

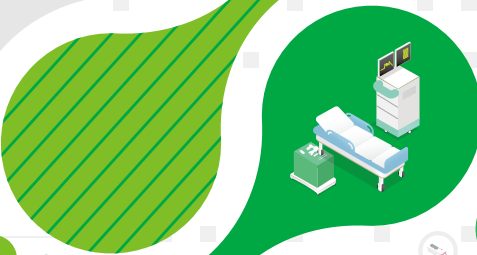


# 2025 K MED EXPO & Hanoi Int'l Meditech Show

2025.7.10(Thu)~12(Sat)

📍 Hanoi ICE Center, Vietnam

## MEDICAL DEVICES



# Overview

Exhibition	<b>K Med Expo Vietnam &amp; Hanoi International Meditech Show</b>
Event scale	<b>Over 100 participating companies, 300 buyer companies</b>
Program	<b>Corporate exhibitions, international seminars, product presentations, export consultation sessions, on-site events, etc.</b>
Exhibition categories	Diagnostic medical devices, clinical and examination equipment, surgical devices and equipment, therapeutic materials and equipment, pharmaceutical-related devices, aesthetic and skincare devices, health-related devices, medical device parts, materials, and services, medical supplies and consumables

## Vietnam's Medical Device Market : Current Status and Outlook



### High Dependence on Imports

- 90% of Vietnam's medical device market consists of imported products
- Vietnam imported \$140 million worth of Korean medical devices from Korea (top supplier) in 2023
- Demand surged for preventive care and early diagnostic devices after COVID-19

### Emergence of Digital Healthcare

- Digital and contactless medical services thriving after COVID-19
- Increased awareness of digital therapeutics and diagnostics
- Vietnamese government promoting nationwide digitalization of hospitals and clinics

### Expansion of the Healthcare Market

- Rising healthcare demand due to a growing middle class and an aging population
- Annual 10% growth in the pharmaceutical and medical device markets
- Medical device market expected to reach \$2.5 billion by 2025

### Strengthened Korea-Vietnam Cooperation in Healthcare

- Active agreements between governments and related organizations in both countries
- Cooperation on Vietnam's medical device regulations and information system development
- Streamlined application process for Korean products in Vietnam's public medical procurement



## Event photos



# Plans for the 2025 Event



## 01. KOTRA Overseas Buyer Export Consultation

- One-on-one export consultations with professional buyers in Vietnam's medical device sector  
※ (2024 results: 313 buyer companies, 534 consultation sessions, \$44.9 million in contracts, \$114.62 million in consultation value)



## 02. Opening Ceremony

- Opening ceremony with invited VIPs and government officials from Vietnam  
※ (2024 key attendees: Director General of the Infrastructure and Medical Device Administration, Ministry of Health; Director General of the Medical Device Safety Bureau, Ministry of Food and Drug Safety; Chairman of HCMC Medical Equipment Association; Food and Drug Attaché from the Korean Embassy in Vietnam, etc.)



## 03. Medical Device Expert Seminar

- Seminar hosted by the Korea Medical Devices Industry Association and Vietnam Medical Device Association
- Presentations on the Korea-Vietnam medical device market and regulatory trends
- Meetings between regulatory authorities and export company representatives



## 04. International Academic Seminar by K-MEDI Hub and Biomedical Engineering Society for Circulatory Disorders

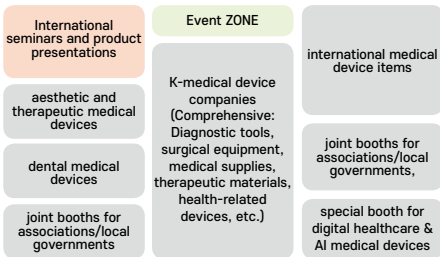
- Presentations focused on medical device R&D, international collaborative research, and next-generation research agendas
- Separate invitations for local academic societies or medical device buyers in Vietnam



## 05. Consulting for Overseas Export

- Support for export consultations based on domestic usage records, organized by the Health Insurance Review and Assessment Service
- Provision of claim data by medical device division codes and company-specific product codes

## Booth Layout (Tentative)



## 2024 Visitor Statistics

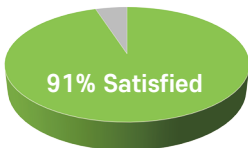


## Satisfaction Survey Results



### Satisfaction Survey Results

Overall participant satisfaction:  
Over 91%



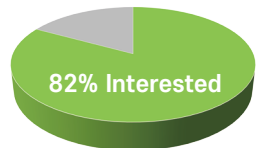
### Satisfaction with exhibition outcomes

80% satisfied with overseas buyer consultations,  
96% satisfied with booth and venue layout

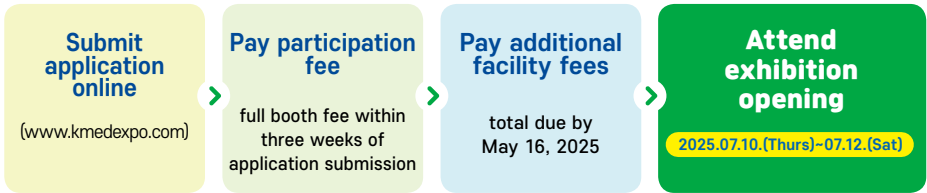


### Willingness to participate in the next event

Over 82% expressed interest



# Participation Procedure



## Booth Types

(Scale of each Booth - 3m x 3m)

### Space-only booth

**360 USD / sqm**

[ Component ]

- Only floor space provided
- Separate booth installation required with organizer approval
- Additional facilities available upon request

### Standard booth

**400 USD / sqm**

[ Component ]

- Basic booth setup
- Company signboard, booth number
- Pytex floor covering
- Information desk and folding chair
- Two lights and basic electricity (1 kw)
- One 5A 220V outlet
- Additional facilities available upon request

\* Design and specifications could be adjusted

## Benefits for participating companies

- 01 Participation in KOTRA's export consultation meetings with invited overseas buyers
- 02 Support for transportation costs (one-way sea freight for 1 CBM)
- 03 Pre-event promotion opportunity through the Expo newsletter
- 04 Access to public healthcare data for participants (provided by the Health Insurance Review and Assessment Service)
- 05 Opportunity to participate in product presentations within the exhibition hall

### Inquiries

Contact the exhibition **K MED EXPO** secretariat via e-mail

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