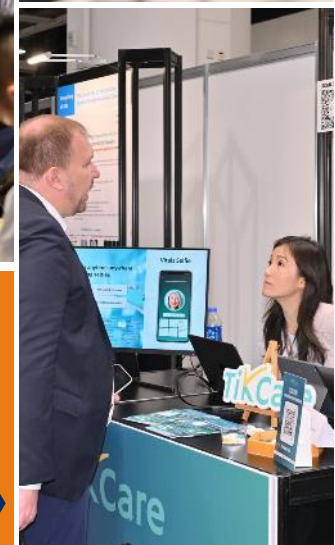
益成醫療用品有限公司
Action Medical Sundries Ltd.



BODYCARE[®]
QUALITY MEDICAL PRODUCTS



Innovative Medtech and Health Tech Exhibits





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Global Presence – Pavilions in past editions



Past European Exhibits

Hospital Equipment & Digital Health



USCOM
(Hungary)



Spectrum
(Israel)



Nerivio
(Israel)

Smart / Green Hospital Solutions



London Medical Exchange
(UK)



Haigh Group Ltd
(UK)

World of Health and Wellness



Promopharm S.A.
(Luxembourg)



EuNatur Pharma GmbH
(Germany)

European Multipliers



CONSULATE GENERAL OF HUNGARY
HONG KONG



British
Consulate-General
Hong Kong

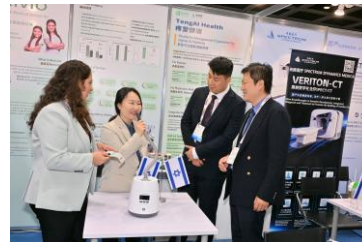


Economic and Commercial Mission
Consulate General of Israel
Hong Kong



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

the STAGE

2025
Asia Pacific
International
Medical and Healthcare Fair
新醫療及保健展

Networking Reception
交流酒會

26 / 05 / 2025



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



Overseas Importers/ Retailers



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



Presence of Renowned Buyers in past editions

Buying Offices

MIGROS



Walgreens
Boots
Alliance

meijer



DKSH

CONAIR®

Charity Organisations



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)



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)



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) **HAIGH**

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



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



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

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...



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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.

EXTEND · EXPAND · ENHANCE

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 **hktcdc.com Sourcing**
貿發網採購

Offline-to-online connection



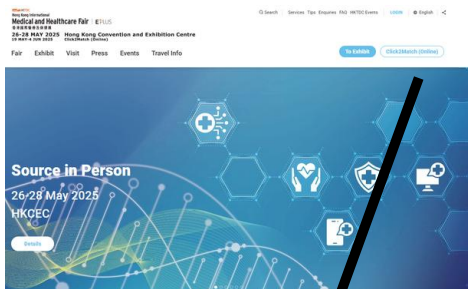
During fair **SCAN2MATCH**



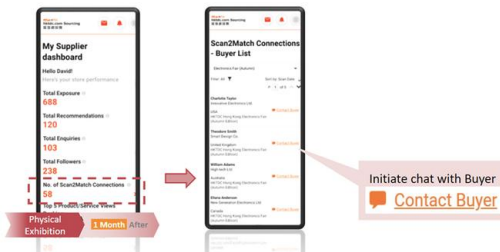
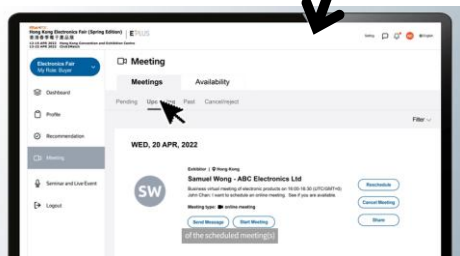
'Exhibition+' Smart Business Matching



- 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



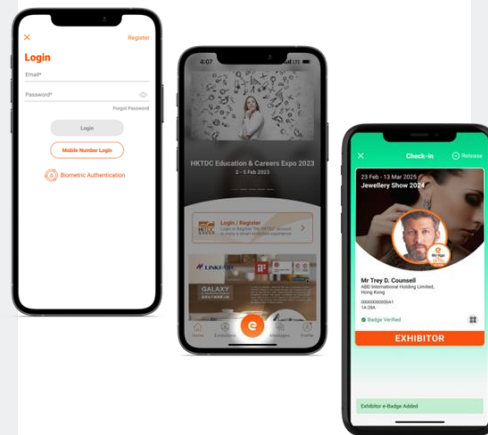
Initiate chat with Buyer
[Contact Buyer](#)



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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Medical and Healthcare Fair | E+PLUS

香港國際醫療及保健展

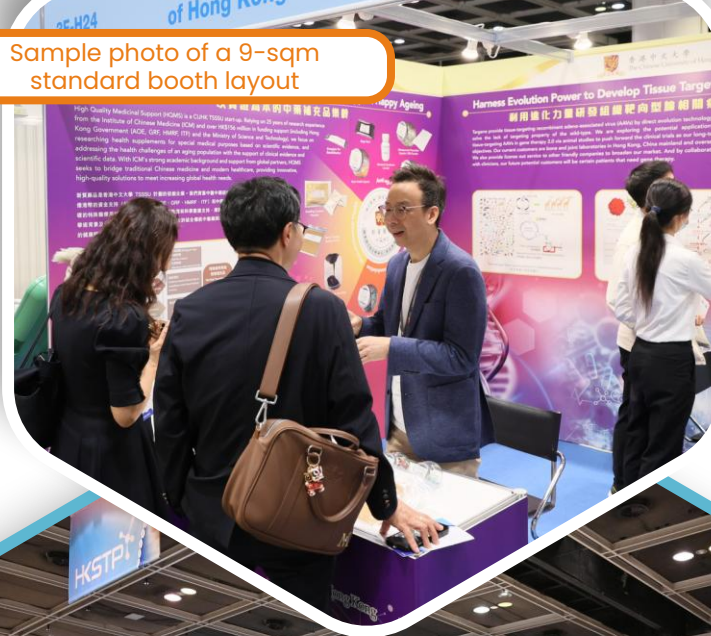
Participation Fee and Format

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.



Sample photo of a 9-sqm standard booth layout



Sample photo of a custom-built booth





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Startup Zone Package Details

Startup 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 **HKTDCC**
hktcdc.com Sourcing
買發網採購

Offline-to-online
connection



During fair **SCAN2MATCH**



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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Your business · Our mission |