



MIDEC

INTERNATIONAL MEDICAL DEVICE EXHIBITION & CONFERENCE
KUALA LUMPUR CONVENTION CENTRE | 10-12 DECEMBER 2024

Organized by:



UNLEASHING THE
POWER OF MEDICAL
TECHNOLOGY:
SHAPING THE FUTURE
OF HEALTHCARE



WELCOME MESSAGE FROM THE CHIEF EXECUTIVE



Dr Muralitharan Paramasua
Chief Executive
Medical Device Authority
Ministry of Health Malaysia

I am pleased to inform you that the Medical Device Authority (MDA) will present the inaugural edition of IMDEC 2024 – International Medical Device Exhibition and Conference at the Kuala Lumpur Convention Centre from 10-12 December 2024. IMDEC 2024 will be held concurrently with the 28th Global Harmonization Working Party (GHWP) Meeting, a grouping of 34 national medical device authorities worldwide. In all, an expected 600 international delegates and 10,00 buyers and trade visitors including 200 exhibitors from 16 countries such as Australia, China, India, Japan, Korea, France, Germany, Singapore and USA will attend this event.

The MDA is cooperating with various stakeholders to make this into a leading 'must attend' event for the medical technology industry in Asia.

It is my pleasure to invite you to join us at IMDEC 2024. For more information, please contact Ms. Norfazlin at imdec@mda.gov.my or mobile: 014-313 7337

To be a premier gathering of professionals, researchers, and industry leaders in the field of medical technology. In all, an expected 600 international delegates and 10,000 visitors and trade visitors including 250 exhibitors from 16 countries such as Australia, China, India, Japan, France, Germany, Singapore and USA will attend the event.

The staging of IMDEC 2024 is to provide a marketing platform where manufacturers and distributors can introduce new innovations and technologies to targeted buyers from both the private and public healthcare industry in Malaysia and the region.



8,000 -10,000 VISITORS

200 EXHIBITION BOOTHS

MEDTECH TALKS

**BUSINESS MATCHING
MEETINGS**

5 CONFERENCE THEMES

To this end, international buying delegations and business matchings will be organized throughout the 3-day Expo. The Expo will also host three conference themes and many MedTech Talks that will address the opportunities and challenges of the medical technology industry. The objective of IMDEC 2024 is as follows:

1. Support Malaysia's development as a medical technology hub in line with the New Industrial Master Plan 2030 (National Industrial Master Plan 2030 - NIMP 2030);
2. To make Malaysia the preferred destination for investment, research and development as well as the manufacture of medical devices and their supply chain;
3. To make Malaysia a platform to enhance and stimulate the cooperation of key agencies in developing a world-class ecosystem in medical technology in Malaysia;
4. IMDEC 2024 as a knowledge center where innovators and industry leaders in the region can come together towards standard harmonization and chart the future of the medical device industry;
5. IMDEC 2024 as a platform for MedTech manufacturers and suppliers to showcase the latest advances and innovations to end users, distributors and retailers.

IMDEC 2024 HIGHLIGHTS



Closing Ceremony of IMDEC 2024 and GHWP Annual Meeting will be officiated by **Prime Minister YAB Dato' Seri Anwar bin Ibrahim**.

Opening Ceremony of IMDEC 2024 and GHWP Annual Meeting will be officiated by **Minister of Health, YB Datuk Seri Dr. Dzulkefly bin Ahmad**



