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## **CMEF Indonesia debuts with an international medical marketplace with new-to-Indonesia medical equipment, brands and technologies**

*Presenting over 300 new-to-Indonesia brands and products available for local distributorship and close to 200 international companies looking to partner Indonesian manufacturers for local-foreign joint ventures to boost domestically manufactured products*

Jakarta, 28 January 2019 – Indonesia’s healthcare sector is undergoing a major transformation. While the implementation of National Health Insurance (JKN) is seen as the main catalyst to the country’s robust growth in the healthcare industry, the growing middle class has contributed to the improvement in healthcare quality, patient experience, cost containment and greater choice between government and private hospitals. Correspondingly, the medical device market grew with the need for more diagnostic test, equipment and supplies for more sophisticated surgeries as well as higher use of consumables.

In the face of these changes in Indonesia’s healthcare sector, the inaugural CMEF Indonesia will present close to 200 international medical equipment companies and over 300 new-to-Indonesia medical brands, products and solutions to support the growing focus in the market.

“CMEF Indonesia debuts at a time where the healthcare industry is showing a lot of promise locally and complements the government’s push to position Indonesia as one of the world’s leading destination for medical tourism. There are various new regulations and initiatives recently rolled out to provide more flexibility and ease for licensed medical equipment distributors and resellers to explore distributorship with international medical companies and brand owners and relaxation of foreign investment rule to stimulate national economic growth. CMEF Indonesia serves the community by providing an effective platform for local distributors to source for new-to-Indonesia medical equipment and brands for domestic distribution and for local manufacturers to seek for foreign investment to boost domestic manufacturing.” **Stenly Yonardi**, Project Manager of CMEF Indonesia.

### **Networking to facilitate collaboration**

According to KPMG Study on the future of medical device industry, medical device companies set their sights on growth through breakthrough innovation, the vast majority (80%) believe future innovations will increasingly come through partnerships, rather than in-house efforts. In fact, medical device manufacturers see great value in entering new partnerships to drive innovation and many are already adopting more collaborative business models with suppliers and customers.

Business matchmaking services between local distributors and manufacturers will form the backbone of CMEF Indonesia. To facilitate and support the growth of local manufacturing capabilities, CMEF

Indonesia will design dedicated networking opportunities, enabling local professionals to strike meaningful discussions with international brand owners. Local distributors will be able to meet international brands that offer new-to-Indonesia products and solutions seeking for distributorship that are relevant to their portfolio, local manufacturers can also meet with manufacturers and potential investor for local manufacturing to boost local medical sector.

### **Convergence of new-to-Indonesia medical equipment and international brand owners**

As one of the fastest growing medical device markets globally, the Indonesian medical device market is currently worth US\$747.3 million, and it will reach US\$1,197.2 billion by 2019.

More than 300 new-to-Indonesia equipment and solutions will be on show at CMEF Indonesia 2019 with exhibitors presenting one or more new-to-Indonesian products seeking for distributorship locally. Out of which, 55% of products on display will be electromedical equipment/ medical technology, 28% are manufacturing equipment and OEM technology, 22% are rehabilitation equipment/ orthopedic and many more.

CMEF Indonesia 2019 will also see a myriad of international medical companies from China, Germany, India, Japan, Pakistan, South Korea, United States and many more where manufacturers can explore opportunities for local manufacturing. These companies include **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.

CMEF Indonesia will be held from 6-8 March 2019 at the Jakarta Convention Centre (JCC), Jakarta - Indonesia. Organized by Reed Exhibitions, the world's leading events organizer, the three-day exhibition is a new addition to the company's global medical portfolio with shows already in China, Australia, Japan and Turkey. The exhibition will include a dynamic lineup of international industry figures as well as exhibitors under one roof to address challenges as well as capitalize on opportunities within the industry. 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)

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6 – 8 March 2019

Jakarta Convention Centre, Indonesia

**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 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)