BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

Expansion of thriving Chinese Med-Tech market into ASEAN region hospital management arena

June 11, 2025 | News | By Hithaishi C Bhaskar

tHIS ASEAN 2025 unravelled burgeoning opportunities, potentials and requirements of ASEAN healthcare infrastructures from the grounds of Malaysia medical industry



Southeast Asia's new international-scale medical and healthcare event, The Health Industry Series - ASEAN (tHIS ASEAN 2025), launched at Kuala Lumpur Convention Centre between 9 and 11 June 2025. This inaugural edition, which was organized by Reed Sinopharm Exhibitions in partnership with the Association of Private Hospitals Malaysia (APHM), hosted more than 200 exhibitors spread over a 5,000 square meters exhibition area and attracted 5,000 healthcare professionals from around the world.

The first edition of tHIS ASEAN 2025 featured dynamic exchanges of innovations, insights, and investment opportunities that highlighted China and Malaysia's fast-growing medical health entrepreneurship potential. A spectacular three-day event navigated through enthralling sessions navigating through breakthrough Med-Tech advancements, pharma inventions, and cross-border collaborations.

tHIS ASEAN serves as a dedicated gateway between China and ASEAN, putting curated, accredited suppliers directly in touch with hospital management procurement teams, distributors, and clinicians seeking reliable and relevant partnerships.

The exhibition was inaugurated with the distinguished presence of Malaysian Health Minister YB Dato' Seri Dr. Hj Dzulkefly Ahmad and Health Director-General Datuk Dr. Mahathar Abd Wahab among the dignitaries along with Dr Kuljit Singh, President of Association of Private Hospitals Malaysia (APHM).

In his inaugural speech, **Health Minister Seri Dr Dzulkefly Ahmad** stated “The core theme of the tHIS ASEAN forum invites us to confront realities of healthcare affordability, value and equity as a shared mission across both the public and the private sectors. Together with APHM, the event has served as a platform for fostering ideas, forging partnerships and expanding the horizons of healthcare delivery throughout the region.

Our healthcare system has served us well in the last century, but today it stands at a crossroad in more ways than one. The scale of our ambition must now match the urgency of our challenges. We are confronted by a rapidly aging population, a silent pandemic of communicable and non-communicable diseases, healthcare worker shortages and climate sensitive health

threats and above all the sharp escalation in healthcare cost. Between 2000 and 2020, Malaysia's per capita health expenditure rose from RM600 to approximately RM1600, driven by increasing demand and technological advances. Health care financing reform is the utmost priority of the Ministry of Health presently to deliver cost effective care in the future."

"Malaysia has been recognized as one of the top ten destinations in the world for medical tourism. This underscores our positioning as a trusted high quality destination for cross-border care. However, we must make further progress in this area of transformation, and my attention will be focused on this. It is imperative that private providers develop more effective approaches to screening and healthcare management. As part of developing new care models, we need to drive not only the national mission but also serve the underprivileged by providing affordable health care in the private healthcare ecosystem. We must act together now. Hence tHIS ASEAN conference is crucial to deep dive into unmet healthcare challenges by mutually and productively sharing insights" concluded Health Minister.

APHM President Dr Kuljit Singh in his inaugural message, stated, "Malaysia is entering a phase of strategic planning for the future of hospital development, focusing on innovative infrastructure trends and the integration of technology to create sustainable and cost-effective treatment modalities for patient care. The event marks a significant collaboration with APHM and Reed Sinopharm, showcasing a diverse range of medical innovations by the exhibitors."

A precise diagnosis, comprehensive analysis, and targeted treatment plan are essential in healthcare policy because clinical care only considers evidence-based solutions that will ensure long-term success and sustainable progress. Dr Kuljit Singh urged the Malaysian national leadership to commit to long-term reforms that will assist in the upliftment of the entire system by strengthening the public healthcare system and uplifting the private healthcare sector.

"Through strong collaborative partnership we work together towards achieving a better healthcare outcome for Malaysians. In pursuing this call, it is crucial for every patient in Malaysia to receive an equitable and timely access to healthcare" added the APHM President.

The event is organized by Reed Sinopharm, a joint venture between Sinopharm - the largest medical and healthcare group in China, and RX Global - a leading global event organiser. It explores the scope and potentials of the ASEAN Med-Tech industry as well as elevates the experience of value-based healthcare products.

James Wang, Director of International Business, Reed Sinopharm Exhibitions explained that, "As living standards rise across ASEAN, the need to upgrade healthcare systems is becoming increasingly urgent. In response, many Chinese players are shifting focus beyond traditional markets like Europe and America, expanding into high-growth regions such as Indonesia, Malaysia, and Vietnam—alongside the Middle East and South America.

Reed Sinopharm supports this transformation by showcasing proven Chinese solutions and helping exhibitors better understand the needs of ASEAN markets. By creating this platform, we aim to connect suppliers with real opportunities in the region. One of our core objectives is to help Chinese and international participants identify the solutions ASEAN needs—enabling direct access to these dynamic markets."

"tHIS ASEAN offers valuable insight into the dynamics of the ASEAN healthcare market—from both buyer and supplier perspectives, particularly in hospital management. The aim is to expand access to quality healthcare at affordable prices. China's medical technology sector brings forward advanced solutions at highly competitive costs. Given the strong interest and growth momentum among ASEAN healthcare providers, this event presents an ideal opportunity to help raise healthcare standards across the region," concluded James Wang.

