

Healthcare<sup>®</sup>  
EXPO · TAIWAN

Healthcare<sup>®</sup>  
B2B · TAIWAN

# Healthcare<sup>®</sup> EXPO · TAIWAN

**Expand Healthcare Business in APAC**

**Onsite 1 – 4 December 2022, TaiNEX 1, Taipei**

**Online 1 August 2022 – 31 July 2023**

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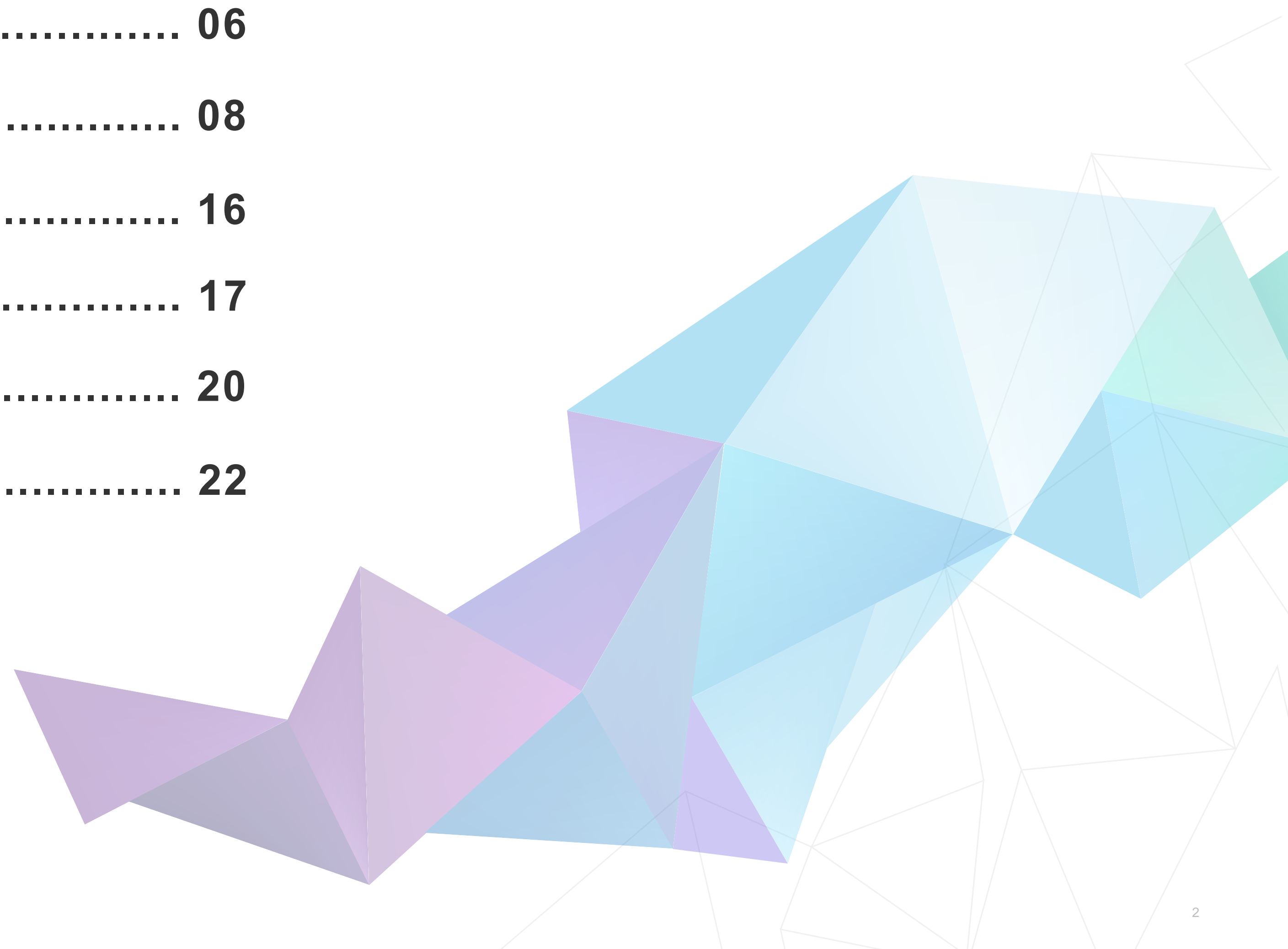
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# I. About

## The Largest in APAC, Healthcare+ Expo Onsite and Online

Initiated by hospitals from across Taiwan, the Healthcare+ Expo (“the Expo”) is a first-in-the-world exhibition with healthcare at its centre. The Expo has become one of the six largest international trade fairs in Taiwan ever since its debut in 2017, attracting more than 600 exhibitors in country and from overseas, 180,000 visitors and putting together 1,850 booths. The Expo in 2021 was the only one in APAC with its event scale up by 15% despite the global pandemic, when it also launched the Healthcare+ B2B online business matchmaking platform seeing 1,600 business opportunities posted, over 30 industry associations worldwide participated and 300 B2B requests submitted.

The Expo 2022 will continue to be a springboard for businesses in healthcare to expand in the APAC markets and a hotbed for building partnerships, investing game changers, consolidating supply chains and creating collectively a sustainable digital health economy.