5 Interesting Conference **Themes and Conference Topics**

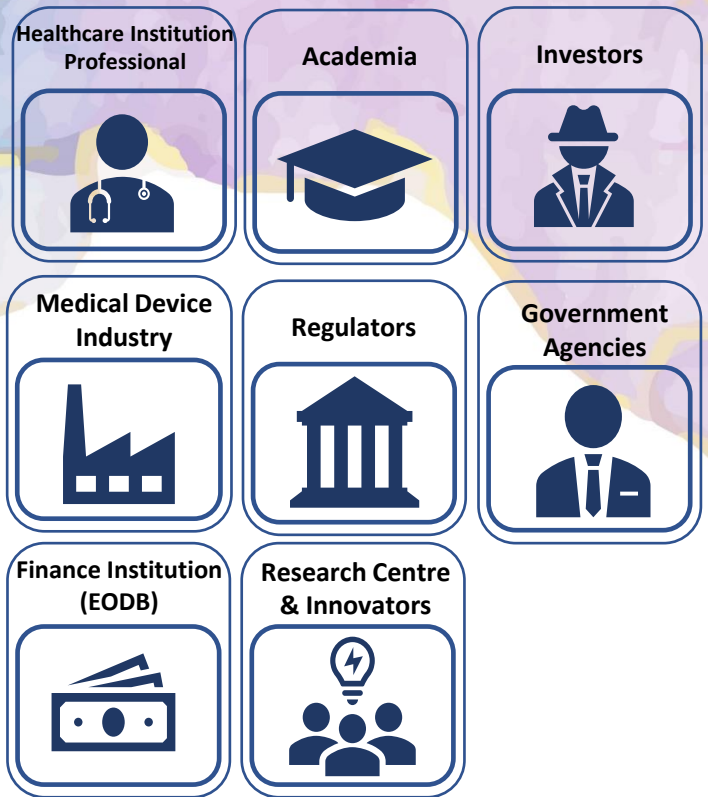
Forum between **Global Regulators**

MDA **Dialogue** with Industry Player Session

Business Matching Sessions

MedTech Talks by the Multi National Companies

Participate in GlobalHealth Asia-Pacific Medtech Awards 2024



Capacity building



Malaysia as a destination for the investment, research and innovation of medical device



Economy growth



Support Malaysia development as MedTech hub in accordance with the NIMP 2030



Focal point for international affairs



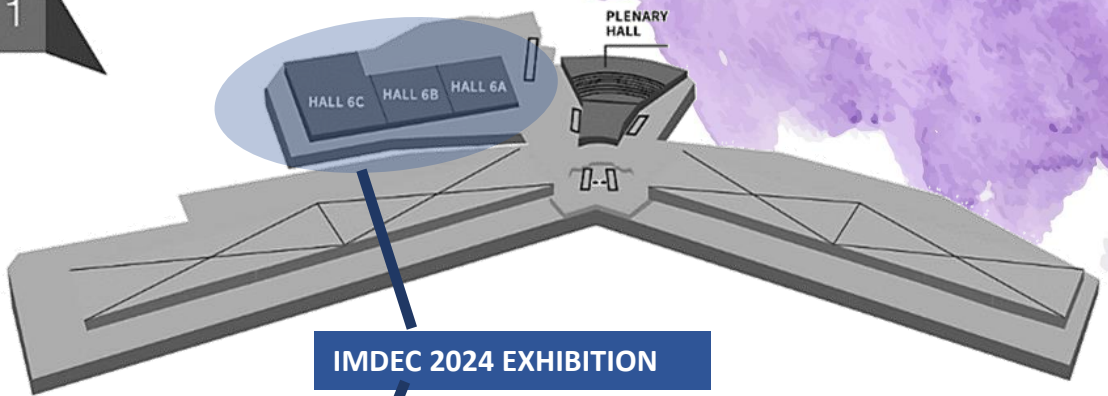
Joint Venture between innovator, industry and investor

INDICATOR

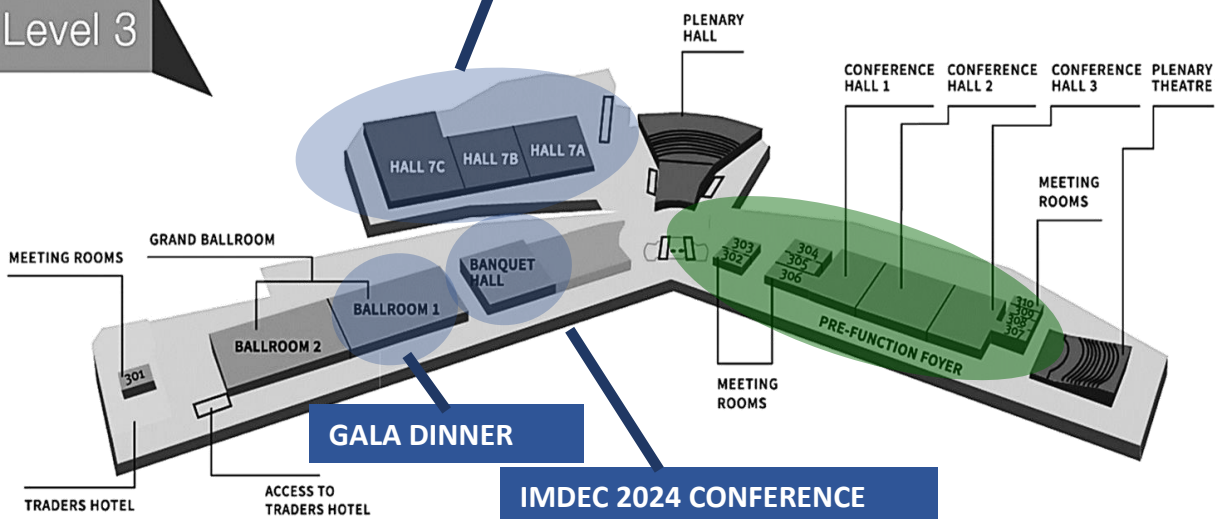
GHWP

IMDEC 2024

Level 1



Level 3



VENUE:

