



Exhibition & Conference

The Health Industry
Series

ASEAN



Organizer



Strategic Partner



Co-located Event

CMEF PHARMCHINA CRS CHCC ICMD CDS

Connect Healthier Tomorrows

2026 JULY

28-30 Kuala Lumpur
Convention Center





About

tHIS ASEAN

(The Health Industry Series ASEAN)

tHIS ASEAN is an international B2B event held in Kuala Lumpur, Malaysia, focusing on healthcare, pharmaceuticals, and hospital infrastructure sectors. Co-located with the APHM International Healthcare Conference, it creates a platform for industry professionals to engage, collaborate, and explore business opportunities.

tHIS ASEAN builds on established exhibitions like **CMEF, PHARMCHINA, CHCC**, etc., uniting companies aiming to enter or expand in Southeast Asia, offering a venue for product launches, business matching, and market exploration.

With its strategic partnership with APHM, the event

“Connects International & Chinese providers and experts to the region, together representing Malaysia’s largest medical & health event covering Southeast Asia.”

It enhances access to key stakeholders, including local and regional distributors, hospital management, and government agencies, fostering targeted networking, valuable insights, and meaningful connections to drive business growth and innovation.

THIS ASEAN 2026 Forecast

200

Exhibitors

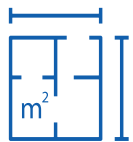
5,000

Visitors



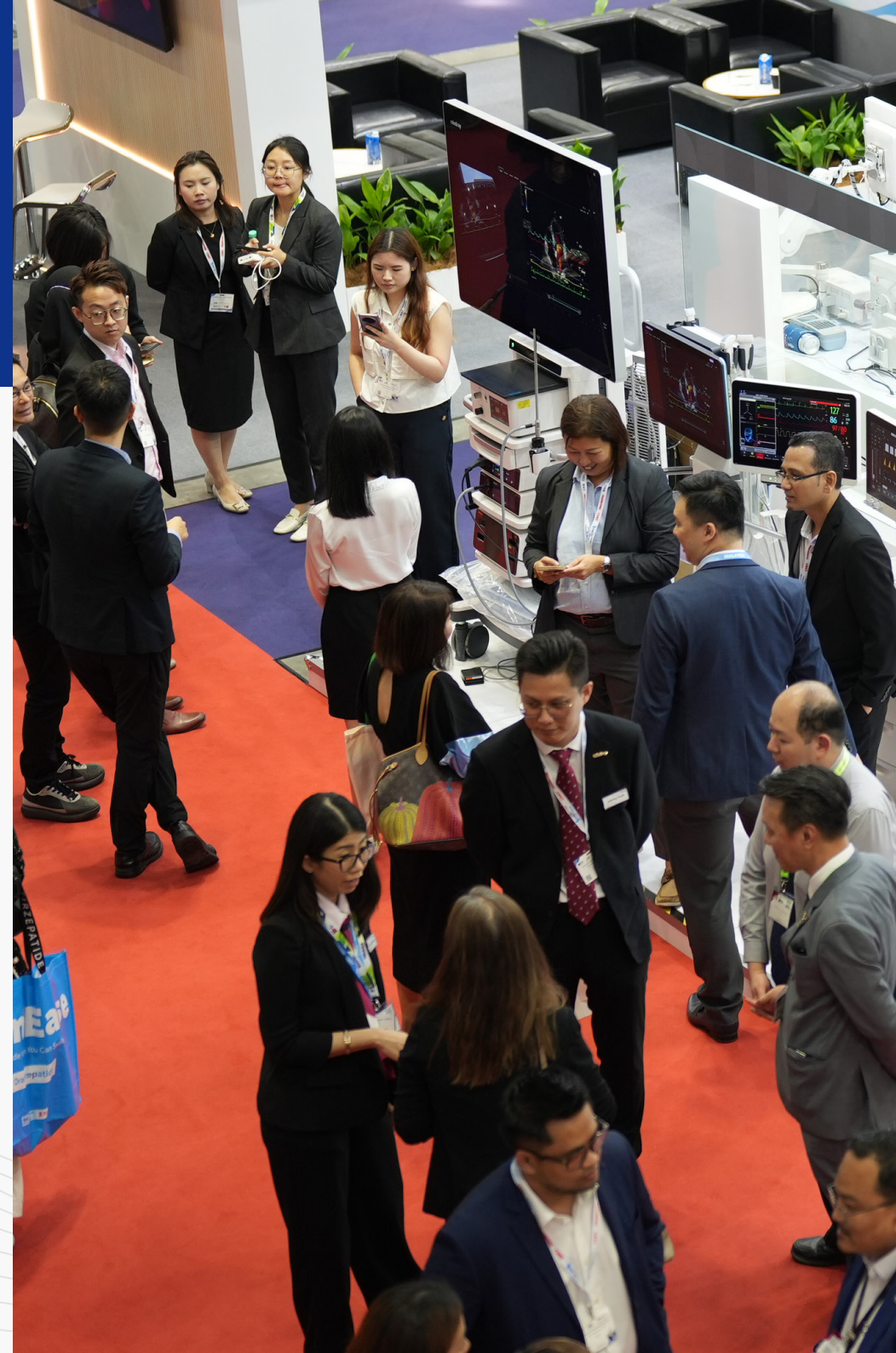
500

Forum attendees
across **6** forums



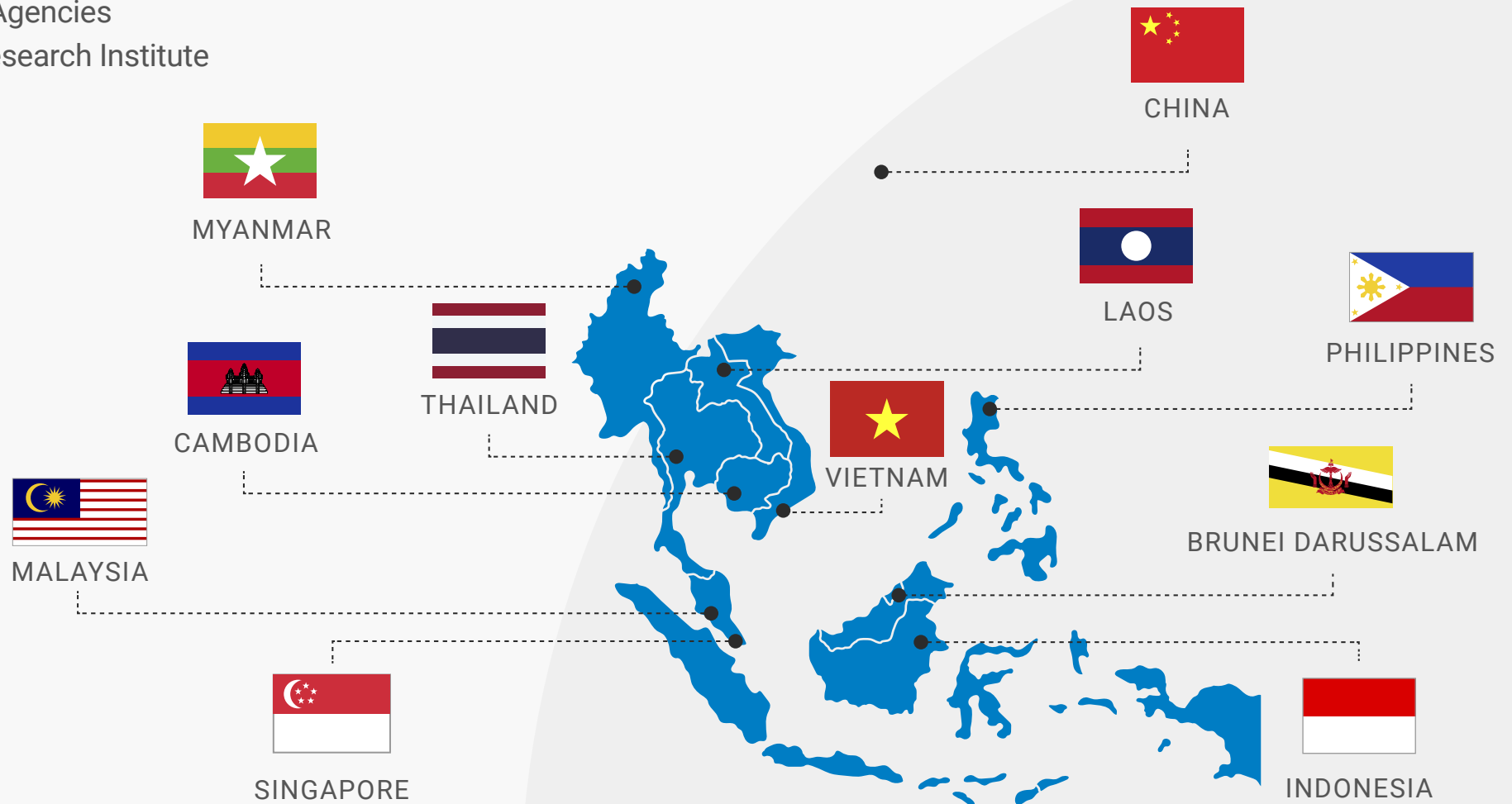
5,000sqm

Exhibition
area



Visitor Profile

- Distributors
- National/Regional Agents
- Manufacturers
- Hospital Managers
- Government Agencies
- University/ Research Institute
- Media
- ...



Exhibitor Profile

Shows covered



Strategic partners



Organizer



Strategic Partner



Co-located Event

Supporting partners



Sectors covered



Medical Devices



Pharmaceutical



Rehabilitation



Hospital Construction



Component Manufacturing and Design



Dental



About the Organizer

Reed Sinopharm Exhibitions (RSE) is the most renowned event organizers dedicated to China's pharmaceutical and medical sectors. It is a joint venture between Sinopharm, China's largest healthcare group – and **RX Global, a world leading event organizer.**