## I. About

### Innovation in Healthcare Driven by Medical Technology

“Hospitals pave the way to connecting upstream-downstream medtech supply chains, being an axis on which the industry, technology development revolves. The government will keep on track investing its efforts into a promising future of precision medicine.” — **President Tsai Ing-Wen**

“The coming of post-Covid era will further Taiwan’s leading position in terms of healthcare. It is envisioned that the country will continue to stay at the forefront of healthcare with its technological strength.” — **Shyi-Kun Yu, President of the Expo General Assembly**





## I. About

### Innovation in Healthcare Driven by Medical Technology

“The Expo represents the emergence of science, clinical research, cutting-edge technology, medicine and their applications altogether, steering Taiwan’s healthcare industry towards breakthrough and change.” — **Chi-Huey Wong, President of IBMI**

“While AI computing, 5G and information technology are advancing at a lightspeed, the transformation in smart healthcare are counting on innovation in operational models.”  
— **Barry Lam, Vice President of IBMI**

“Doctor-invented technologies and health tech startups will bring a momentum to the industry. They can shape the healthcare landscape and address the patient’s needs and the bottleneck in disease treatment.” — **Pan-Chyr Yang, Vice President of IBMI**

“Hospitals spearhead the cross-disciplinary collaboration with their clinical experiences, data and scientific discoveries, they are the engine to energise novel products and solutions.”  
— **Chang-Hai Tsai, Vice President of IBMI**





# II. Organising Committee


## Shyi-Kun Yu


President, the Expo General Assembly  
President, Legislative Yuan


## Jin-Pyng Wang


Founder, the Healthcare+ Expo  
Chairman, Research Center for Biotechnology and Medicine Policy (RBMP)


## Organisers


 Institute for Biotechnology and Medicine Industry


 Research Center for Biotechnology and Medicine Policy

 Ministry of Health and Welfare

 Ministry of Economic Affairs, R.O.C.

 MOST Ministry of Science and Technology

 Council of Agriculture

 Taipei City Government

## Promotion Committee

### Wei-Chao Chen, Chairman, Supervisory Board

Tai-Lung Cha, President, National Defense Medical Center  
Kuei-Chuan Chan, Superintendent, Chung Shan Medical University Hospital  
King-Jen Chang, Chairman, Taiwan Breast Cancer Foundation  
Ko-Shih Chang, Superintendent, Yuan Rung Hospital  
Shan-Chwen Chang, President, Taiwan Society of Internal Medicine  
Wen-Chang Chang, Chairman, Taipei Medical University  
Yu-Mei Chang, Founder, Ten-Chen Medical Group  
Huan-Cheng Chang, CEO, Landseed International Medical Group  
Kun-San Chao, Superintendent, Cancer Center, China Medical University Hospital  
Chao-Long Chen, Honorary Superintendent, Kaohsiung Chang Gung Memorial Hospital  
Chien-Tzung Chen, Vice President, Linkou Chang Gung Memorial Hospital  
Jiann-Thorng Chen, Surgeon General, Medical Affairs Bureau  
Liang-Kung Chen, Superintendent, Taipei Municipal Gan-Dau Hospital  
Ming-Fong Chen, CEO, China Medical University Hospital  
Mu-Kuan Chen, Superintendent, Changhua Christian Hospital  
Ran-Chou Chen, Director-General, Dept. of Health, New Taipei City Gov.  
Shih-Ann Chen, Superintendent, Taichung Veterans General Hospital  
Wei-Ming Chen, Superintendent, Taipei Veterans General Hospital

Tsen-Wen Chen, Superintendent, Wei Gong Memorial Hospital  
Wen-Jin Cherng, Superintendent, Linkou Chang Gung Memorial Hospital  
Chung-Ching Chio, Superintendent, Chi Mei Medical Center  
Tai-Yuan Chio, President, Taiwan Medical Association  
Kuan-Ming Chiu, Superintendent, Far Eastern Memorial Hospital  
Der-Yang Cho, Superintendent, China Medical University Hospital  
Chia-Yu Chu, Executive Director, Taiwanese Dermatological Association  
Hong-Nerng Ho, Chief Consultant, Taipei Medical University  
Ming-Feng Hou, Professor, Kaohsiung Medical University Hospital  
Sheng-Mao Hou, Superintendent, Shin Kong Wu Ho-Su Memorial Hospital  
Po-Ren Hsueh, Vice President, China Medical University Hospital  
Chien-Ning Huang, President, Chung Shan Medical University  
Sheng-Jean Huang, Superintendent, Taipei City Hospital  
Shih-Wei Huang, Superintendent, Chang Bing Show Chwan Memorial Hospital  
Mien-Chie Hung, President, China Medical University  
Tzu-Jen Hung, Vice President, Shin Kong Wu Ho-Su Memorial Hospital  
Shou-Jen Kuo, Superintendent Emeritus, Changhua Christian Hospital  
Chi-Chun Lai, Superintendent, Keelung Chang Gung Memorial Hospital



## II. Organising Committee

### Promotion Committee (continued)

Fa-Kung Lee, Superintendent, Cathay General Hospital  
Meng-Chih Lee, Senior Consultant Physician, Taichung Hospital  
Pei-Yuan Lee, Honorary Superintendent, Show Chwan Memorial Hospital  
Wui-Chiang Lee, Secretary General, Taiwan Global Healthcare Association  
Yu-Chuan Li, President, International Association for Medical Informatics  
Chien-Huang Lin, President, Taipei Medical University  
Chin-Lon Lin, CEO, Tzu Chi Medical Mission  
Chun-Pin Lin, President, South East Asia, Intl. Association for Dental Research  
Hung-Jung Lin, Vice President, Chi Mei Medical Center  
Shinn-Zong Lin, Superintendent, Hualien Tzu Chi Hospital  
Yaoh-shiang Lin, Superintendent, Kaohsiung Veterans General Hospital  
Yin-Chou Lin, President, Sports Medicine Association R.O.C.  
Chien-Liang Liu, Superintendent, Mackay Memorial Hospital  
Yen-Chuan Ou, Superintendent, Tung's Taichung MetroHarbor Hospital  
Meng-Ru Shen, Superintendent, National Chen Kung University Hospital  
Chung-Liang Shih, Director-General, Dept. of Medical Affairs  
Yang-Chih Shih, Senior Technical Director, MOHA  
Chien-Sung Tsai, Deputy Director-General, Medical Affairs Bureau  
Yuan-Kun Tu, Superintendent, E-Da Hospital  
Chih-Chi Wang, Superintendent, Kaohsiung Chang Gung Memorial Hospital  
Chih-Hung Wang, Superintendent, Tri-Service General Hospital  
Nai-Hung Wang, Superintendent, Kuang Tien General Hospital

