

# Successful first Asia Derma sets the stage for 2019

Asia Derma 2018 mirrors success of the first Dubai Derma event, highlighting growth opportunity for the Asia Pacific region



SINGAPORE, 21 DECEMBER 2018 – 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 industry. With the Republic of Korea as the first Country of Honour for Asia Derma, a special showcase of Korean brands were also exhibited.

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 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



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 Balfaqeh, United Arab Emirates Ambassador to Singapore; Prof. Fatimah Binte Abdul Lateef, Singapore MP; 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.

percent), distributors and agents of dermatology products and devices from the region (22 percent) and owners and buyers from aesthetic clinics (21.4 percent).

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."

He added "We are very excited to continue on building on the success of the first edition to continue serving the dermatology field and providing continuing medical education for the Asia Pacific region. Participants were thrilled and engaged with the scientific program and this encourages us to organise an even more exciting event next year. Our partners from industry were also pleased by the results at the exhibition and many have confirmed their support to next year's event."

Market research indicates Asia-Pacific to be the fastest growing market for dermatology devices and is a key driver for the quest of effective skincare solutions. The diverse makeup of the various markets in the region necessitates expert knowledge and experience. Asia Derma provides a unique platform for dermatologists and aestheticians to continually enhance their knowledge and skills. Asia Derma will be returning to Singapore on 31 October- 2nd November 2019.

#### Quotes from Delegates and Partners:

"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".

- Prof. Fatimah Binte Abdul Lateef, Singapore Member of Parliament and Director, SingHealthDuke-NUS Institute of Medical Simulation (SIMS)

"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.

"Asia Derma was a very good platform to connect with dermatologists and aesthetics doctors, in addition to being an opportunity to educate and showcase our technologies and services."

- Mr. Alan Teo, Managing Director, Aesthetic Marketing, Bronze 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.

#### About INDEX Holding

Based in the UAE with a strong portfolio of events in the medical sector, INDEX Holding opened its new branch in Singapore early 2018, due to its strategic location in Asia-Pacific and strong economic and commercial ties with the UAE. Through its Singapore branch, INDEX Holding aims to create new business opportunities through a number of scientific and commercial events in the Asia-Pacific region.

Index Holding has organised events in Germany, Italy and Japan, as well as Korea where the company has held a branch office in Seoul since 2006.

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