

ASIA+Medical2011

The Asia International Medical Supplies, Equipment and Technology Exhibition & Conference



5th – 7th Oct 2011

Putra World Trade Centre
Kuala Lumpur, Malaysia

Organized by



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Malaysia Medical Market – An Overview

As Malaysia continues its drive towards a Developed Nation Status, certain industries have been targeted to make this plan a reality. Already, the Government is committed to setting up new medical centres and upgrading existing infrastructure to drive Malaysia's medical sector to the next level.

Although Malaysia is the world's leader in the manufacture of rubber gloves and catheters, it still imports over 85% of its medical technology needs. This fact, coupled with a projected annual growth of 15% in this sector creates immense opportunities for both local and international equipment suppliers.

Asia Medical 2011 aims to provide a professional platform for the world medical equipment and devices community to target and do business with the rapidly expanding Malaysian healthcare sector.

It is estimated that by 2013, Asia Pacific's medical devices market will reach USD 71.00 billion in revenue with a compound annual growth rate (CAGR) of 7.6 % from 2009.

Sectors Covered

- Trends in Medical Devices
- Devices, Supplies, Logistics and Maintenance
- Building MedTech Skills
- Best Practices – Services
- Best Practices – Imaging
- Best Practices – Technologies

Who Should Attend?

Private & Public Sector Senior Executives responsible for & concerned about medical establishments will find the program and networking opportunities invaluable.

- Health Ministry Officials
- Hospital Managers and Employees
- Clinical Research Professionals
- Research and Development
- Medical Device Manufacturers and Contractors
- Consultants

Programme

Day 1: 5th Oct 2011, Wednesday

08.30am -
09.00am Registration

09.15am -
10:00am **Keynote Address : Malaysia as a viable investment for Medical Devices in Asia**



Y. Bhg. Dato' Noharuddin Nordin
Chief Executive Officer
MIDA

10.00am -
10.45am **Impact of National Policies on Medical Device industry in Malaysia - Preparing for Compliance**

10.45am -
11.15pm Break Session 1

11.15am -
12.00pm **Setting the scene: Market Outlook on Medical Devices Industry in APAC**



Rhenu Bhuller
Vice President, Healthcare APAC
Frost & Sullivan

12.00pm -
1.30pm Lunch Break

Concurrent Tracks

Each track runs from 1.30pm – 4.30pm
(Doors open to Track Rooms at 1.30pm)

Track 1 Jalan Redang, Level 3

1.45pm -
2.30pm

Session 1: Connecting For Growth

- Defining connectivity and its benefits
- Challenges the Medical industry face
- Examples in two areas where is lacking in Malaysia



A Chandrasegaran
General Manager
Welch Allyn Malaysia

2.30pm -
3.15pm

Session 2: Providing Borderless Interoperability for Image Management Architecture

- Medical imaging a critical component of the Electronic Health Record
- Healthcare enterprises struggles to manage increasing wave of data
- Solutions that help Healthcare facilities access medical images (and related data) information from EHR



Dr Adam Chee
Chief Advocate
Binary Healthcare

3.15pm -
3.45pm Break Session 2

3.45pm -
4.30pm **Session 3: Latest Advances in Medical Imaging – CTLM® Laser Mammogram**

- Introduction of new medical technology using laser instead of X-ray to detect breast cancer
- Benefits of using CTLM® Laser Mammogram
- Innovative technology that goes after ANGIOGENESIS, when cancer cells start to grow and spread



Dr Ahmad Kamal
CTLM® Trainer & Consultant Radiologist
Daichi Holding Bhd

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Programme

Day 1: 5th Oct 2011, Wednesday

Track 2 Jalan Perhentian, Level 3

1.45pm - 2.30pm **Session 1: Health Professional's Education for the 21st Century**

- Development of the healthcare system for the 21st century
- Education of health professionals to achieve national and global health objectives
- Shift in market competition focus to patient-centric needs



Tan Sri Dato' Dr. Abu Bakar Suleiman
President
International Medical University Malaysia

2.30pm - 3.15pm **Session 2: Logistics in Healthcare - Managing Growth Through Innovative Logistic/Distribution Services**

- General overview of the logistics market in Healthcare sector
- Innovative solutions
- Customized and integrated service offerings
- Case Studies