Pi-Shen Wang, CEO, Hospital & Social Welfare Organisations Administration Commission  
Tsung-His Wang, Section Chief, Planning Division, National Health Insurance Administration  
Fu-Chuan Wei, Academician, Linkou Chang Gung Memorial Hospital  
Chih-Hsiung Wu, Superintendent, En Chu Kong Hospital  
Ming-Shiang Wu, Superintendent, National Taiwan University Hospital  
Hung-Jen Yang, CEO, Min-Sheng General Hospital  
Chun-Yuh Yang, President, Kaohsiung Medical University  
Shung-Haur Yang, Superintendent, National Yang-Ming University Hospital  
Wei-Jen Yao, Superintendent, Chia-Yi Christian Hospital  
Yun Yen, Professor, Taipei Medical University Hospital

\*List by alphabetic order of last name



# III. Floor Plan & Exhibitions

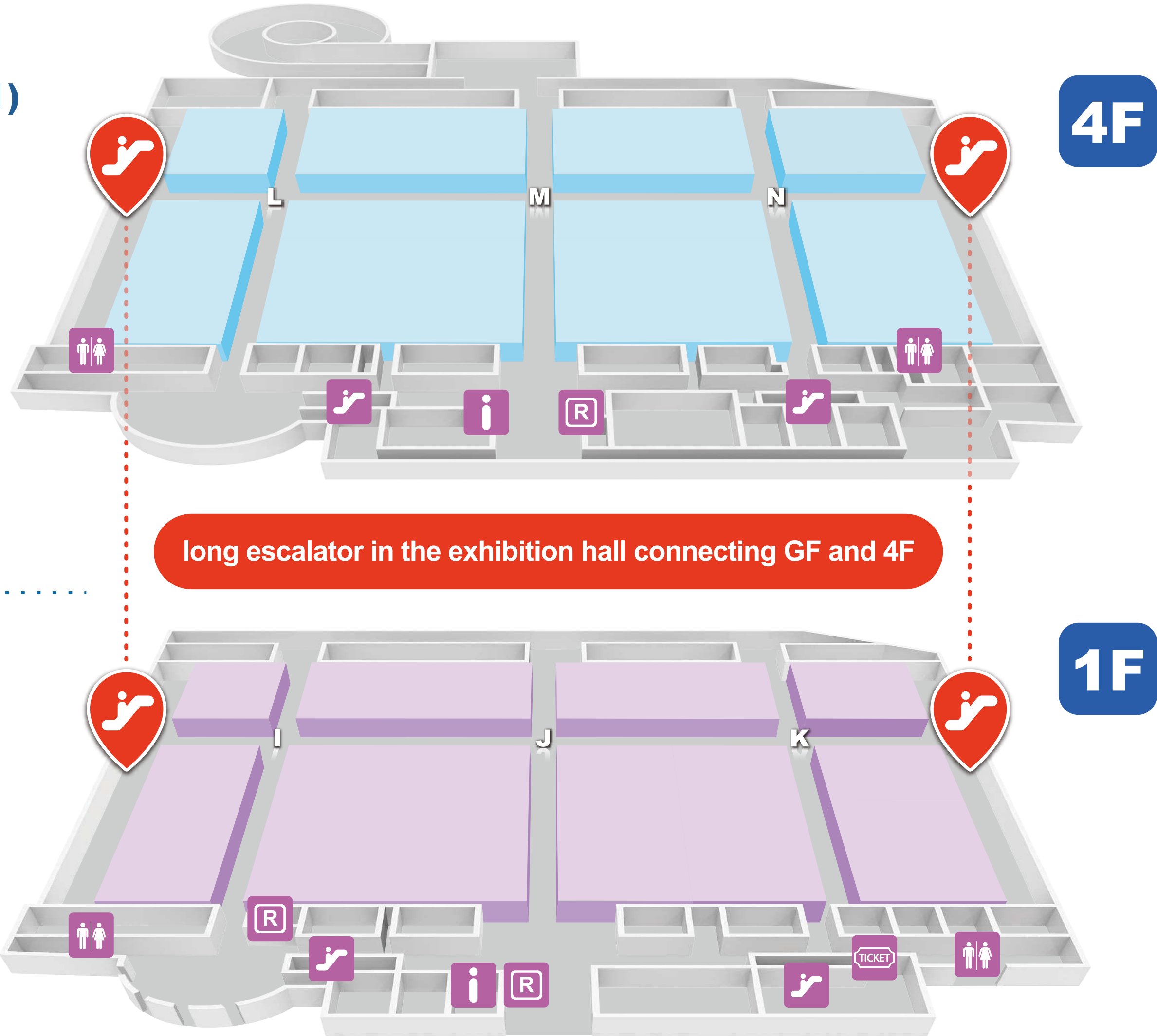
- ◆ 1-4 December, 2022
- ◆ 8 Exhibitions and 2,000 Booths
- ◆ Hall 1, Taipei Nangang Exhibition Center (TaiNEX 1)

📍 4<sup>th</sup> Floor    👤 Intl' Exhibitors & Professionals

- Medical Specialty (for hospitals only)
- Smart hospital, medical devices & equipment
- Diagnostics, pharmaceutical services & cell therapy

📍 Ground Floor    👤 Consumers

- Medical specialty (for hospitals only)
- Smart health tech & preventive medicine
- Healthy ageing & age well
- Sports health & fitness
- Bio-agriculture & food safety





### III. Exhibitions: Medical Specialty

#### Technology Integrated Healthcare by Taiwan

Hospitals and medical associations in Taiwan jointly present solutions, innovations and applications developed with digital technologies ranging from specialised care, screening and diagnosis to health management.