RSE manages a portfolio of highly recognized events that serve the entire healthcare value chain, with extended reach into education and scientific research. Committed to innovation and excellence, it supports sustainable industry growth while helping clients successfully enter China's key markets through tailored guidance and global resources.



30

Highly recognized events in the healthcare value chain.



20,000

Local and global exhibitors annually



800+

Themed conferences and academic seminars each year.



1,200,000

Total exhibition space covered



630,000

Trade visitors from 150 countries and regions



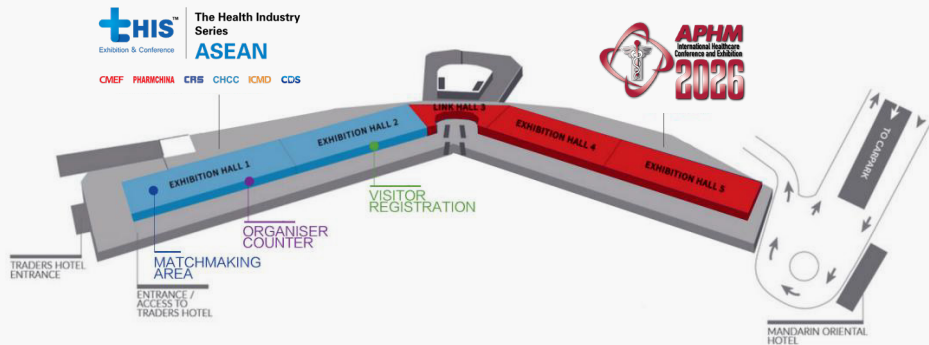
35

Countries supported by Reed's global staffing network

tHIS ASEAN Floorplan

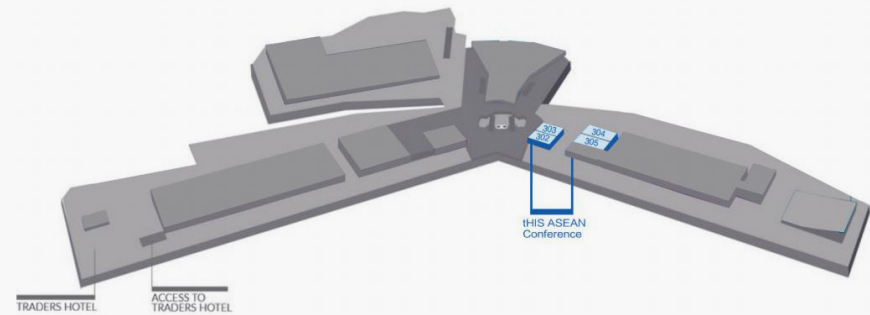
Exhibition

KLLC Level G, Hall 1 & Hall 2



Conference

KLLC Level 3, Meeting Room 302-305



Hall 1 & 2

*Information is subject to last-minute changes. Please refer to the arrangement on-site.



Connecting to Hall 3, 4, and 5

Legend

- Medical Devices
- Rehabilitation
- Dental
- Component Manufacturing and Design
- Pharmaceuticals
- Hospital Construction



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Join Us at THIS ASEAN

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Contact Us

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