Organised by

qube

HEALTH SUMMIT asia

One Ecosystem. One Pulse.
Shaping the Future of Health Economy.

5 - 7 May 2027 (Hall 6 & 7)
KL Convention Centre, Malaysia



Asia's Health Economy is Growing

Feel its pulse at HSA 2027

Trade Exhibition | Conference | B2B Meetings | Market Access Clinics | Industry Spotlight

Strategic Partners

vnu ASIA PACIFIC

Supporting Partners

mma

WHY HEALTH SUMMIT ASIA (HSA)?

Health Summit Asia is Asia's business and market intelligence platform for the health economy, comprising **five main components**:

- Exhibition
- Conference
- Market Access Clinics
- Industry Spotlight
- B2B Meetings

It brings businesses, policymakers and industry leaders together to exchange insights, build partnerships and pursue growth opportunities across Asia.

AS AN EXHIBITOR - Connect with the Region

Meet healthcare leaders, buyers, government agencies and strategic partners through the Trade Exhibition, Market Access Clinics, Industry Spotlight and curated B2B Meetings.

AS A DELEGATE - Understand The Market

Gain market intelligence through expert-led conferences, Market Access Clinics and healthcare policy discussions that are shaping Asia's health economy.

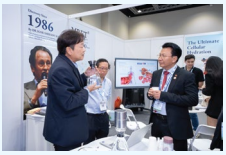
BUILD WHAT'S NEXT

One Ecosystem. One Pulse. Shaping the Future of Health Economy.
HSA 2027 unites Asia to launch innovations, build partnerships and unlock new commercial opportunities.













*Details are subject to change without prior notice. ©Health Summit Asia. All rights reserved.

WHY MALAYSIA?

Health Summit Asia is Asia's business and market intelligence platform for the health economy, uniting government, industry leaders, SMEs, innovators and investors across five pillars: Exhibition, Conference, Market Access Clinics, Industry Spotlight and B2B Meetings. Together, they exchange insights, forge partnerships and accelerate growth across one of Asia's fastest-evolving health economies.

Event Venue : KL Convention Centre, Malaysia

HSA 2026 Achievements

RM111.5 Projected Sales million

13,300+ Trade Visits

Exhibitors **104**

From **10** Countries

PR Value **RM4.1** million

PR Reach **20.7** million

Top Exhibiting Countries

MALAYSIA, CHINA, THAILAND, TAIWAN, HONG KONG

INDONESIA, JAPAN, SINGAPORE, BANGLADESH, DENMARK

Visitors From 60 Countries

Officially supported by

MATRADE, GREEN WELLNESS, Malaysia Convention & Exhibition Bureau, Meet in Malaysia BE Greater, Together., Visit Malaysia 2026 Truly Asia

Exhibitor Industries

- Medical Device & Consumable
- Digital Health & Tech
- Nutrition & Nutraceutical
- Longevity and Lifestyle
- Health Policy & Regulation
- Fitness, recovery & Mobility
- Preventive Diagnosis & Clinical Health
- Medical & Wellness Tourism
- Workplace Wellness & Build Environment
- Biopharma Innovation
- R&D Clinical Research
- Geriatric & Ageing Care

*Details are subject to change without prior notice. ©Health Summit Asia. All rights reserved.

Why Should You Join Health Summit Asia 2027?

1 Trade Exhibition
A dynamic trade platform showcasing the latest healthcare technologies, products and solutions, while connecting industry leaders, buyers and partners from across Asia and beyond.

2 Conference
Explore the forces shaping Asia's health economy through high-level keynotes, market intelligence briefings and expert panels spanning policy, investment, technology, market access and medical innovation.

3 Market Access Clinics *NEW
Move beyond visibility and into the market through focused small-group working sessions covering Malaysia's regulatory pathways, hospital adoption requirements and distributor selection. Exhibitors will gain practical guidance and tools to strengthen their route into Malaysia and support wider Asia expansion.

4 B2B Meetings
Meet qualified and relevant buyers, potential partners and investors through targeted, pre-arranged B2B meetings aligned with your business objectives and market priorities.

