

## APACMed Kicks Off Asia Pacific MedTech Forum 2015

*Inaugural industry event explores how better access to medical devices, disruptive innovation and collaboration are the keys to pioneering a healthy future together*

**SINGAPORE, 10 December, 2015** – The Asia Pacific MedTech Forum 2015, the region’s leading event for medical technology professionals, starts today in Singapore with the theme *Pioneering a Healthy Future Together*.

Hosted by the Asia Pacific Medical Technology Association (APACMed), the two-day conference will address issues driving the industry and how innovation and collaboration are vital to help solve the unmet healthcare needs of people in Asia Pacific. For the full agenda, visit [medtechforum.asia](http://medtechforum.asia).

The findings of a new study on the medical technology industry will be shared at the conference by global management consulting firm McKinsey & Company. The white paper examines opportunities and challenges for the medical technology industry in Asia Pacific and recommends areas where the industry can collaborate to drive change.

“The forum comes at a critical time in the Asia Pacific region, where two-thirds of the world’s population live but the majority of healthcare needs remain unmet. The medical technology sector, valued at US\$400 billion globally provides innovative solutions to help address these challenges,” said Fredrik Nyberg, Chief Executive Officer of APACMed.

“Our region is diverse and filled with complex healthcare challenges. APACMed is uniquely positioned to provide a unified voice for the industry to shape policies. Only through partnership and collaboration can we make a real difference.”

The forum opens with a speech by breast cancer survivor and patient advocate Trish Hepburn.

“I was diagnosed with breast cancer two years ago, and while it was a huge shock to me and my family, I felt very grateful that I was able to make an informed decision about my treatment and surgical options. There have been huge advances in medical devices and technologies in the past 10 years which are having a tremendous impact on patients. However, I am well aware that there are many patients across Asia Pacific without access to some of these lifesaving technologies and treatments, whether it be due to lack of reimbursement or health infrastructure.”

A series of plenaries and breakout sessions will address topics around the regulatory environment, innovation, policy and talent. Other panel highlights over the two days include, The Future of Medical Education, Disruptive Innovation in Healthcare and the CEO Roundtable on Shaping the Future of Healthcare.

## Press Release

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Media inquiries can be directed to the APACMed Press Office at [APACMed@edelman.com](mailto:APACMed@edelman.com).

### **About APACMed**

The Asia Pacific Medical Technology Association (APACMed) provides a unifying voice for the medical devices and in-vitro diagnostics industry in Asia Pacific. Founded in 2014, APACMed strives to promote innovation and impact policy that advances healthcare access for patients. Current members include leading companies in medical technology.

For the full list go to: <http://www.apacmed.org/membership/>

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