



Exhibition & Conference

The Health Industry Series

ASEAN

CMEF **PHARMCHINA** **CRS** **CHCC** **ICMD** **CDS**

Connect Healthier Tomorrows

2026 JULY

28-30 Kuala Lumpur
Convention Center



Organizer



Strategic Partner



Co-located Event





About

tHIS ASEAN

(The Health Industry Series ASEAN)

tHIS ASEAN is an international B2B event held in Kuala Lumpur, Malaysia, focusing on healthcare, pharmaceuticals, and hospital infrastructure sectors. Co-located with the APHM International Healthcare Conference, it creates a platform for industry professionals to engage, collaborate, and explore business opportunities.

tHIS ASEAN builds on established exhibitions like **CMEF**, **PHARMCHINA**, **CHCC**, etc., uniting companies aiming to enter or expand in Southeast Asia, offering a venue for product launches, business matching, and market exploration.

With its strategic partnership with APHM, the event

“Connects International & Chinese providers and experts to the region, together representing Malaysia’s largest medical & health event covering Southeast Asia.”

It enhances access to key stakeholders, including local and regional distributors, hospital management, and government agencies, fostering targeted networking, valuable insights, and meaningful connections to drive business growth and innovation.

THIS ASEAN 2026 Forecast

200

Exhibitors

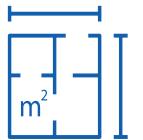
5,000

Visitors



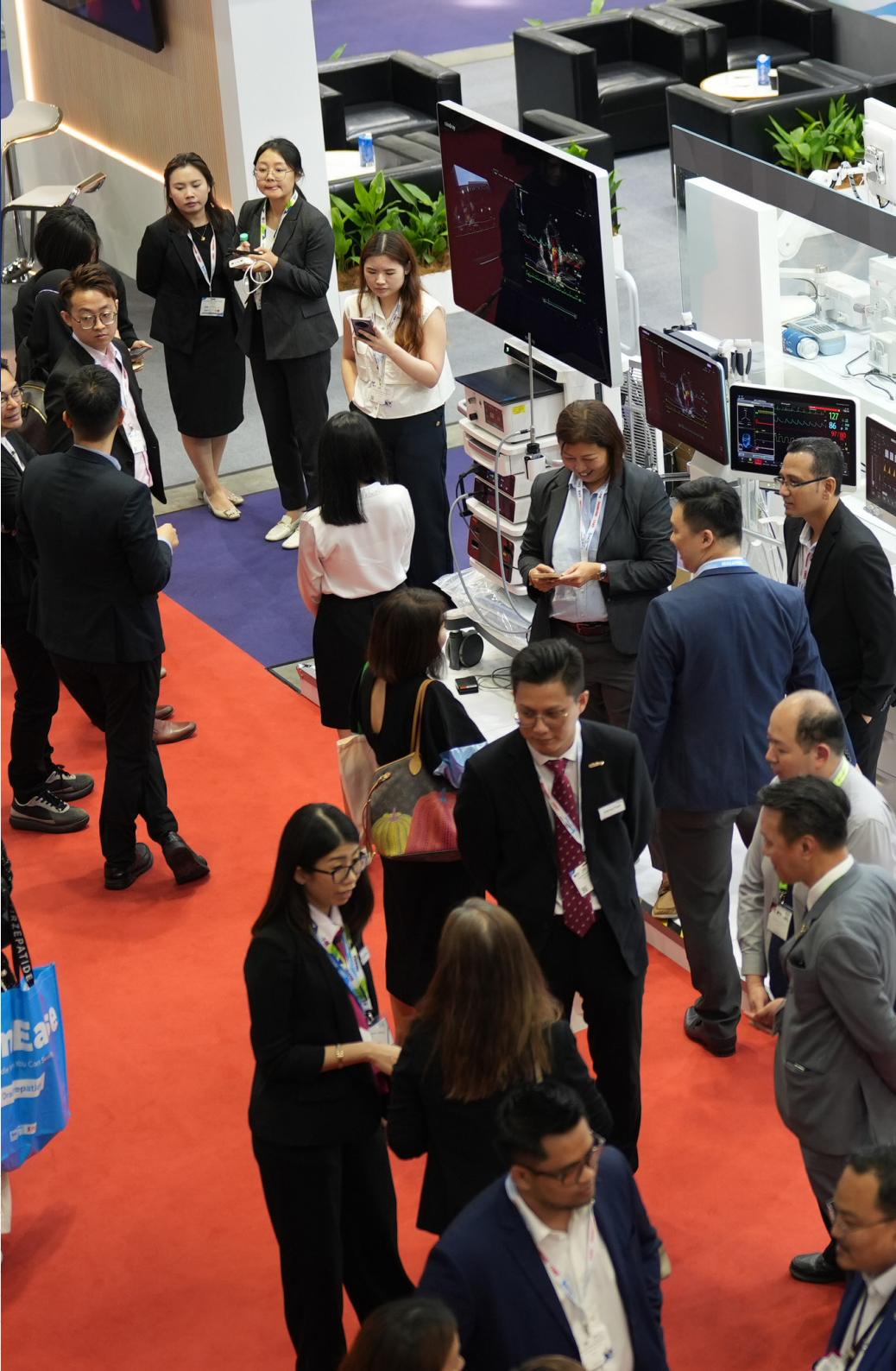
500

Forum attendees
across **6** forums