KUALA LUMPUR CONVENTION
CENTRE (KLCC)

IMDEC 2024 EXHIBITION

LEVEL 1: HALL 6A, 6B, 6C

LEVEL 3: HALL 7A, 7B, 7C

IMDEC 2024 CONFERENCE

LEVEL 3: BANQUET HALL

GALA DINNER

LEVEL 3: BALLROOM 1

IMDEC 2024 CONFERENCE

Proposed Plenary / Keynote Speakers



**YB Datuk
Seri Dr.
Dzulkefly bin
Ahmad**
Malaysian
Minister of
Health



**YB Senator
Tengku Datuk
Seri Utama
Zafrul bin
Tengku Abdul
Aziz**
Malaysian
Minister of
Investment,
Trade & Industry



**YB Tuan
Mohd Rafizi
bin Ramli**
Malaysian
Minister
of Economy



**YAB Datuk
Patinggi Tan Sri
(Dr) Abang Haji
Abdul Rahman
Zohari bin Tun
Datuk Abang
Haji Openg**
Premier of
Sarawak

Conference Theme

**Empowering
Malaysia as
Medtech
Hub**

**Artificial
Intelligence
in
Healthcare**

**Economic
Impact of
Medtech in
Healthcare**

**Health
Tourism in
Malaysia**

**Innovative /
Emerging of
Medtech**



DAY 1

BANQUET HALL

MORNING SESSION	
8.15 am	Registration / Morning Refreshment
9.00 am	Welcome Remarks by KSU
9.10 am	Opening Ceremony and Welcome Address by YBMK
9.45 am	VIP Exhibition Tour / Morning Break
THEME: EMPOWERING MALAYSIA AS MEDTECH HUB	
10.00 am	<p>Keynote Speech: Malaysia as Preferred MedTech Hub in accordance with NIMP 2030 Speaker: YBM MITI</p> <p>1st Plenary Speech: Sarawak as Regional Hub for Medical Device Speaker: Premier of Sarawak</p> <p>2nd Plenary Speech: To be proposed by MNC Speaker: MNC (to be identified by AMMI)</p> <p>3rd Plenary Speech: to be proposed by StarMedik Speaker: StarMedik Sdn Bhd</p>
11.30 am	<p>Panel Discussion</p> <p>1st Panel: Premier of Sarawak 2nd Panel: MNC 3rd Panel: StarMedik Sdn Bhd</p> <p>Moderator: MIDA</p>
12.30 pm	Networking Lunch
EVENING SESSION	
THEME: ARTIFICIAL INTELLIGENCE IN HEALTHCARE	
2.00 pm	<p>4th Plenary Speech: Artificial Intelligence in Healthcare Speaker: CEO of Gleneagles Hospital</p> <p>5th Plenary Speech: To be proposed by UTM Speaker: To be identified by UTM</p>
2.30 pm	<p>Panel Discussion</p> <p>1st Panel: CEO of Gleneagles Hospital 2nd Panel: UTM 3rd Panel: MaHTas</p> <p>Moderator: To be identified by UTM</p>
3.00 pm	Exhibition Tour / Coffee Break



DAY 2

BANQUET HALL

MORNING SESSION	
8.15 am	Registration / Morning Refreshment
THEME: ECONOMIC IMPACT OF MEDTECH IN HEALTHCARE	
9.00 am	<p>Keynote Speech: The economic significance of MedTech Speaker: YBM Ekonomi</p> <p>1st Plenary Speech: Government Procurement Policy for Medical Device Speaker: MOF</p> <p>2nd Plenary Speech: Procurement of Medical Device in Public Hospital Speaker: MOH Procurement Division</p> <p>3rd Plenary Speech: Healthcare Financing Speaker: ProtectHealth Sdn Bhd</p>
10.40am	Morning Break
11.00 am	<p>Panel Discussion</p> <p>1st Panel: MOF 2nd Panel: MOH Procurement Division 3rd Panel: ProtectHealth Sdn Bhd</p> <p>Moderator: To be determined</p>
12.30 pm	Networking Lunch
EVENING SESSION	
THEME: HEALTH TOURISM IN MALAYSIA	
2.00 pm	<p>4th Plenary Speech: Speaker: MHTC</p>
2.30 pm	<p>Panel Discussion</p> <p>1st Panel: MHTC 2nd Panel: APHM 3rd Panel: CEO of KPJ</p> <p>Moderator: To be determined</p>
3.00 pm	Exhibition Tour / Coffee Break