5 Industry Spotlight
A dedicated platform for sponsors, exhibitors and participating organisations to host curated healthcare-related sessions and stakeholder engagements alongside HSA 2027.

6 Networking Reception
A dedicated evening for participants to connect beyond the exhibition floor, strengthen professional relationships and explore new business opportunities.

Market Access Clinics

NEW

Malaysia to Asia

Access . Adoption . Expansion



Entering Malaysia. Scaling Across Asia. Market Access Clinics is HSA 2027's newest component: a practical route-to-market programme helping healthcare companies move from opportunity to execution in Malaysia, and build a foundation for wider Asia growth. Through three focused small-group clinics, participants will address the decisions that determine successful market entry: navigating government and regulatory pathways, building a compelling case for hospital adoption, and selecting the right distributor on the right commercial terms. Each session applies experienced market insight to participants' own products, services and expansion plans. Participants leave with clearer next steps and three practical tools: the Malaysia Market-Entry Route Map, Hospital Adoption Canvas and Distributor Due-Diligence Scorecard.

Clinic Focus Insight

- **Regulations**
- **Hospital Adoption**
- **Distribution Partnerships**

Date : 7 May 2027 (Friday)
Venue : Hall 7M, Level 3M, KL Convention Centre, Malaysia

For Exhibitors & Invited Participants Only

*Details are subject to change without prior notice. ©Health Summit Asia. All rights reserved.

Conference Programme

5 - 7 MAY 2027



EARLY BIRD
RM 1,755*
(USD 550)

Normal Rate
~~RM 1,950~~
(USD 600)

*All prices stated excluding 8% SST. Available before **31 December 2026**

CPD Accreditation

Applications in Progress with Multiple Professional Bodies

HRD CORP CLAIMABLE

Claimable Course
Training Programme No.
10001786393
Course Title:
Health Summit Asia 2027 Conference

5 MAY 2027 | Day 1

Hall 7C, Level 3

THEME: ASIA'S HEALTH ECONOMY - Markets, Policy, Capital and Technology

10:30am - 11:00am	Opening Presentation 1 Asia's Health Economy: Where the Next Growth Will Come From
11:00am - 12:15pm	Panel Session 1 Malaysia's Healthcare Reform: What Changes Next and What It Means for Business
12:15pm - 12:45pm	Market Intelligence Presentation 2 Navigating the 100-Year Life: How Longer Lives Are Reshaping Work, Health and Business
12:45pm - 2:00pm	LUNCH
2:00pm - 3:15pm	Panel Session 2 Funding the Health Economy: What Will Capital Back Next?
3:15pm - 3:45pm	Future Watch Presentation 3 Shaping The Future Of Healthcare With AI And Data
3:45pm - 5:00pm	Panel Session 3 Digital Health, Real Adoption: Beyond the Pilot Stage

*Details are subject to change without prior notice. ©Health Summit Asia. All rights reserved.

Conference Programme

6 MAY 2027 | Day 2

Hall 7C, Level 3

THEME: FROM MARKET ACCESS TO BETTER HEALTH - Commercialisation, Medicine and Wellness

9:00am - 11:30am	**Opening Ceremony**
11:30am - 12:00pm	Market Entry Presentation 5 Entering Malaysia: Building a Route into ASEAN's Health Markets
12:00pm - 1:15pm	Panel Session 4 From Approval to Adoption: Winning Buyers and Distribution Channels Across ASEAN
1:15pm - 2:30pm	LUNCH
2:30pm - 3:00pm	Medical Frontier Presentation 6 Earlier, Faster, More Personal: The New Era of Precision Diagnosis and Treatment
3:00pm - 4:15pm	Panel Session 5 The Next Operating Theatre: Robotics, Image-Guided Surgery and Minimally Invasive Care
4:15pm - 4:30pm	Closing Keynote Advancing Malaysia's Health Future: A National Vision for an Innovative, Resilient and Inclusive Health System

Market Access Clinics

NEW

Entering Malaysia. Scaling Across Asia

7 MAY 2027 | Day 3 *For Exhibitors & Invited Participants

Hall 7M, Level 3M

CLINIC 01
GOVERNMENT & REGULATION

Entering Malaysia – Government and Regulatory Pathways

CLINIC 02
HOSPITAL ADOPTION

From Approval to Adoption – What Hospitals Need Before They Buy

CLINIC 03
DISTRIBUTION & PARTNERSHIPS

Choosing the Right Distributor, Due Diligence, Deal Terms and Performance

EARLY BIRD

MYR349*

Until 31 January 2027

NORMAL RATE

MYR399*

From 1 February 2027

*All prices stated excluding 8% SST.

