

2<sup>nd</sup> Press Release (1<sup>st</sup> draft)

**MEDIA RELEASE**  
For immediate release

## **CMEF Indonesia to gather best of international medical industry**

*Strong representation of international medical brand owners, 3-day workshops and seminars focusing on industry new trends and standards*

Jakarta, 20 February 2019 --- From 6 to 8 March 2019, CMEF Indonesia will gather 200 international brand owners and manufacturers to meet with 3000 attendees from the medical community in Indonesia including medical equipment distributors, resellers, manufacturers, hospital professionals, regulators, government and associations to explore partnership and investment opportunities through a series of events to drive the growth of the Indonesian medical sector.

Organised by Reed Exhibitions, the world's leading events organiser, the three-day exhibition is a new addition to the company's global medical portfolio with shows already in China, Australia, Japan and Turkey. CMEF Indonesia 2019, supported by **Asosiasi Rumah Sakit Daerah Seluruh Indonesia (ARSADA)**, will workshops held in collaboration with ARSADA, a dynamic exhibition, personalized business matchmaking service, networking events, seminars and many more.

Stenly Yonardi, Project Manager of CMEF Indonesia said "As Southeast Asia's largest economy, Indonesia shows significant potential for medical market growth. CMEF Indonesia takes place at an opportune time as regulations are revised to encourage foreign investment and partnerships to advance the sector Indonesia's healthcare sector and its economic growth. The launch of CMEF Indonesia will facilitate business opportunities between international manufacturers, brand owners and local medical distributors for partnership opportunities."

### **CMEF Indonesia: A must-attend knowledge exchange platform for the global medical professionals**

The healthcare sector is identified as the critical part of the country's future and is expected to triple from US\$7 billion to US\$21 billion in 2019, according to Frost & Sullivan Health care Outlook. The implementation of National Health Insurance (JKN) and the liberalisation of Indonesia's regulation on foreign ownership has help investors to play a role in developing affordable health care and draw more investment in Indonesia.

Complementing the country's vision in the healthcare sector, CMEF Indonesia will showcase over 400 new-to-market medical devices and solutions, enabling local equipment distributors to explore products to licence while hospital professionals can attend to look out for state-of-the-art devices to advance healthcare facilities and system in their hospitals. Product seminars led by international brand owners and

manufacturers will also be a key component for local medical professionals see in demand medical equipment new to the market and how it will help optimise performance of existing medical system.

The National Health Insurance – Jaminan Kesehatan Nasional (JKN), launched its universal healthcare programme in 2014, with the goal to cover all Indonesian by 2019. This creates a ripple effect in the medical device market in Indonesia, creating a widespread demand for advanced medical equipment, in particular, diagnostic, medical imaging and surgical equipment. <sup>[1]</sup>

CMEF Indonesia’s Knowledge Partner, Andaman Medical, a global consulting firm in medical device regulatory and clinical affairs for medical markets in Asia will also shed insights at “Medical Device Registration and Regulation Updates in Indonesia”. The seminar will help international medical manufacturers and brand owners gain in-depth understanding on the medical registration processes and find success gaining footprints in Indonesia’s healthcare sector.

The CMEF Indonesia Personalised Business Matchmaking Service aims to facilitate face to face between international and local medical device distributors, manufacturers, hospital groups for potential partnerships and foreign direct investment opportunities, thus facilitating expansion of the Indonesia’s medical industry.

#### **Varied content at CMEF Indonesia**

Co-located with CMEF Indonesia, ARSADA, will organise a 3-day seminar and workshop addressing “Manajemen Pelayanan Radiologi di Era Digitalisasi”, “Optimalisasi Keterlibatan RSUD dalam Pengendalian TB” and “Satuan Pengawas Internal (SPI)”. **Head of Health Division of DKI Jakarta, Ms Widyastuti** will also be gracing the event as a guest speaker on 7 March.

“Together, ARSADA and CMEF Indonesia are seeking common ground for the medical community in Indonesia. By co-locating our seminar with CMEF Indonesia, we create so many opportunities for professionals in this thriving sector; medical professionals can learn from industry experts on shifting trends through ARSADA seminar and explore business collaboration with global medical brands at the exhibition.” **XXX** of ARSADA

To cover every aspect of the medical community from discovery or new partners, to gaining insights and building relationships. Some of these highlights include:

- *1-to-1 consultancy service* - Andaman Medical, knowledge partner of CMEF Indonesia 2019, will provide dedicated consultancy service to help foreign investors understand the local medical landscape and to launch medical devices to Indonesia, boosting its local healthcare sector.
- *Business matchmaking* - Pre-registered medical equipment manufacturers and distributors are matched with international brand owners (exhibitors) according to the same business interest. An event dedicated to enable potential foreign investment opportunities.

- *New-to-market medical equipment and solutions* - CMEF Indonesia underscores new-to-Indonesia medical products that aims to drive quality of healthcare services and higher productivity in government and private hospitals.
- *Interdisciplinary Seminar* - Held in conjunction with CMEF Indonesia, **Asosiasi Rumah Sakit Daerah Seluruh Indonesia (ARSADA)** will organise workshops for provincial doctors and medical professionals from 6 – 8 March.

Visitors to the 3-day exhibition will also be able to check out the latest offerings from more than 200 exhibitors and sponsors including **China Sinopharm International Corporation** (China), **Henan Shuguang HZK Biological Technology Co., Ltd** (China), **Innotek Instruments** (Pakistan), **K1MED** (South Korea), **Koike Medical** (Japan), **Medtech Life Pvt Ltd** (India), **Mindray Medical International Limited** (China), **Ningbo David Medical Device Co., Ltd** (China), **Primed Halberstadt Medizintechnik GmbH** (Germany), **PT. Ortho Tech Indonesia** (Indonesia), **Shenzhen Landwind Industry Co.,Ltd** (China), **SonoScape Medical Corp** (China), **Swiss Pharm Research Laboratories Inc** (Philippines), **TOP Corporation** (Japan) and many more.

The first 500 trade visitors daily can redeem a Go-Pay voucher worth Rp 30,000. All trade visitors will also stand to win an iPhone XS Max and other prizes when they visit the show. For more information, visit the official website at [www.cmefindonesia.com](http://www.cmefindonesia.com)

--- End---

**For more information, please contact:**

Francine Haryanto  
**Reed Exhibitions Indonesia**  
Email: francine.haryanto@reedexpo.co.id

Cici Utari  
**PT Hoffman Agensi Indonesia**  
Email: cutari@hoffman.com

**About CMEF Indonesia:**

CMEF Indonesia, a medical equipment and manufacturing exhibition, brings together over international medical equipment brands to connect with locally licensed medical equipment distributors, resellers, manufacturers, regulators and government agencies. Gathering the world medical devices community in Asia, expect to meet 5,000 distributors, resellers, manufacturers, hospital management from Indonesia and over 200 international medical brands, products and solutions. For more information, visit the official website at [www.cmefindonesia.com](http://www.cmefindonesia.com)

**About Reed Exhibitions Indonesia:**

Reed Exhibitions is a leading global events organiser, with more than 500 events in 30 countries. In 2018 Reed Exhibitions brought together more than 7m event participants from around the world generating billions of dollars in business. Today Reed Exhibitions' events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and



**6 – 8 March 2019**

Jakarta Convention Centre, Indonesia

consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. [www.reedexpo.com](http://www.reedexpo.com)