- Advanced medical technologies
- Specialist medical care
- AIoT in healthcare
- Cell therapy & regenerative medicine
- Medical innovation & licensing
- Smart, holistic healthcare
- Precision health & health promotion

📍 4<sup>th</sup> Floor / Ground Floor

👤 Intl' Exhibitors & Professionals / Consumers





### III. Exhibitions: Smart Hospital, Medical Devices & Equipment

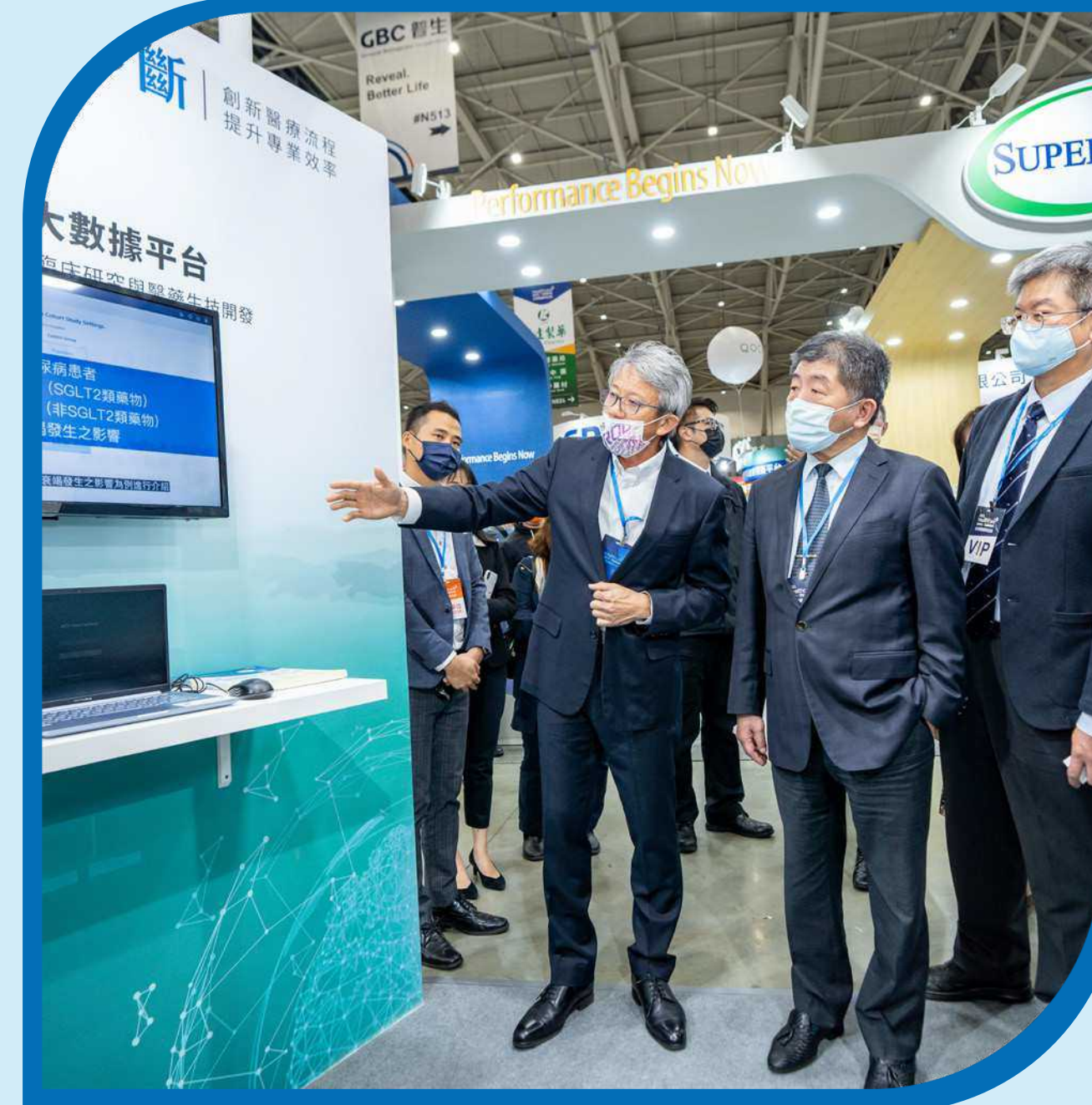
#### Industry and Hospital Partnered to Accelerate Digital Transformation

Multinational health tech and medical device companies, distributors, CDMO and CROs come together with problem-based, patient-centred, workflow-optimised products and solutions on offer.

- Smart hospital solutions
- Telemedicine, non-contact technologies
- Health IT systems
- AIoT, cloud-based applications
- Hospital equipment, surgical tools & supplies
- Medical device components & parts
- Contracted services, clinical validation
- Screening, diagnosis, implants

📍 4<sup>th</sup> Floor

👤 Intl' Exhibitors & Professionals





### III. Exhibitions: Diagnostics, Pharmaceutical Services & Cell Therapy

#### Disease Prevention and Personalised Treatment

A comprehensive line-up of laboratory apparatus, test kits and services indispensable to preventive, precision medicine.

##### ◆ Diagnostics

- Genetics of cancer & medication, pathogen testing
- IVD, rapid test kits production, R&D
- Health / disease risk assessment and services

##### ◆ Biopharma

- New drugs R&D, technology platforms
- Pharmaceutical products, API, intermediates
- Manufacturing & development, analytical solutions, logistics

##### ◆ Cell Therapy

- Development of cell therapy
- Cell therapy CDMO solutions
- Regenerative medical products

📍 4<sup>th</sup> Floor

👤 Intl' Exhibitors & Professionals





### III. Exhibitions: Smart Health Tech & Preventive Medicine

#### Lifestyle with Smart Health Management

This pavilion displays consumer health products for people in optimal and suboptimal health, helping them boost immune health, manage health risk and create a healthy lifestyle.

- Wearables, mHealth
- Health management software & apps
- Environmental monitoring for health & wellness
- Nutrition, supplements, immune health
- Health services for individuals & enterprises
- Epidemic control and prevention
- Anti-bacterial and anti-viral products

📍 Ground Floor

👤 Consumers





### III. Exhibitions: Healthy Ageing & Age Well

#### Older Adults' Wellbeing and Quality of Life

The exhibition includes technology in elderly care improves mobility and memory loss, and products that enhance physical, mental health of seniors.