Jonathan Guyett
Regional Vice President, Supply Chain
Diethelm M Sdn Bhd

3.15pm - 3.45pm **Break Session 2**

3.45pm - 4.30pm **Session 3: Safe Use of Medical Devices - Proper Management & Maintenance**

- Importance of patient safety and key roles
- How Medical Equipment Maintenance service providers ensure that the Medical equipment is safe
- How Maintenance management of these equipment leads to patient safety
- Proactive steps taken by service providers to ensure safety of these devices at all times



Devasagayam
Head, Operations Support
Healthtronics

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Programme

Day 2: 6th Oct 2011, Thursday

08.30am -
09.00am Registration

09.15am - 10:00am **Opportunities for Asian MedTech Companies in Global Markets**



- Market overview MEDTECH
- Growth drivers and major growth segments
- Trend of outsourcing to Asia
- Fastest growing MEDTECH markets are emerging and developing markets – how to benefit as Local player?
- How to access EU and US market with Asian products - Strategies

Dato' Hans Brenner
Chief Executive Officer
GMMI

10.00am - 10.45am **Remote Healthcare Solutions**



- What is remote healthcare solution
- Key benefit from healthcare solution
- Remote healthcare service and operation platform
- Application overview

Rod Anliker
Director of Services Marketing, Embedded Computing
Emerson Network Power

10.45am - 11.15pm Break Session 1

11.15am - 12.00pm **Innovation in Medical Technology - From A Payer's Perspective**



Soumitra Sharma
Senior Consultant
Frost & Sullivan

12.00pm - 1.30pm Lunch Break

Concurrent Tracks

Each track runs from 1.30pm – 4.30pm
(Doors open to Track Rooms at 1.30pm)

Track 3 **Jalan Redang, Level 3**

1.45pm - 2.30pm **Session 1: Latest Advances in Renal Home Care**



- Peritoneal dialysis (PD) is an effective, safe, cost-effective treatment modality
- As a home-based therapy, PD allows for an enhanced quality of life
- Patients treated with PD allows the Government to save costs and enable more patients to be treated within a given budget

Iftekhar Ahmed
Country Manager
Baxter

2.30pm - 3.15pm **Session 2: Preventive Maintenance – A Best Practice for Healthcare Continuity**



A Khalil bin Khamis
Technical Specialist Manager, BEMS
Pantai MediVest

3.15pm - 3.45pm Break Session 2

3.45pm - 4.30pm **Session 3: Latest Advances in Prevention of Hospital Acquired Infections**



- Important elements and activities of the staff in the Central Service Department that affect infection control
- Worker practices, CS department design, appropriate equipment and compliance

William J. Jares
International Project Design Manager
Steris Corporation

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Programme

Day 2: 6th Oct 2011, Thursday

Track 4 Jalan Perhentian, Level 3

1.45pm -
2.30pm

Session 1: The Future of Reusability for Medical Disposables – Reality or Prophecy ?



- Medical disposables treatment in the past (single use)
- Medical disposables treatment for the future
- Future trends in Sustainability Solutions

Bart Sonck

Group CFO and Managing Director EMEA Region
Ecoglove

2.30pm -
3.15pm

Session 2: Information Technology and Its Role in Shaping the Regional Genomics Industry



- How bioinformatics pipelines are being used to identify biomarkers, mutated genes and structural variants at the chromosomal level
- How computational technology is empowering the development of genomic screening services relevant to the needs of the local biomedical community

Dr Stephen Rudd

Chief Scientific Officer
MGRC

3.15pm -
3.45pm

Break Session 2

3.45pm -
4.30pm

Session 3: Molecular Diagnostics: Biomarker Testing / Pharmacogenetics



- What is Pharmacogenetics?
- Pharmacogenetics: Delivering Molecular Diagnostics for Personalized Cancer Treatment
- Available Tests in Malaysia

Calvin Thien

Chief Executive Officer
DNA Laboratories

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Delegate Fee	
Private Sector	: RM1800.00
Public Sector	: RM1000.00

Registration Form

Please complete clearly in block letters and send to :
Miss Nadira Alia Badrul (fax no : 603-4043 7241 / email : nadiralia@mesallworld.com)

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