DAY 3

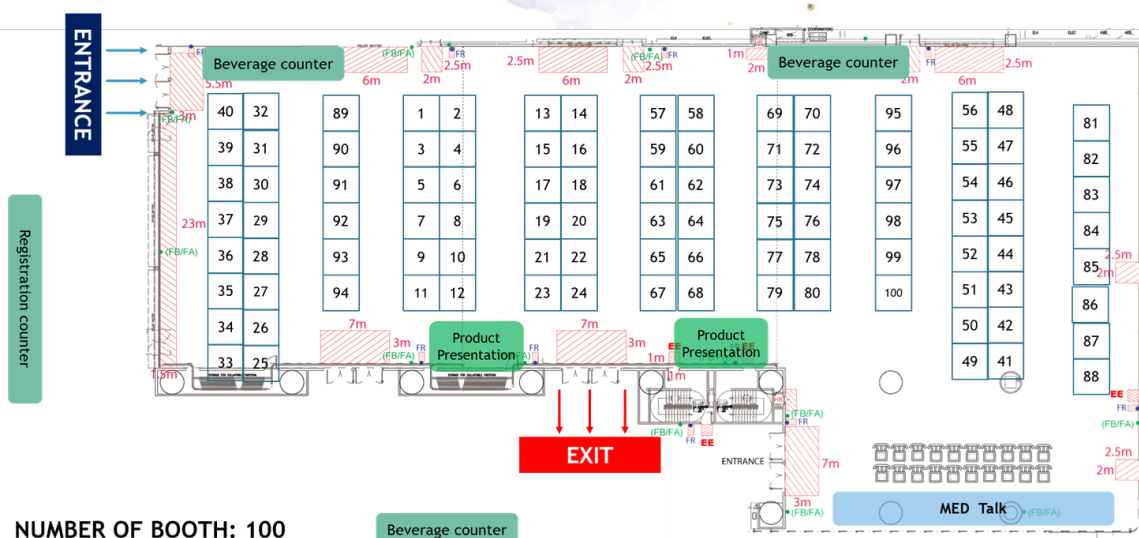
BANQUET HALL

MORNING SESSION	
8.15 am	Registration / Morning Refreshment
THEME: INNOVATIVE / EMERGING OF MEDTECH	
9.00 am	<p>Keynote Speech: Malaysia as a destination for the investment, research and innovation of Medical Device Speaker: YBMK</p> <p>1st Plenary Speech: The Impact of Regulatory Framework in the MD Innovation Speaker: MDA</p> <p>2nd Plenary Speech: Speaker: Professor Ir. Dr. Fatimah Binti Ibrahim (University of Malaya)</p> <p>3rd Plenary Speech: Malaysia as Hub / Preferred Clinical Trial Site for Medical Device Speaker: CRM</p>
10.30 am	Closing Ceremony and Welcome Address by PMX
11.10 am	VIP Exhibition Tour / Morning Break
11.30 am	<p>Panel Discussion</p> <p>1st Panel: MDA 2nd Panel: UM 3rd Panel: CRM 4th Panel: SIRIM</p> <p>Moderator: Assoc. Prof. Ir. Dr. Malarvili Balakrishnan (University Teknologi Malaysia)</p>
12.00 pm	Forum between Global Regulators
1.00 pm	Networking Lunch
EVENING SESSION	
2.00 pm	MDA Dialogue with Industry Player Session
3.00 pm	Exhibition Tour / Coffee Break

IMDEC 2024 EXHIBITION

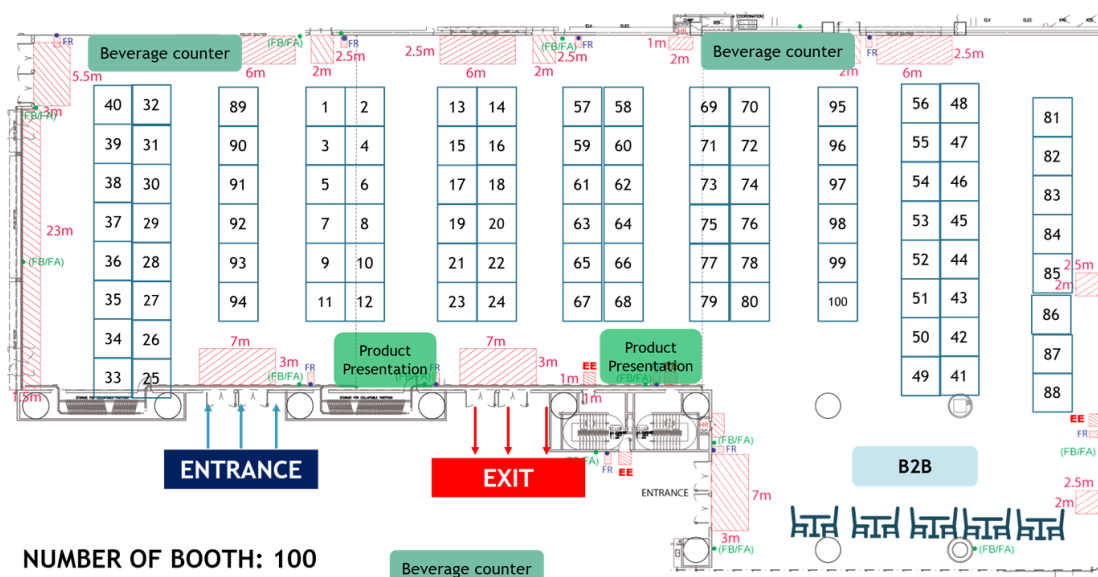
EXHIBITION HALL 6A, 6B & 6C, LEVEL 1 (PROPOSED LAYOUT)