Enthralling Sessions and Presentations:

As ASEAN's medical device market continues to grow, navigating regional regulations, market dynamics, and cultural nuances is more important than ever. The event also presented insight into emerging healthcare trends and regulatory developments. Besides AI-driven medical devices and pharmaceutical breakthroughs, an array of concurrent sessions explored various aspects of medical technology and ASEAN regulatory policies. Featuring market access and localization strategies as well as innovative approaches, the forum uncovered promising opportunities shaping the future of pharma in Southeast Asia.

Healthcare professionals, policymakers, innovators, and thought leaders gathered to explore the most pressing topics transforming the industry through dynamic and impactful sessions over presentations. In each session, practical strategies and real-world solutions were presented to enhance healthcare delivery in the region.

An in-depth conference brought together government officials and industry experts from China, Malaysia, Indonesia, and Thailand who presented their viewpoints and perspective for collective growth in the ASEAN ecosystem.

A special focus was placed on pharmaceutical innovation products and technologies dwelling into the future trends, where policy and innovation met to discover opportunities to drive change. Some of the key highlights of the delegate presentation were focused on Medical device regulatory pathways, Market entry challenges and solutions, Commercialization strategies, as well as Cultural considerations that shape business success. Entrepreneurs and founders found the forum to be an eye-opening opportunity to scale into Southeast Asia's booming healthcare market.

With a focus on hospital development and advancements in medical diagnostic and traditional Chinese medicine, the event underscores Malaysia's pivotal role in spearheading regional healthcare commitments to shape a more integrated and inclusive healthcare system.

Advocating on Malaysia's national healthcare ecosystem, APHM President said, "Private hospitals are eager to deepen collaboration in a wide range of areas where we can work together and deliver care. Collaborative efforts enable us to share knowledge, expertise in healthcare management and learn from each other. Strength and unique perspectives, speed of operation will help in shaping future policies in a more effective way. As we stand at the intersection of tradition and innovation, let us remember the future of Healthcare is not a solidarity anywhere. It demands unity, creativity, and rigorous policy modeling. Whether through AI, digital help, or equivalent financing models. Each session at this forum has a step forward to a resilient healthcare system. Let's leave this conference not just with ideas, but with commitments to action, partnership, and future, where Healthcare is a human right and not a privilege."

In addition to providing insight into ASEAN pharmaceutical regulations and market access, the delegates provided practical knowledge on how to localize pharma products for the region, forging connections with Chinese and ASEAN pharmaceutical leaders, and gaining exposure to the latest developments in traditional and chemical pharmaceuticals.

At the inaugural session of the conference, a presentation on Pharmaceutical Innovation Products and Technologies Future Trends drew attention to a broad range of futuristic biopharma trends where experts from China and ASEAN converged to envision the potential trajectory of healthcare innovation. An array of emerging pharmaceutical industry developments were revealed during the sessions examining collaborative approaches between China and ASEAN region to generate a new wave of discoveries influencing pharmaceutical and MedTech advancement.

A discussion on "Medical Device Regulatory Pathways in Malaysia" was led by Muhammad Hazman Bin Mohd Zaini from the Malaysia Device Authority (MDA), who delivered a deeper insight into how artificial intelligence is transforming medical technology to make healthcare smarter, safer, and faster. In addition, he elaborated on Malaysia's medical device regulation guidelines.

Dr. Abdul Haniff bin Mohamad Yahaya, Deputy Director (Pharmacy R&D), Ministry of Health Malaysia, offered key perspectives on Malaysia's pharmaceutical direction and collaborative R&D priorities.

Malaysia's strategic role in ASEAN healthcare is pivotal, driven by its dynamic economy and commitment to advancing medical infrastructure and innovation. The government's reforms and focus on medical technology have positioned Malaysia as a hub for global health collaboration, particularly through initiatives like the Malaysian Medical City Blueprint and partnerships with China.

At the ASEAN Rehabilitation and Elderly Care Industry Conference, it was revealed that China and Malaysia are working together to develop a **"Malaysian Medical City Blueprint"**. The session was an ideal opportunity to learn about the latest rehab training & brain-computer interfaces from Malaysia, Singapore, and across ASEAN regions, and exchange best practices with other countries' representatives.

An integrated collaborative forum to foster med-tech enterprise growth:

The stronger healthcare network in ASEAN unlocked new business opportunities at this first edition of tHIS ASEAN 2025. A curated matchmaking programme enabled businesses to connect with potential prospects for collaborative business growth. Among the highlights are personalized business matchmaking, exclusive site visits, and curated networking activities, all designed to enhance business exchanges and stimulate partnerships.

A "**Business Matchmaking Programme**" was introduced with the objective of maximising business opportunities in the healthcare sector by connecting prospective entrepreneurs, policymakers, buyers and suppliers from hospital industry. Aside

from providing healthcare entrepreneurs with opportunities to expand into new markets, collaborate on innovation, or strengthen their presence across Southeast Asia, tHIS ASEAN provided them with an opportunity to connect with China and Malaysia's expertise and Key Opinion Leaders (KOL). A convergence of data, insights, and industry expertise contributed significantly to the discussion to address ASEAN healthcare challenges and facilitate meaningful interventions

tHIS ASEAN 2025 underscores the region's emphasis on integrating healthcare resources, fostering innovation in rehabilitation and brain-computer interfaces, and promoting smart, sustainable hospital development. By reflecting on shared visions of accessible, patient-centered healthcare solutions, these efforts support cutting-edge advancements across ASEAN.

Overall, Malaysia effectively registered the ASEAN healthcare footprint and accelerated objectives of the Chinese medical technology industry leading towards more intense collaborations with healthcare pioneers in a broad range of medical disciplines, united in shaping tomorrow's medical landscape.

By Hithaishi Bhaskar