PARTICIPATION & REGISTRATION

Exhibitor passes are included with confirmed booth bookings. The Market Access Clinic is also open to the public, with attendance fees applicable. Pre-registration is required for all attendees. Scan the QR code on this flyer to visit our website for details and registration.

*Details are subject to change without prior notice. ©Health Summit Asia. All rights reserved.

Conference Speakers

5 MAY 2027 | Conference Day 1

Hall 7C, Level 3

THEME: ASIA'S HEALTH ECONOMY - Markets, Policy, Capital and Technology

PANEL SESSION 1 **11:00am - 12:15pm**

Malaysia's Healthcare Reform: What Changes Next and What It Means for Business

Moderator

Mr. Khoo Hsu Chuang
Founder and Host,
Do More Media Group (Former
Presenter-Producer & Co-Host, BFM 89.9)
KHC Ventures Sdn Bhd
MALAYSIA



Datuk Dr. Kuljit Singh
President
Association of Private Hospitals Malaysia (APHM)
MALAYSIA

Dato Dr. Mohd Azman
Deputy Director
General of Health (Medical), Ministry of Health Malaysia (KKM)
MALAYSIA



Dr. Kamal Amzan
Chief Executive Officer
IHH Healthcare
MALAYSIA

PANEL SESSION 2 **2:00pm - 3:15pm**

Funding the Health Economy: What Will Capital Back Next?

MR. ALEX KIMURA
Partner
McKinsey & Company Singapore
SINGAPORE



Arividya Arimuthu
Senior Fellow
Institute of Strategic and International Studies (ISIS)
MALAYSIA

PANEL SESSION 3 **3:45pm - 5:00pm**

Digital Health, Real Adoption: Beyond the Pilot Stage



Ivin Yew
Chief Executive Officer
General Health Services
Doctor Anywhere
SINGAPORE



Dr. Jacob Choi
Chief Technology Officer
Samsung Medical Centre
SOUTH KOREA

PROF. DR WONG CHEE PIAU
President
DIGITAL HEALTH MALAYSIA
MALAYSIA

***More speakers to be announced soon.**

Details are subject to change without prior notice. © Health Summit Asia. All rights reserved

Conference Speakers

6 MAY 2027 | Conference Day 2

Hall 7C, Level 3

THEME: FROM MARKET ACCESS TO BETTER HEALTH - Commercialisation, Medicine and Wellness

PANEL SESSION 4 12:00pm - 1:15pm

From Approval to Adoption: Winning Buyers and Distribution Channels Across ASEAN



MODERATOR

Dato' Dr. Jacob Thomas
Executive Director (Healthcare)
KL International Hospital
KL Wellness City
MALAYSIA



Proud Patanavanich
Assistant Chief Executive Officer
MedPark Hospital Bangkok
THAILAND



Sandeep Tewari
Vice President
Healthcare Head, Country Leadership
DKSH Malaysia
MALAYSIA

MEDICAL FRONTIER PRESENTATION 6 2:30pm - 3:00pm

Earlier, Faster, More Personal: The New Era of Precision Diagnosis and Treatment



Professor Patrick Tan
Dean, Duke-NUS Medical School
and Executive Director, Precision Health Research Singapore (PRECISE)
SINGAPORE

PANEL SESSION 5 3:00pm - 4:15pm

The Next Operating Theatre: Robotics, Image- Guided Surgery and Minimally Invasive Care



MODERATOR

Dato' Dr. Luqman bin Mazlan
Medical Director & Chief Consultant General and Colorectal Surgeon
Hospital Picaso Malaysia & President of the Asia-Pacific Federation of Coloproctology (APFCP)
MALAYSIA