- Healthy diets, nutrients and functional food
- Smart home & appliances
- Age-friendly indoor & outdoor activities
- Anti-ageing regimens
- Chronic disease prevention & management
- Smart solutions in long-term care

📍 Ground Floor

👤 Consumers





### III. Exhibitions: Sports Health & Fitness

#### Workout to Stay Fit and Healthy

The exhibits are purpose-built for the workout populations to gain muscle strength, loss weight and keep in shape in a safe yet efficient way.

- Workout equipment & training
- Personal health & fitness management
- Rehab technologies & assistive devices
- Functional sportswear & accessories
- Sports nutrition & supplements
- Home exercise equipment for all age

📍 Ground Floor

👤 Consumers





### III. Exhibitions: Bio-Agriculture & Food Safety

#### Healthy Eating, Natural Healing

With agribio-technology, chemical-free foods and food safety at its centre, this pavilion is a one-stop shop for local produces and health foods, as well as for herbal lovers and food technology experts.

- Organic, health foods
- Nutritional supplements & ingredients
- Food safety tests and services
- Naturopathy and health promotion

📍 Ground Floor

👤 Consumers





# IV. Healthcare+ B2B

Healthcare+ B2B is an online business platform for companies in the healthcare space to engage prospective clients and/or buyers by sharing business opportunities, promoting company, product(s) or solution(s) 24/7 throughout the year.

**International exhibitors, who opt for exhibition onsite, will automatically become a member of Healthcare+ B2B.**

**\*\*Different pricing applies to exhibitors with and without physical booths. Please refer to page 22, 24 for more details.**

◆ **Healthcare+ B2B online: 1 August 2022 to 31 July 2023**



**Gain 24/7 Access**

**600 companies/institutes presented online**



**Make Business Known**

**1,600 B2B opportunities posted**



**Create Extra Leads**

**270,000 page views\* generated**  
(Oct.-Dec., 2021)



**Find and Match**

**630 B2B matchmaking logged**

◆ **How will Healthcare+ B2B be promoted?**

**Social Media Marketing**

- Company / product highlights
- Promotional videos
- Podcast, broadcasting

**Direct Marketing**

- E-newsletter to 180,000 contacts
- Industry associations in partnership
- Trade missions and delegations

**Content Marketing**

- Multi-lingual press releases
- Keyword marketing
- Expo videos



## V. Global Participation

The Global Healthcare Supply Chain: Reboot and Rebuild forum brings together industry leaders and influencers to broach the topic of building supply-chain resilience in a post-Covid-19 economy.



Ralph Ives, Executive Vice President of Global Strategy and Analysis, AdvaMed



Brian Lewis, President & CEO, Medtech Canada



Nipit Piravej, Director, Thai Medical Informatics Association (IMIA)



Choon-Siong Ching, Executive Director, Association of Malaysian Medical Industries



Sergey Vanin, Executive Director, International Medical Device Manufacturers Association



Maryline Marquet, VP Operations, APACMed



Jonathan Kimball, Vice President, Trade, International Affairs & Strategic Initiatives, the Association for Accessible Medicines (AAM)



Adisorn Apasuthirat, Chairman, Medical & Health Device Manufacturers Industry Club under the Federation of Thai Industries



Harcharan Singh, Senior Vice President, the Malaysian Bioeconomy Development Corporation



Franck Toussaint, Executive Director & Co-Founder, Bio Supply Management Alliance Europe (BSMA)



Tuan-Heng Yong, President, Malaysia Medical Device Association (MMDA)



Jurie Hwang, Director, International Affairs & Public Relations Division at Korea Biotechnology Industry Organization (Korea BIO)



Carole Springett, Global Scientific Affairs Manager, Fresenius Kabi



Omer Caspi, Representative, Israel Economic & Cultural Office in Taipei



Karin Mayer Rubinstein, CEO & President, Israel Advanced Technology Industries (IATI)



Michał Polański, Director, The Polish Agency for Enterprise Development (PARP)



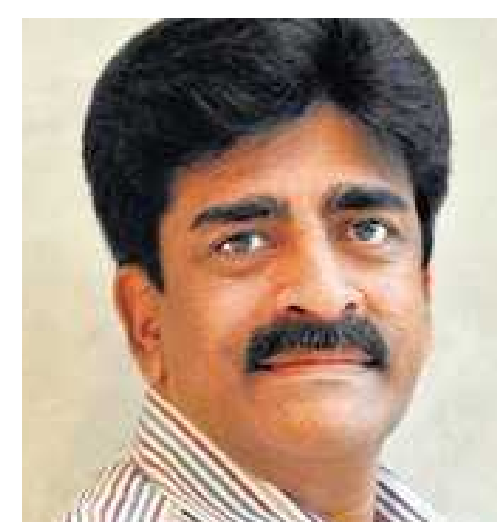
Harcharan Singh, Senior Vice President, the Malaysian Bioeconomy Development Corporation



Bartosz Ryś, Acting Head, the Polish Office in Taipei



Mikołaj Różycki, Deputy President, The Polish Agency for Enterprise Development (PARP)



G S Irishnan, President, Association of Biotechnology-Led Enterprises (ABLE)



Seung Kyou Lee, Vice President, Korea Biotechnology Industry Organization (Korea BIO)



Kazuko Yokota, Representative, Japan Pharmaceutical Licensing Association (JPLA)



Preecha Bhandtvej, President, Thai Medical Device Technology Industry Association (THAIMED)



Sunh Arunrugstichai, Deputy Executive Director, Thailand Trade and Economic Office

Industry association representatives who presented in the supply chain forum in 2020 & 2021.



## V. Global Participation

The Expo has a network of 500 industry partners in the healthcare space.

