

Happenings

ASIA DERMA SINGAPORE



L-R: Ms. Helene Mare, Asia-Pacific Sales Manager, Isispharma; Mr. Alan Teo, Managing Director, Aesthetics & Marketing Asia; Mr. Jimmy Ang, Managing Director, NeoAsia; His Excellency Mr. Ahn Young-Jip, Republic of Korea Ambassador to Singapore; His Excellency Dr. Mohamed Omar Abdulla Balfaqeeh, United Arab Emirates Ambassador to Singapore; Prof. Fatimah Binte Abdul Lateef, Director of SingHealth Duke-NUS Institute of Medical Simulation (SIMS) and Singapore Member of Parliament; Dr. Abdul Salam Al Madani, Executive Chairman, Asia Derma; Prof. Goh Chee Leok, Scientific Committee Chairman, Asia Derma; Mr. JT Youn, Chairman, IBITA; Ms. Rui Xuan Wong, representing KOTRA; Dr. Hassan Galadari, MD.

Asia Derma, the only Asia Pacific Dermatology and Aesthetic Conference & Exhibition of its kind, has successfully concluded in Singapore. The event took place from 5th to 7th December 2018 at the Suntec Singapore Convention and Exhibition Centre.

Over the course of 3 days, the event received a total 916 visits by conference delegates and trade visitors. Delegates attended talks by over 50 different speakers covering a myriad of topics on the latest treatments and advancements in therapeutic and aesthetic dermatology. The calibre and diversity of speakers, not only from the Asia-Pacific region but across the world, played a vital role in securing delegates to the event. Insightful topics and workshops also enabled attendees to discover and engage with their peers and dermatology specialists. Trade visitors attending the exhibition were given demonstrations of the latest products and devices from over 100 leading, innovative brands in the aesthetic and dermatological indus-

try. With the Republic of Korea as the first Country of Honour for Asia Derma, a special showcase of Korean brands were also exhibited.

Asia Derma also saw several new launches from distributors and brands. Deka, distributed by Singaporean distributor NeoAsia, launched the Smartxide Punto, the latest evolution of their original device, SmartXide DOT, with DOT Therapy, combining its consolidated high degree technical features with the most evolved RF-CO2 laser source technology. Quanta, also distributed by NeoAsia, is launching the Q Plus Evo, based on a powerful Q-Switched laser technology with Ruby laser, which interact photo-acoustically with the tissues.

Singaporean medical aesthetic device distributor Elogio Asia has also launched EnerJet2.0, which simultaneously delivers kinetic energy and a compound rich in hyaluronic acid (HA) via powerful injection blasts into the deeper layers of the skin.

Alongside the conference, leading



Quanta, Q Plus Evo

Deka, Smartxide Punto

EnerJet2.0

pharmaceutical brands ran workshops with top dermatologists, discussing the latest trends and treatments. French dermatology brand ISISPHARMA ran a workshop on breakthroughs in hyperpigmentation treatments, led by Dr Joyce Lim from Singapore, while Spanish dermatology brand Sesderma ran a workshop on microneedling and TRX, led by Dr L Yuan Li from Taiwan and Dr Serrano from Spain.

Delegates and trade visitors attended from Singapore and across the Asia-Pacific region. In this first edition of Asia Derma, Singapore-based delegates and trade visitors represented 46 percent of the audience, followed by 9 percent from Malaysia, 7 percent from Thailand, 6 percent from India, 4 percent each from Indonesia, Vietnam and Republic of Korea and



Delegates attended talks by over 50 different speakers covering a myriad of topics on the latest treatments and advancements in therapeutic and aesthetic dermatology.



Prof. Fatimah viewed the displays from various brands, and tried her hand at using the latest machines in aesthetic dermatology.

3 percent from Taiwan. The conference portion of the event was attended by dermatologists from clinics, hospitals and independent practices from across the region. Trade visitors at the exhibition were predominantly from hospitals (32 percent), distributors and agents of dermatology products and devices from the region (22 percent) and owners and buyers from aesthetic clinics (21.4 percent).

Asia Derma 2018 was officially opened by Prof. Fatimah Binte Abdul Lateef, Director, SingHealth Duke-NUS Institute of Medical Simulation (SIMS) and Singapore Member of Parliament, a practising doctor herself. Prof. Fatimah viewed the displays from various brands, and tried her hand at using the latest machines in aesthetic dermatology.

Sharing her sentiments on the event, she elaborates, “Singapore is privileged to host this event. Asia Derma is bringing together practitioners, dermatologists, aesthetic physicians and industry partners from this region and other parts of the world to learn about what’s going on in our field globally, and what are the new developments. Individual countries will have to customise their needs according to the local population but knowing certain things from a global platform like Asia Derma is really important. We have a lot to learn from partners, therefore collaboration and interaction is really important, and is facilitated by such event”.

Anas Al Madani, Vice-Chairman and Group CEO of INDEX Holding said: “We are very delighted with the success of the first edition of Asia Derma that was evident by the number of participating exhibitors, delegates and trade visitors and their positive feedback. We are also proud that we were able to simulate the experience of Dubai Derma in Singapore, and we look forward to further develop the event and consistently attract the region’s most sought-after speakers and leading therapeutic and aesthetic brands in the field of dermatology.”

Additional testimonials from attending brands

“In view that this was the first Asia Derma held in Singapore, the speakers at the scientific conference were reputable and well-respected in the industry.”

Mr. Jimmy Ang, Managing Director, NeoAsia, Silver Sponsor of Asia Derma.

“I’m very pleased to have attended Asia Derma Singapore. As a dermatologist, I found the Scientific Programme outstanding with very good topics and speakers. The exhibition was very well organised and the choice of Singapore was a big success. It is a city with excellent hotels, restaurants, shops and good weather. For me and the SesDerma team, this was a great experience. I hope to come next year with greater enthusiasm after this first historic meeting.”

Mr. Gabriel Serrano Sanmiguel, Chairman, SesDerma.

To make the conference timings more convenient for practitioners, the next edition will include one weekend. Asia Derma 2019 will return to Singapore from Thursday 31 October – Saturday 2 November 2019.