EXHIBITION HALL 6A L: 28.170 m x W: 26.463 m x H: 6 m EXHIBITION HALL 6B L: 28.170 m x W: 26.837 m x H: 6 m EXHIBITION HALL 6C L: 42.344 m x W: 32.147 m x H: 6 m

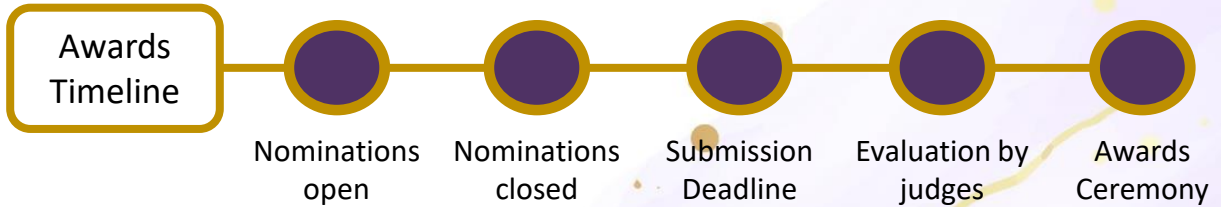


EXHIBITION HALL 7A, 7B & 7C, LEVEL 3 (PROPOSED LAYOUT)

EXHIBITION HALL 7A	EXHIBITION HALL 7B	EXHIBITION HALL 7C
L: 28.170 m x W: 26.463 m x H: 9 m	L: 28.170 m x W: 26.837 m x H: 9 m	L: 42.344 m x W: 32.147 m x H: 9 m



GLOBALHEALTH ASIA-PACIFIC MEDTECH AWARDS 2024



- Recognizing pioneers in cutting-edge tech solutions and devices.
- The panel of esteemed judges have in-depth industry understanding and years of experience across regions and healthcare verticals. **This sets apart the GlobalHealth Asia-Pacific Awards, making them the Gold Standard.**



Dato' Dr Jacob Thomas



Dr Prem Pillay



Datuk Dr Kuljit Singh



Dr Timothy Low



Sudi Narasimhan



Dr Ravi Bickram Shrestha



Romeo Lledo



Narender Panjwani

The methodology for identifying award recipient nominees draws on:

- Market Research
- Jury of Healthcare Leaders
- Accreditation Data Points
- GlobalHealth Asia-Pacific Editorial Insights

For more details, please visit <https://globalhealthasiapacific.com/>.

*Jury votes are done based on their professional, non-biased evaluation. Their input is a representation of their individual expertise and knowledge, and not of their respective organisations.

IMDEC 2024 REGISTRATION

	PROPOSED EARLY BIRD (UNTIL 30 TH SEPTEMBER 2024)	PROPOSED REGISTRATION FEE
EXHIBITION PASS		
RAW SPACE (3m x 3m)	RM 10,000	RM 10,500
BOOTH (3m x 3m)	RM 12,000	RM 12,500
CONFERENCE 3-DAY PASS		
MALAYSIAN	RM 2,000	RM 2,500
NON-MALAYSIAN	RM 4,000	RM 4,500
MALAYSIAN GHWP PARTICIPANT	RM 500	RM 500
NON-MALAYSIAN GHWP PARTICIPANT	RM 1,000	RM 1,000

Don't miss this chance to be at the forefront of medical stakeholder.

Register now to secure your spot at the International Medical Device Exhibition and Conference!



www.imdec2024.mda.gov.my



014 313 7337 (Ms. Norfazlin)



imdec@mda.gov.my



*Unleashing the Power of Medical Technology:
Shaping the Future of Healthcare*

SPONSORSHIP PACKAGE



An initiatives of Medical Device Authority

WHY SPONSOR IMDEC 2024?