Professor Kiang Hiong Tay
Senior Consultant, Dept. of Vascular and Interventional Radiology, Singapore General Hospital and President, Asia Pacific Society of Cardiovascular and Interventional Radiology
SINGAPORE



Professor Dr. Ong Teng Aik
Deputy Dean (Value Creation & Enterprise),
Chairman of the Robotic Surgery Committee,
& Senior Urologist Dept. of Surgery, Faculty of Medicine
University Malaya, Malaysia
MALAYSIA



Professor Yoshihiro Muragaki
Vice Dean of Graduate School of Medicine
Chair of Department of Medical Device Engineering
Kobe University
JAPAN

***More speakers to be announced soon.**

Details are subject to change without prior notice. © Health Summit Asia. All rights reserved

Market Access Clinics NEW

7 MAY 2027 | DAY 3 *For Exhibitors & Invited Participants

Hall 7C, Level 3

Three focused small-group working sessions covering Malaysia's regulatory pathways, hospital adoption requirements and distributor selection.

CLINIC 01 REGULATIONS 10:00am - 10:45am

Entering Malaysia: Government and Regulatory Pathways

- What must we do before entering the market?
- Product classification and regulatory routes;
- Local representation and registration ownership
- Licensing and procurement readiness
- Common entry errors and how to prepare

You leave with: Malaysia Market-Entry Route Map

CLINIC 02 HOSPITAL ADOPTION 11:00am - 11:45am

From Approval to Adoption: What Hospitals Need Before They Buy

- What must we demonstrate before a hospital will buy?
- Clinical evidence and measurable outcomes
- Total cost, workflow fit and service support
- Decision-makers and procurement pathways
- Pilots, training and implementation readiness

You leave with: Hospital Adoption Canvas

CLINIC 03 DISTRIBUTION PARTNERSHIPS 12:00pm - 12:45pm

Choosing the Right Distributor: Due Diligence, Deal Terms and Performance

Who should represent us and on what terms?

- Coverage, product fit and technical capability
- Partner due diligence and commercial alignment
- Targets, reviews and exit terms

You leave with: Distributor Due-Diligence Scorecard

MARKET ACCESS CLINIC LEAD

Gertrude Ting

General Manager, Medical Devices
DKSH Malaysia

MALAYSIA

***More speakers to be announced soon.**

Details are subject to change without prior notice. © Health Summit Asia. All rights reserved

Buyer's Profile



HSA connects participants with qualified buyers and decision-makers to generate leads, build partnerships and showcase healthcare solutions.

- Business Development
- Marketing / Sales
- Senior Management (All)
- Academia / Education / Research
- Bio / Lab Technology
- Engineering / Maintenance
- Medical Staff
- Hospital Management / IT
- Pharmacist (All)
- Purchasing Executive
- Others (Regulatory Affairs, Finance, Director, Business Owner, Consultant)

Exhibitor Categories

Digital Health & Technology

- Telemedicine platform
- Hospital information systems (HIS/EMR)
- AI diagnostics & clinical decision support tools
- Healthcare data analytics & big data
- Remote patient monitoring technology

Medical Devices & Consumables

- Medical equipment
- Medical consumables
- Rehabilitation & physiotherapy device

Pharma Innovation

- Generic drug
- Biopharmaceutical & biologics developers
- Clinical research organizations (CROs)
- Drug formulation & R&D companies

Nutrition & Nutraceutical

- Supplement
- Functional food & beverage
- Herbal & traditional medicine product
- Dermaceutical
- Nutraceutical ingredient

