



**PHARMED EXPO 2016 welcomes Thai and international business operators in the largest healthcare market in Myanmar, Cambodia and Bangladesh**

Total healthcare expenditure is now leaping up much more than ever especially Myanmar. Myanmar is set to surpass 2 billion USD or 70,000 Million baht in the year 2015-2016, up from \$1,903 million in 2014 and also triple the amount of \$704 million spent in 2010. The number of private hospitals jumped by 10%. With the rise in demand of healthcare, Minh Vi Exhibition & Advertisement Services Co., Ltd. (VEAS Co., Ltd) in conjunction with Myanmar Pharmaceutical and Medical Equipment Entrepreneurs' Association and Cambodian Dental Association will host the PHARMED EXPO 2016, the trade show and exhibition in pharmaceutical and medical industry at Myanmar, Cambodia and Bangladesh.

Dr. Win Kyiang, Executive Committee - Cambodian Dental Association, Dr. Yang Daravuth, Deputy Manager - Department of Drug and Food, Cambodia and Mrs. Ladda Mongkolchaiwatt, Executive Vice President - N.C.C. Management and Development Co.,Ltd and Ms. Rosie Trang, Sale Manager - Minh Vi Exhibition & Advertisement Services Co., Ltd participated in the press conference announcing the PHARMED EXPO 2016 at Myanmar, Cambodia and Bangladesh with over 40 leading organizations from Thailand.

Phar-Med Expo - International Exhibition & Conference on Pharmaceutical & Medical Industry in Myanmar, Cambodia and Bangladesh is one of a kind medical and healthcare event offering an ideal trade platform for the medical and healthcare industry, a great chance for local and international enterprises to set up business network among decision makers and professionals in the industry. It is on its way to becoming the most successful healthcare exhibition in these countries.

- 4th Myanmar Phar-Med Expo: 12-14 July 2016, Yangon, Myanmar
- 2nd Cambodia Phar-Med Expo: 04-05 September 2016, Phnom Penh, Cambodia
- Bangladesh Phar-Med Expo: 18-19 October 2016 - Dhaka, Bangladesh

Dr. Win Kyiang, Executive Committee - Cambodian Dental Association said that Myanmar, there are around 1,192 hospitals in the country, of which the large majority (86%) is public hospitals and the rest (14%) is private hospitals. The 93% share of total hospital beds is public hospitals and another 7% of available beds is private hospitals. Growth in the healthcare system is in part linked to its development, as more and more people become aware of the need for regular health check-ups. But there are only 31,110 doctors and lack of medical, pharmaceutical and laboratory equipment for health treatment. To further strengthen the country's health offering, the government is planning to increase healthcare budget allocation with an annual growth rate of 6% until 2020. This year, the country seek to train a further 5,600 medical professionals and 1,300 nurses in order to meet the demand of the patients.

Dr. Yang Daravuth, Deputy Manager - Department of Drug and Food, Cambodia said that A country of 15 million people, Cambodia's 2015 GDP grew about 7.3%. The Cambodian Health Ministry received \$271 million for 2016, an 8.6-percent increase from the previous year. The country's public health system is made up of large, national hospitals, provincial health centers, referral hospitals and smaller health posts. As the Cambodian economy develops, healthcare spending has been expanding throughout the country. Though still smaller and more difficult to do business in than many of its neighbors, Cambodia's medical market is on a positive trajectory that should soon attract more attention from foreign medical device and pharmaceutical companies. Almost 80% of pharmaceutical sales are in Phnom Penh and the surrounding region, making distribution relatively simple. Approximately 55% of the pharmaceutical market is composed of imports, and there is significant local preference for foreign medicines. Foreign medical product companies have started to take note.

Mrs. Ladda Mongkolchaiwatt, Executive Vice President - N.C.C. Management and Development Co.,Ltd revealed that The healthcare sector in Bangladesh is one of the country's most technology developed sectors. Healthcare is available through both the public sector and private sectors. The Government of Bangladesh encourages foreign companies to partner with local companies for producing drugs, especially high-tech and specialized products. Government expenditures for healthcare have increased in absolute terms. The emergence of private healthcare services, such as those offered by a number of high-quality private hospitals, including Apollo Hospitals, Square Hospitals, United Hospital, and others. These hospitals have become popular due to their high-quality services and are a major factor for increased healthcare expenditures. They are replacing some regional healthcare travel. Bangladesh offers opportunities for U.S. exporters of high-end medical equipment, surgical instruments, diagnostic equipment, and services. Imported medicines and medical devices are subject to customs duties depending on types and classes. Anti-cancer drugs, vaccines, hormonal contraceptives, and others can be imported without any tax. The medical device sector is not currently strictly regulated, although a policy for doing so has been drafted and is now awaiting approval.

Ms. Rosie Trang, Sale Manager - Minh Vi Exhibition & Advertisement Services Co., Ltd said that the PHARMED EXPO 2016 focuses on hospital, diagnostic, pharmaceutical, dental, laboratory, medical and rehabilitation equipment and supplies, welcomes about 80 exhibitors from 15 countries including national pavilions and country groups from China, Germany, Japan, Malaysia, Singapore, South Korea, Taiwan, Thailand, India, Pakistan, Belarus, Myanmar, Cambodia, Vietnam, Bangladesh... attracts 2,000 of healthcare professionals, traders.

For those who are interested in joining the exhibition in the PHARMED EXPO 2016 in Myanmar, Cambodia, and Bangladesh, please contact us at (+84-8) 3842 7755 or email us at [Rosie.trang@veas.com.vn](mailto:Rosie.trang@veas.com.vn) or visit our website <http://www.pharmed-myanmar.com> <http://www.pharmed-cambodia.com> and <http://www.pharmed-bangladesh.com> for more information.

**Photo Caption**

Dr. Win Kyiang, (2nd left) Executive Committee - Cambodian Dental Association, Dr. Yang Daravuth (3rd left), Deputy Manager - Department of Drug and Food, Cambodia and Mrs. Ladda Mongkolchaiwatt (3rd right), Executive Vice President - N.C.C. Management and Development Co., Ltd and Ms. Rosie Trang (1st right), Sale Manager - Minh Vi Exhibition & Advertisement Services Co., Ltd participated in the press conference announcing the PHARMED EXPO 2016 at Myanmar, Cambodia and Bangladesh with over 40 leading organizations from Thailand.