1. Support Malaysia's development as a medical technology hub in line with the New Industrial Master Plan 2030 (National Industrial Master Plan 2030 - NIMP 2030);
2. To make Malaysia the preferred destination for investment, research and development as well as the manufacture of medical devices and their supply chain;
3. To make Malaysia a platform to enhance and stimulate the cooperation of key agencies in developing a world-class ecosystem in medical technology in Malaysia;
4. IMDEC 2024 as a knowledge center where innovators and industry leaders in the region can come together towards standard harmonization and chart the future of the medical device industry;
5. IMDEC 2024 as a platform for MedTech manufacturers and suppliers to showcase the latest advances and innovations to end users, distributors and retailers.

SPONSORSHIP OPPORTUNITIES

We are pleased to present a range of opportunities to your organisation to become a valuable partner in IMDEC 2024. As a sponsor, you will gain access to an array of exclusive benefits and opportunities including the followings:

CATEGORY	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship amount	RM200,000	RM100,000	RM50,000	RM30,000
Maximum number of sponsors	1	-	-	-
Company logo on LED backdrop and program book	Large size	✓	✓	✓
Company logo at the Meeting opening PowerPoint	Large size	✓	✓	✓
Speaker in IMDEC 2024 Conference	✓	-	-	-
1 minute video ads at start of Gala Dinner	✓	✓	-	-
PPT slideshow/ video ads during every break	One (1) minute	Thirty (30) seconds	Thirty (30) seconds	-
Bunting at venue	3	1	1	1
Company profile featured on the program book	Four (4) pages	Two (2) pages	One (1) page	Half (½) pages
Exhibition booth	36m ²	18m ²	9m ²	-
Complimentary delegate pass	4 passes	2 passes	2 passes	1 passes
Complimentary Gala Dinner pass	4 passes	2 passes	-	-

PLATINUM SPONSORSHIP | RM200,000

Become the pre-eminent sponsor of the IMDEC 2024, a privilege available exclusively to one organisation. This platform will empower you to leverage your organisation's presence and be distinctly recognised by participants of IMDEC 2024. As the **one and only Platinum Sponsor**, you will enjoy the following preferential benefits:

Exposure |

Your organisation's brand will be given visual prominence in the following areas:

- ❖ Company logo in large size on LED backdrop on IMDEC 2024 opening and closing ceremony
- ❖ Company logo in large size at the Meeting opening PowerPoint
- ❖ Company logo on program book
- ❖ Special mention in any media release

Advertising Avenues |

Advertising avenues are available to further enhance awareness of your organisation's identity:

- ❖ Profile of your organisation (200 words)
- ❖ Four (4) pages advertising space in program book
- ❖ Three (3) dedicated buntings to be displayed at the venues (to be provided by sponsor)
- ❖ Two (2) inserts in participants bag (materials to be provided by sponsor)
- ❖ One (1) minute video advertisement at start of IMDEC 2024 and Gala Dinner
- ❖ One (1) advertisement at rotating banner section of the IMDEC 2024 official website (materials to be provided by sponsor).
- ❖ One (1) minute PPT slideshow/ video ads during every break

Exhibition booth |

Priority to choose the location of 36m² exhibition booth. An exhibition space (6mx6m) located in a prime section of the exhibition area will be reserved for your organization.

Conference Speaker |

One (1) Plenary Speaker in the IMDEC 2024 Conference under "Empowering Malaysia as MedTech Hub" Theme on 10th December 2024.

Complimentary Passes |

Enjoy unparalleled access to the event, and the prospect of abundant networking opportunities with leaders in the medical device industry, with the complimentary passes:

- ✓ 4 delegates passes
- ✓ 4 Gala Dinner seat

GOLD SPONSORSHIP | RM100,000

Gold sponsors will enjoy the following benefits:

Exposure |

Your organisation's brand will be given visual prominence in the following areas:

- ❖ Company logo on LED backdrop on IMDEC 2024 opening and closing ceremony
- ❖ Company logo on program book
- ❖ Company logo at the Meeting opening PowerPoint

Advertising Avenues |

Advertising avenues are available to further enhance awareness of your organisation's identity:

- ❖ Two (2) pages advertising space in program book
- ❖ One (1) dedicated bunting to be displayed at the venues (to be provided by sponsor)
- ❖ Two (2) inserts in participants bag (materials to be provided by sponsor)
- ❖ One (1) minute video advertisement at start of IMDEC 2024 and Gala Dinner
- ❖ One (1) advertisement at rotating banner section of the IMDEC 2024 official website (materials to be provided by sponsor).
- ❖ Thirty (30) seconds PPT slideshow/ video ads during every break

Exhibition booth |

Priority to choose the location of 18m² exhibition booth. An exhibition space (6mx3m) located in a prime section of the exhibition area will be reserved for your organization.