Health Policy & Regulation

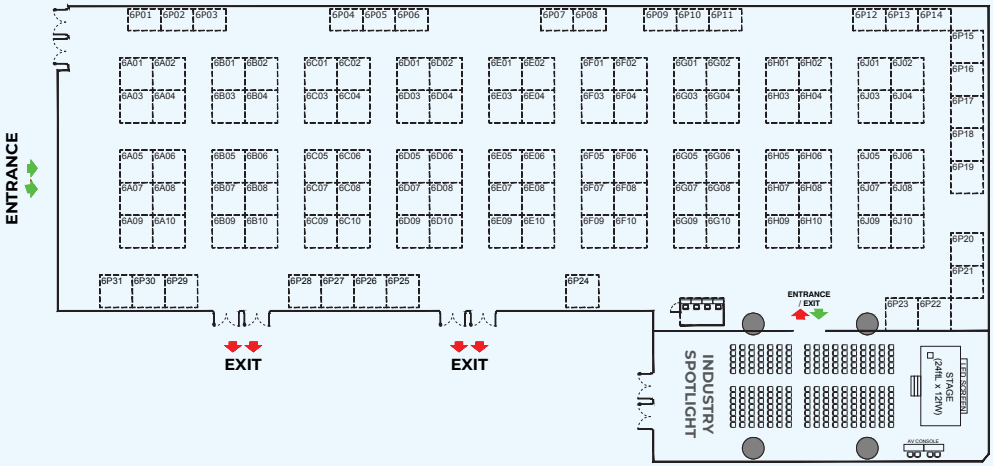
- Regulatory affairs & compliance solution
- GMP / GDP certification & quality system
- Healthcare accreditation & standards organizations
- Health policy advisory & consulting firms

*Details are subject to change without prior notice. ©Health Summit Asia. All rights reserved.

Exhibition FloorPlan

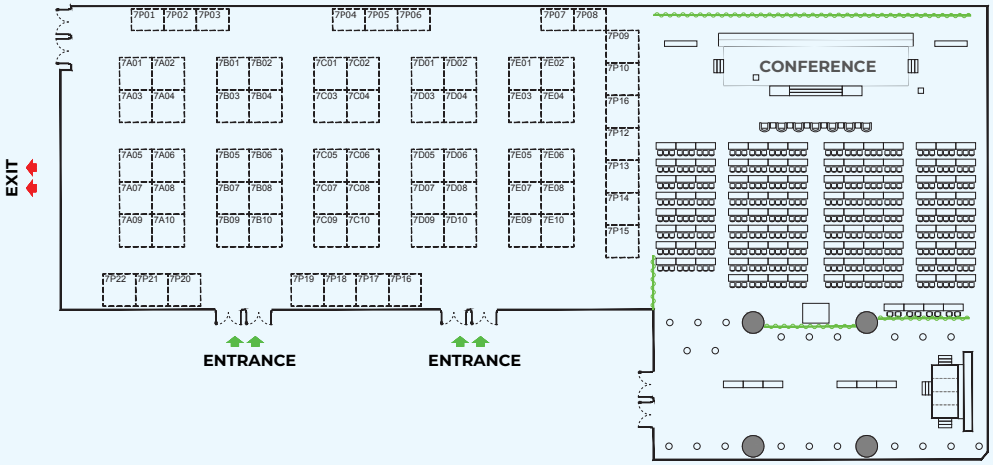
HALL 6, LEVEL 1

- *Industry Spotlight*
- *Nutrition & Nutraceutical*
- *Medical Devices & Consumable*
- *Digital Health & Technology*



HALL 7, LEVEL 3

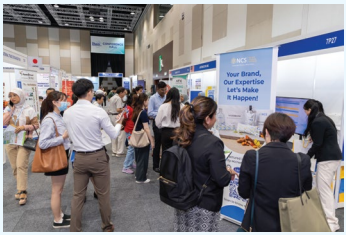
- *HSA 2027 Conference*
- *Networking Night*
- *Pharma Innovation*
- *Health Policy & Regulation*



*Details are subject to change without prior notice. ©Health Summit Asia. All rights reserved.

SECURE YOUR SPACE TODAY









EXHIBITOR PACKAGE

Space & Shell Scheme
RM12,500 per 9sqm
(USD 3,915)

Bare Space
RM10,000 per 9sqm
(USD 3,465)

All prices stated excluding 6% SST.
Terms & conditions apply.

Booth Specification

- Modular System
- Fascia Board with Company Name Sticker Cut-out
- 1 x Information Counter
- 1 x Low Round Table
- 3 x White Chairs
- 1 x Waste Basket
- 2 x Fluorescent Tube Lights
- 1 x 13Amp Power Point

JOIN US NOW

Contact us for booking enquiries
gohguanying@qube.com.my

*Details are subject to change without prior notice. ©Health Summit Asia. All rights reserved.