### Medical Associations

- Asian Society for Clinical Pathology and Laboratory Medicine
- Association of Private Hospitals Malaysia (APHM)
- Medical Travel Quality Alliance
- Oman Medical Specialty Board (OMSB)
- Russian Medical Women' s Association
- The Private Hospital Association Thailand (TPHA)
- World Association of Societies of Pathology and Laboratory Medicine
- World Medical Association (WMA)

### Industry Associations: Medical Devices

- Advanced Medical Technology Association (AdvaMed)
- Asia Pacific Medical Technology Association (APACMed)
- Association of Malaysian Medical Industries
- Hong Kong Federation of Senior Citizen Industries Limited (HKFSCI)
- Indonesia Medical Devices and Laboratory Association.(Gakeslab Indonesia)
- Indonesian Medical Devices Association
- International Medical Device Manufacturers Association (IMEDA)
- Korea Medical Devices Industry Association(KMDIA)
- Malaysia Medical Device Association (MMDA)
- Medical Software Industry Association Australia (MSIA)
- Medical Technology Association of Japan (MTJAPAN)
- Medtech Canada
- Polish Agency for Enterprise Development(PARP)
- Singapore Manufacturing Federation
- Thai Medical Device Technology Industry Association (TaiMED)
- Thai Medical Informatics Association (TMI)
- The Federation of Thai Industries, Medical and Health Device Manufacturers Industry Club

### Industry Associations: Bio-Pharmaceuticals

- Association for Accessible Medicines
- Association of Biotechnology Led Enterprises (ABLE)
- Bio Supply chain Management Alliance (BSMA)
- Department for International Trade, UK (DIT)
- HK Bio-Med Innotech Association (HKBMIA)
- Japan Pharmaceutical Licensing Association (JPLA)
- Japan Pharma Research Office(JPRO)
- Japanese Association of Cancer Immunology (JACI)
- Korea Biotechnology Industry Organization (KoreaBIO)
- Korea Pharmaceutical and Bio-Pharma Manufacturers Association (KPBMA)
- Malaysia Association for Cell Therapy (MACT)
- Myanmar Pharmaceuticals & Medical Equipment Entrepreneurs' Association (MPMEEA)
- Pharmaceutical Export Promotion Council-Pharmexcil
- The Indonesia Pharmaceutical Association (GPFI)

### Institutes for Technology, R&D and Others

- Israel Advanced Technology Industries(IATI)
- Commonwealth Scientific and Industrial Research Organisation, Australia CSIRO
- Derbi Foundation India
- IIT Hyderabad, India
- Kyoto University Hospital Institute for Advancement of Clinical and Translational Science, Japan
- Ojas medtech bionest, India
- Walloon Export and Foreign Investment Agency (AWEX)



## V. Global Participation

### Medical Institutes

- ALTY Hospital, Malaysia
- Ahalia hospital LLC
- Apollo Spectra Hospitals, India
- Asan Medical Center, Korea
- Asia Royal Hospital, Myanmar
- BaiChay Hospital, Vietnam
- Bangkok Heart Hospital, Thailand
- Bangkok Hospital, Thailand
- Brooklyn Hospital
- Chaophya Hospital, Thailand
- Chularat Hospital Group (CHG), Thailand
- Chungath Clinic, India
- Dagupan Doctors Villaflor Memorial Hospital, Philippines
- Gadayhtay Hospital, Myanmar
- Gyeongsang national university hospital, Korea
- Hanoi Orthopedics and Rehabilitation hospital, Vietnam
- Health Management International (HMI) Ltd, Singapore
- India Chungath Clinic
- Instituto de Hematologia e Oncologia Curitiba, Brazil
- Intermed Hospital, Mongolia
- Kangbuk yonsei hospital, Korea
- Korea Univ. Guro Hospital
- KPJ Healthcare, Malaysia
- KPJ Klang Specialist Hospital, Malaysia
- KPMC Puchong Specialist Centre, Malaysia
- Kwe Ka Baw Hospital, Myanmar
- Landmark Medical Centre Sdn Bhd, Malaysia
- LEO Healthcare International, Myanmar
- Lister House Medical Centre, Australia
- Mahachai Hospital Group, Thailand
- Mahkota Medical Centre, Malaysia
- Malaysia KPJ Healthcare Malaysia
- Manipal Hospitals, Malaysia
- Mount Grace Hospitals, Philippines
- National Cancer Center, Korea
- Natural Oncology Institute, Philippines
- Nirog dham hospital(Rajasthan), India
- Pantai Hospital Ampang, Malaysia
- Pantai Hospital Ayer Keroh, Malaysia
- Pantai Hospital Cheras, Malaysia
- Pantai Hospital Penang, Malaysia
- ParkCity Medical Centre, Malaysia
- Pharbaco Hospital, Vietnam
- Philippine General Hospital (PGH), Philippines
- Police General Hospital, Thailand
- Prince Court Medical Centre, Malaysia
- Ramiro Community Hospital, Philippines
- Ramkamhaeng Hospital, Thailand
- Regency Specialist Hospital, Malaysia
- Rejang medical centre, Malaysia
- Samitivej Chinatown Hospital, Thailand
- Samitivej Chonburi Hospital, Thailand
- Samitivej Hospital, Thailand
- Samitivej Sriracha Hospital, Thailand
- Samitivej Thonburi Hospital, Thailand
- San Raffaele Hospital
- Severance hospital, Korea
- Sibu Specialist Medical Centre, Malaysia
- Sri Kota Specialist Medical Centre, Malaysia
- Suksawat Hospital, Thailand
- Thai Nguyen National Hospital
- Thailand BNH Hospital
- Thailand Pongkul' s Clinic
- The Center of Hearing and Speech MEDINCUS
- Thomson Hospital Kota Damansara, Malaysia
- Timberland Medical Centre, Malaysia
- University Malaya Medical Centre (UMMC)
- University of Perpetual Help DALTA Medical Center
- Viet Xo Hospital, Vietnam
- Vietnam National Eye Hospital
- Vinmec Hospital, Vietnam
- Wesley Hospital, Malaysia



## VI. Forums

# MED TEX

Med x Tech  
Summit  
Asia

Where technology meets healthcare, how they  
work together to deliver best possible outcomes  
of health and care.