Complimentary Passes |

Enjoy unparalleled access to the event, and the prospect of abundant networking opportunities with leaders in the medical device industry, with the complimentary passes:

- ✓ 2 delegates passes
 - ✓ 2 Gala Dinner seat
- 

SILVER SPONSORSHIP | RM50,000

Silver sponsors will enjoy the following benefits:

Exposure |

Your organisation's brand will be given visual prominence in the following areas:

- ❖ Company logo on LED backdrop on IMDEC 2024 opening and closing ceremony
- ❖ Company logo on program book
- ❖ Company logo at the IMDEC 2024 opening PowerPoint

Advertising Avenues |

Advertising avenues are available to further enhance awareness of your organisation's identity:

- ❖ 1-page advertising space in program book
- ❖ 1 dedicated bunting to be displayed at the venues (to be provided by sponsor)
- ❖ 1 insert in participants bag (materials to be provided by sponsor)
- ❖ Thirty (30) seconds PPT slideshow/ video ads during every break

Exhibition booth |

Priority to choose the location of 9m² exhibition booth. An exhibition space (3mx3m) located in a prime section of the exhibition area will be reserved for your organization.

Complimentary Passes |

Enjoy exceptional access to the event, and the prospect of abundant networking opportunities with leaders in the medical device industry, with the complimentary passes:

- ✓ 2 delegates passes



BRONZE SPONSORSHIP | RM30,000

Bronze sponsors will enjoy the following benefits:

Exposure |

Your organisation's brand will be given visual prominence in the following areas:

- ❖ Company logo on LED backdrop on IMDEC 2024 opening and closing ceremony
- ❖ Company logo on program book
- ❖ Company logo at the IMDEC 2024 opening PowerPoint

Advertising Avenues |

Advertising avenues are available to further enhance awareness of your organisation's identity:

- ❖ Half (1/2) page advertising space in program book
- ❖ 1 dedicated bunting to be displayed at the venues (to be provided by sponsor)
- ❖ 1 insert in participants bag (materials to be provided by sponsor)

Complimentary Passes |

Enjoy exceptional access to the event, and the prospect of abundant networking opportunities with leaders in the medical device industry, with the complimentary passes:

- ✓ 1 delegates passes



Gala Dinner Sponsorship | RM80,000

The Gala Dinner will be held on the third evening of the meeting. It is the perfect avenue for sponsors to showcase your products and services, and for the networking.

Exclusive Exposure |

Your organisation's brand will be given visual prominence in the following areas:

- ✓ Logo on Gala Dinner invitation card
- ✓ Logo on Gala Dinner signage
- ✓ Logo on on LED backdrop on Gala Dinner

Advertising Avenues |

Advertising avenues are available to further enhance awareness of your organisation's identity:

- ✓ Airtime at the Gala Dinner
- ✓ 4 dedicated buntings to be displayed at the Gala Dinner venue (to be provided by sponsor)
- ✓ ½ -page advertising space in program book

Exhibition booth |

Priority to choose the location of 9m² exhibition booth. An exhibition space (3mx3m) located in a prime section of the exhibition area will be reserved for your organization.

Complimentary Passes |

Enjoy exceptional access to the event, and the prospect of abundant networking opportunities with leaders in the medical device industry, with the complimentary passes:

- ✓ 5 Gala Dinner seat



Delegate Bag Sponsorship | RM40,000

This platform will enable your organisation's presence to be distinctly visible throughout the four-day event. As a Delegate Bag Sponsor, you will enjoy the following benefits:

Exclusive Exposure |

Your organisation's full-colour logo will be prominently featured on the delegate bag (front).

Advertising Avenues |

Advertising avenues are available to further enhance awareness of your organisation's identity:

- ❖ ½ -page advertising space in program book
- ❖ 1 insert in conference bag (materials to be provided by sponsor)

Complimentary Passes |

Enjoy exceptional access to the event, and the prospect of abundant networking opportunities with leaders in the medical device industry, with the complimentary passes:

- ✓ 1 delegates passes
- ✓ 1 Gala Dinner seat



Terms and Conditions

Application

Application for sponsorship can be made in writing by completing and returning the Sponsorship Booking Form along with a 50% deposit payment, to the XXXX

A confirmation of approval and our tax invoice will be sent to your organisation. Your organisation's details, as provided in the form, will be used to advertise all planned activities.

Terms of Payment

50% of the total payment is due with the completed Sponsorship Booking Form. The remaining 50% is due by XX XXXX 2024.

Payment can be made by cheque, bank draft, direct deposit, Internet banking, or credit card.

Please email a copy of the transaction slip to us for verification. Please note that all bank charges are to be borne by your organisation.

Acceptance of Terms and Conditions

The terms and conditions for sponsorship, advertising and exhibiting are contained in this Sponsorship Kit. Please note that the signing of the Sponsorship Booking Form indicates acceptance of all terms and conditions contained in this booklet.