SPONSORSHIP PACKAGE	DIAMOND SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
Sponsorship Investment	RM200K **(USD 50K)**	RM150K **(USD 37.5K)**	RM100K **(USD 25K)**	RM60K **(USD 15K)**
Onsite Exposure				
Bare Exhibition Space	**54**SQM	**27**SQM	**18**SQM	**9**SQM
Priority Exhibition Location	✓	✓	✓	✓
Main Stage / Backdrop Logo	✓	✓	✓	✓
Foyer Hanging Banner	✓	✓		
Registration Area Logo	✓	✓		
Visitor Lanyard Logo	✓			
Opening Ceremony Bag Logo	✓			
Networking Night Recognition	✓	✓	✓	✓
Brand Video Showcase	✓	✓	✓	
Media				
Press Release / Media Feature Mention	✓	✓	✓	✓
Onsite Media Interview	✓	✓	✓	✓
Online Collaterals				
Top Banner on Website	✓	✓	✓	
E-Directory Advertisement	✓	✓	✓	✓
Company Profile Listing	✓	✓	✓	✓
Dedicated Social Media Post	✓	✓	✓	
Dedicated EDM Blast	✓	✓		
Others				
Conference Panel Speaker Entitlement *1 nominated speaker in an HSA-curated conference panel*	✓	✓		
Industry Spotlight Session *Dedicated industry presentation*			✓	✓
Conference Pass	20	15	10	5
Buyer Matching Priority	✓	✓	✓	✓
VIP Networking Access (Pax)	✓	✓	✓	✓

*All rates stated excluding 6% of SST.

*Details are subject to change without prior notice. ©Health Summit Asia. All rights reserved.

A Venue Designed To Deliver

Located right in the heart of the country's capital city, and as part of the integrated Kuala Lumpur City Centre (KLCC) precinct, the Centre is ideal for large, high-profile congregations to intimate private functions. With great accessibility, the four-level purpose-built facility encompasses a total of 34,000 sqm, featuring a wide range of customisable multi-purpose function space including, two auditoria; a Grand Ballroom, Banquet Hall, three Conference Halls, eight Exhibition Halls and 26 meeting rooms; and, supporting facilities such as Hospitality Suites, VVIP Lounges, F&B Outlets, Medical Room and more.



A Track Record That Counts

- **RM14 Billion In Economic Impact**
- **30.5 Million Visitors & Delegates**
- **23,277 Events**

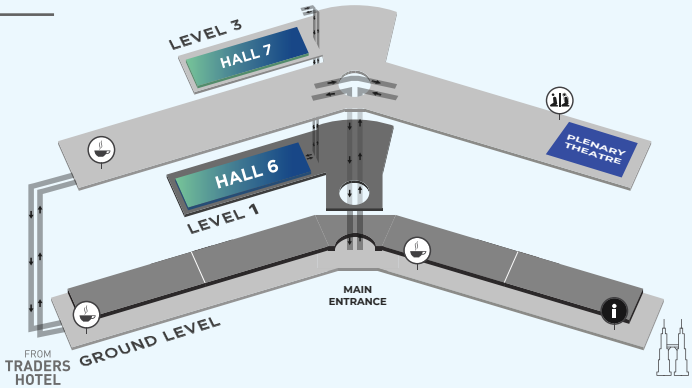
A purpose-built Centre with over

34,000 sqm

- 4 Levels
- 8 Exhibition Halls
- Plenary Hall
- Plenary Theatre
- 2 Ballrooms
- 3 Conference Halls
- 1 Banquet Hall
- 26 Meeting Rooms

VENUE FloorPlan

(KL Convention Centre, Malaysia)



*Details are subject to change without prior notice. ©Health Summit Asia. All rights reserved.

Secure Your Place at HSA 2027 Today.
healthsummitasia.com

For Exhibition, Sponsorship and Partnership please contact

Qube Integrated Malaysia Sdn. Bhd.
Phone : +603 6211 9973

Ms. Vimei Tay
Assistant Show Director
vimeitaygm@qube.com.my
+60 12-661 1268

Ms. Goh Guan Ying
Sales Manager
gohguanying@qube.com.my
+60 17-818 8870