# VII. Exhibit

## Booth & Fee

Each booth/space is in 3x3 meters. Fees in USD, VAT inclusive.

### Shell scheme \$2,200 /ea

- Open front booth with 3 panels (2.5m high)
- Needle punch carpet x1
- Fascia board with company name x1
- Spotlights 100W x3
- Information counter x1
- Fold chair x2
- 110V/500W socket x1

### Raw space \$2,000 /ea

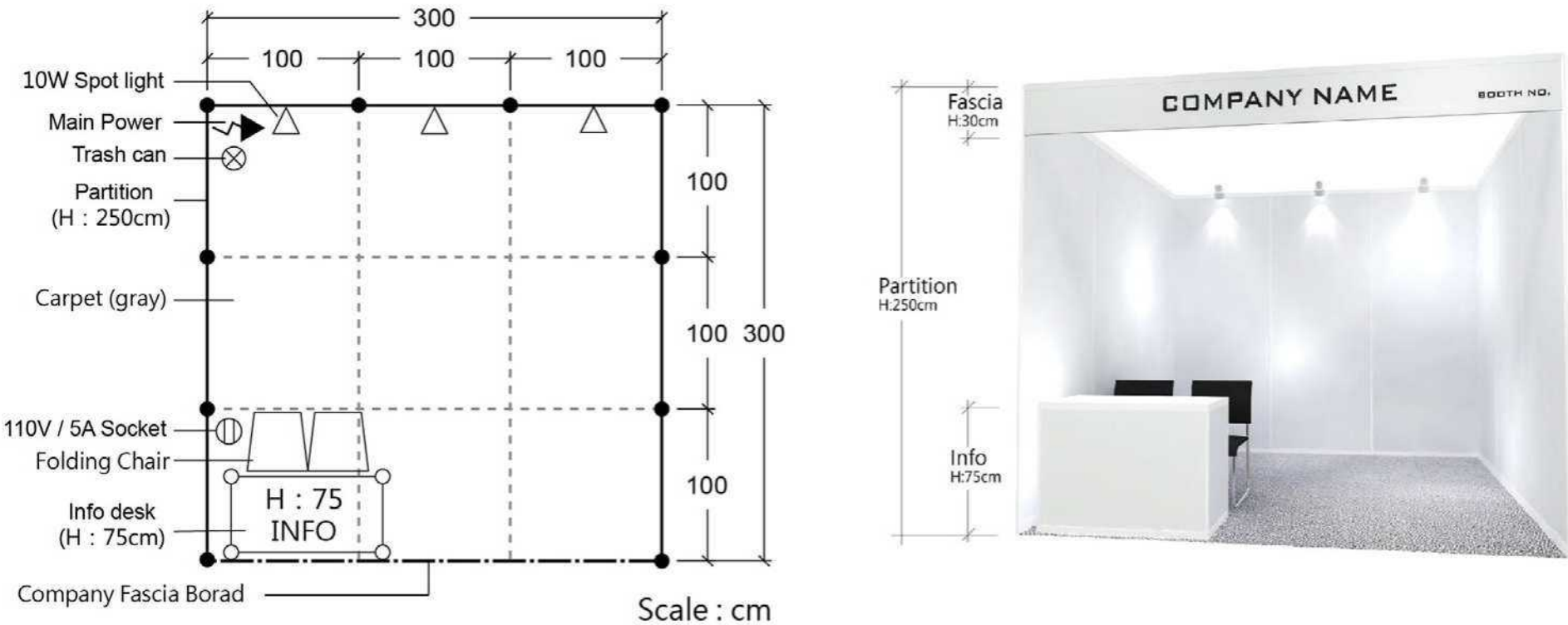
Raw space does NOT include any booth construction, electricity and furniture.

### 5% Off of booth fee applicable to

- Exhibitor with 15 and 15+ booths
- IBMI member 2022

### Healthcare+ B2B discounted rate applicable to

- Exhibitor with physical booth(s) on 4<sup>th</sup> floor



▲ Shell Scheme 3\*3m

#### Note

1. Exhibitors opted for raw space may hire suppliers of choice or use the Expo contractor for booth construction/design, furniture rental, power supply, Internet, and other paid-for services.
2. Schell scheme booth is equipped with electricity 110/500W. Please place orders in advance if you require extra power for LED TV, fridge or any other machinery. Technical construction, internet, furniture and other items not included in such booth are chargeable services that must be ordered prior to the Expo.
3. A \$150 fee reduction applies to booth with a pillar within the space. Hospitals and exhibitors on special terms, however, are not applicable.
4. With prior notification to exhibitors, the Expo organiser reserves the right to adjust booth, pavilion, floor plan and update the Expo terms and conditions.



## VII. Exhibit

### ◆ Booth Selection

Booths will be placed within pavilions as per exhibitor's choice. Exhibitors are not allowed to change booth location once the location has been confirmed. More details on booth selection will be made available nearer the given date, in email notification to exhibitors.

**Round 1, 31 May:** Exhibitors who have booked 8 and 8+ booths, completed registration and made full payment before 31 May, are eligible to enter round 1 selecting booth location.

**Round 2, 15 July:** For exhibitors who have completed registration and made full payment before 14 July.

### How does the booth selection work?

1. The priority of booth selection is given by the number of booths booked and paid for (e.g. exhibitor with 20 booths goes first, followed by the one with 18).
2. For exhibitors booking the same number of booths, the priority will be given to whoever paid earlier.
3. Booths registered under the same company/corporation must sit next to each other or be placed back to back. Booths as such are prohibited from being placed face to face.
4. The Expo organiser reserves the right to modify floor plans, dimension and location of booths. Exhibitors will be informed of any changes to be made.
5. Booth location will be selected by the Expo organiser for exhibitors not participating in selection round 1 or 2. After which exhibitors are not allowed to claim change of booth location.