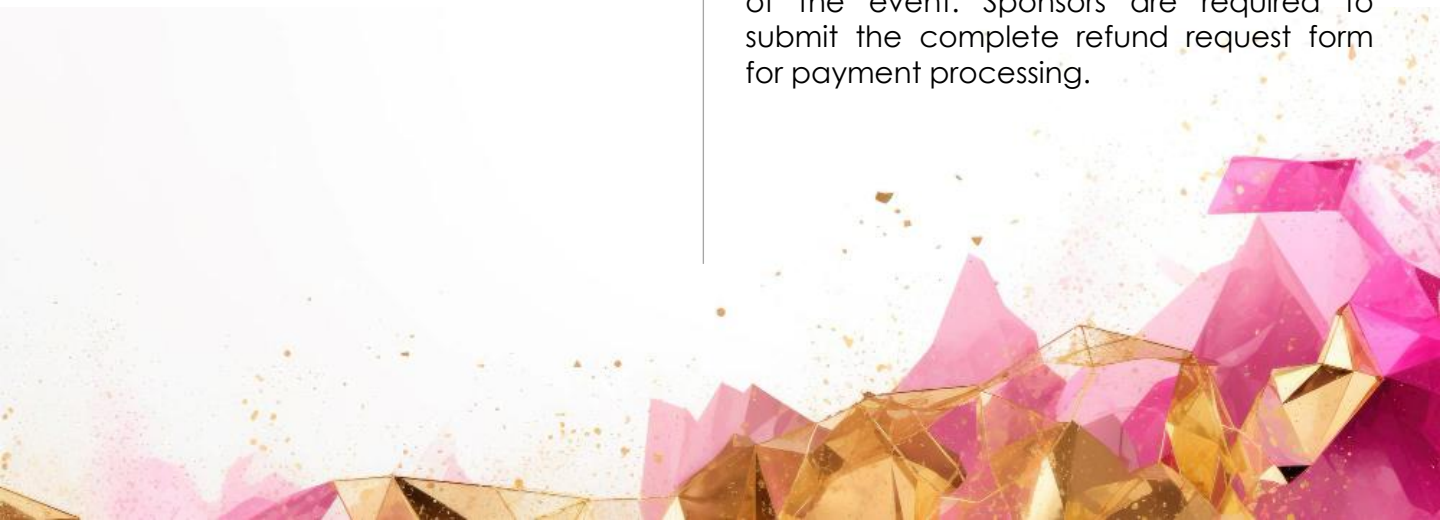
Cancellation Policy

All cancellations made by sponsors must be made in writing to IMDEC 2024 secretariat at least 2 months before the event.

If, for any reason due to the 'Force Majeure', the organizer decides to postpone the event to a later date within 1 year, by committing to be sponsors of the event, the sponsors agree to transfer deposits and all benefits under this agreement to the following event. The organizer reserves the right to decide on the date and venue. If any of the sponsors decides to withdraw from the postponed event, the organizer will refund 50% of the total fund commitment to them.

If, for any reason due to the 'Force Majeure', the organizer decides to cancel the event due to unforeseen circumstances, the sponsors will be refunded in total minus all the bank or miscellaneous charges for the payment made to the organizer.

All refund payment shall be remitted to sponsors within 60 days after the completion of the event. Sponsors are required to submit the complete refund request form for payment processing.





IMDEC 2024 Sponsorship Booking Form

Please reserve the following sponsorship package for me / my company:

SPONSORSHIP

☐ PLATINUM (RM200,000)

☐ GOLD (RM100,000)

☐ SILVER (RM50,000)

☐ BRONZE (RM30,000)

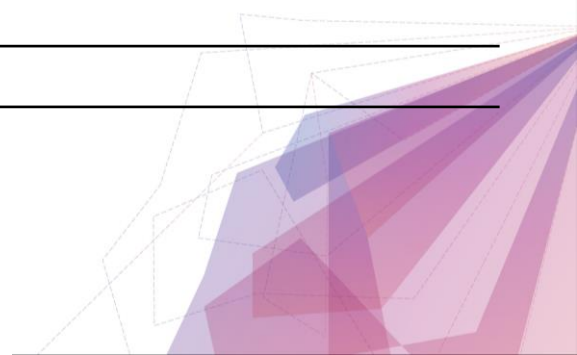
☐ GALA DINNER

☐ DELEGATE BAG

☐ OTHER (Please state the amount)

We, the undersigned, would like to sponsor the items marked above, in accordance with the terms and conditions contained in the IMDEC 2024 Sponsorship Package

Company Name	:	<div></div>
Contact Person	:	<div></div>
Designation	:	<div></div>
Address	:	<div></div> <div></div> <div></div>
Tel. No.	:	<div></div>
Fax. No.	:	<div></div>
E-mail	:	<div></div>
Signature	:	<div></div>
Date	:	<div></div>



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