# VII. Exhibit

◆ Healthcare+ B2B Online: **Exhibitor Exclusive, 1 August 2022 to 31 July 2023**

Services & B2B Pricing (USD, VAT inclusive)		Premium \$3,600 + Booth fee	Online Only \$1,080	Onsite + Online \$360 + Booth fee
B2B Exclusive	Company profile	✓	✓	✓
	Product & video upload	✓	✓	✓
	Homepage top banner	One popup banner ad (one week)	--	--
	B2B Opportunity	✓	✓	✓
	Buyer-supplier guide (print)	One full page ad	--	--
Social Media E-Blast	Facebook marketing	One image ad Two video ads	One image ad	One image ad
	LINE app marketing	Company/product listing (twice)	Company/product listing	Company/product listing
	Email marketing	One banner ad (two weeks)	Company/product listing	Company/product listing
B2B Matchmaking	“Recommended” listing	✓	✓	✓

Note

- 1. The Expo organiser will schedule for advertising and promotion. Exhibitor opted for Premium please contact the organiser for further arrangement.
- 2. The full page ad on buyer-supplier guide shall be provided by exhibitor. Placement of print ad will be made on a first-paid, first-served basis. Slots available: inside-front-cover, inside-back-cover and inner pages.
- 3. The Expo remains the right to reschedule advertising & promotion and amend contents submitted.



# VII. Exhibit

## ◆ Healthcare+ B2B Online: Company Profile

There will be promotional campaigns to highlight companies, their products and B2B opportunities. The more your company profile presents, the bigger chance you will have to be seen by prospective clients and buyers.

	What your company profile shows	What to be included in your company profile	Remark
1.	Company Overview	<b>Basic Facts:</b> No. of employees, year it established. etc. <b>Introduction:</b> operational focus, strengths, clients, awards, markets, key milestones, etc. <b>Company logo:</b> in *.jpg or *.png format, 150 dpi	
2.	Video Content	<b>Video length:</b> ideally no longer than one minute <b>Video format:</b> *.mp4 or *.mov	There's no cap number for uploads. It is required, however, to upload at least one item under each.
3.	Product, Solution, Technology or Service	<b>(Market) name</b> of the product <b>Features:</b> unique selling points, evidence or problem based descriptions, areas it applies, etc. <b>Images</b> in *.jpg or *.png format, 150 dpi	
4.	Partnership (B2B) Opportunity	<b>As a Buyer (what you look to buy or invest):</b> post opportunities regarding products procurement, sourcing suppliers and/or contracted services, etc. <b>As a Supplier (What you have to offer):</b> post opportunities regarding distributors or partners searching, licensing, etc.	One to three at least under each. 20 words maximum to each opportunity posted.



# VII. Exhibit

## ◆ Key Dates & Deliverables

Online Application

- Complete the **online application** 

Confirmation email with payment details

- Following the application, a confirmation email with payment details will be sent within five working days
- \*Only exhibitors paid in full will be eligible to enter booth selection round and for the access to Healthcare+ B2B

Booth Selection

- **31 May, round 1:** For exhibitors with 8 and over 8 booths
- **15 July, round 2:** For exhibitors not covered in round 1; round 2 will be held **online**

Healthcare+ B2B

- **1 July:** Activate Healthcare+ B2B account
- **15 July:** Complete company profile on Healthcare+ B2B
- **1 August:** Healthcare+ B2B promotion kickoff
- **1 Nov. to 31 Dec.:** Open to business matchmaking

Healthcare+ Expo

- **30-31 Nov.:** Booth construction and decoration
- **1 to 4 Dec.:** Expo in progress



# VII. Exhibit

## ◆ Payment Details

**Exhibitors should pay in full prior to the booth selection** (round 1: 31 May, round 2: 15 July, as per the number of booths paid). Fees payable will be indicated in a confirmation email sent upon acceptance of your application.

Please pay through bank transfer and quote your company name and reason for payment on any transfer you make to the Expo’s bank account. Any bank charges incurred at the time of the transfer will be passed on to exhibitors. Please email to Silvia Fan ([silvia@rbmp.org.tw](mailto:silvia@rbmp.org.tw)) with the proof of payment for confirmation of receipt.

Bank	First Commercial Bank, Hua-Shan Branch
Bank Address	22, Chang An E. Rd., Sec.1, Chung Shan Dist., Taipei 104, Taiwan
Account Name	Research Center for Biotechnology and Medicine Policy
Account number	12910002256
Swift code	FCBKTWTP or FCBKTWTPXXX



## VII. Exhibit

### ■ Expo Terms & Conditions

- Booths cannot be transferred to anyone who is not a registered exhibitor in any circumstances.
- Products, services and/or technologies exhibited at the Expo are required to correspond with exhibition themes set by the Expo organiser. Exhibitors are holding accountable for products/services/technologies displayed at the Expo. Any reproduction or representation of products/services/technologies being registered or IP protected, regardless in part or in whole, is strictly prohibited.
- Drugs and medical devices for sale or exhibited at the Expo need to meet the TFDA or FDA compliance requirements, gain relevant clearance and/or license. Drugs and medical devices violating local laws, e.g. exaggerating efficacy, are strictly prohibited.
- Exhibitors are required to stay legally complaint with local laws including the Medical Care Act, the Pharmaceutical Affairs Act, the Physicians Act, the Act Governing Food Safety and Sanitation, the Health Food Control Act and the Cosmetic Hygiene and Safety Act.
- The Expo organiser reserves the right to ask exhibitors violating T&C to withdraw from the exhibition as it deems necessary and in such situation no refunds, part of refunds or alternative offers shall be made.

### Cancellation

- All cancellation must be made to the Expo organiser in writing. Cancellation will not be processed until exhibitors have received a written confirmation from the Expo organiser.
- Cancellation fees will be charged for withdrawn from the Expo should the following conditions are met:
- Cancellation made before booth selection rounds- 50% of the fee paid will be charged. The remainder will be refunded without surcharges.
- No fees will be refunded for cancellation made on the day of and after booth selection rounds.



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**Expo Enquiry**

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**More information**

<https://expo.taiwan-healthcare.org/en/>