5,000sqm

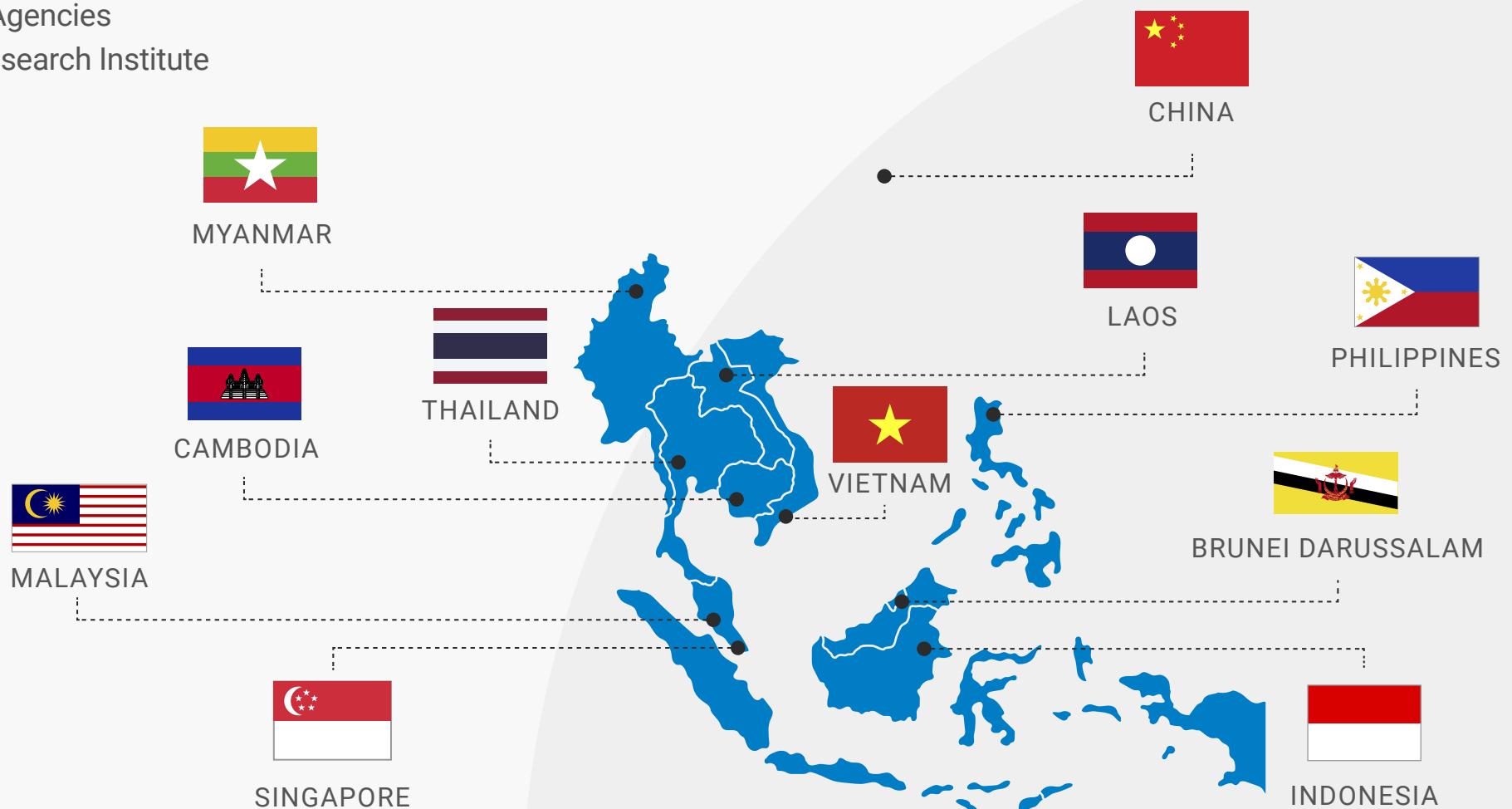
Exhibition
area



Visitor Profile

- Distributors
- National/Regional Agents
- Manufacturers
- Hospital Managers
- Government Agencies
- University/ Research Institute
- Media

...



Exhibitor Profile

Shows covered

CMEF

PHARMCHINA

CRS

CHCC

ICMD

CDS

Strategic partners



国药励展
Reed Sinopharm
Exhibitions

Organizer



Strategic Partner



Co-located Event

Supporting partners



Sectors covered



Medical Devices



Pharmaceutical



Reabilitation



Hospital
Construction



Component
Manufacturing
and Design



Dental



国药励展
Reed Sinopharm
Exhibitions

About the Organizer

Reed Sinopharm Exhibitions (RSE) is the most renowned event organizers dedicated to China's pharmaceutical and medical sectors. It is a joint venture between Sinopharm, China's largest healthcare group – and **RX Global, a world leading event organizer.**

RSE manages a portfolio of highly recognized events that serve the entire healthcare value chain, with extended reach into education and scientific research. Committed to innovation and excellence, it supports sustainable industry growth while helping clients successfully enter China's key markets through tailored guidance and global resources.



30

Highly recognized events in the healthcare value chain.



20,000

Local and global exhibitors annually



800+

Themed conferences and academic seminars each year.



1,200,000

Total exhibition space covered



630,000

Trade visitors from 150 countries and regions



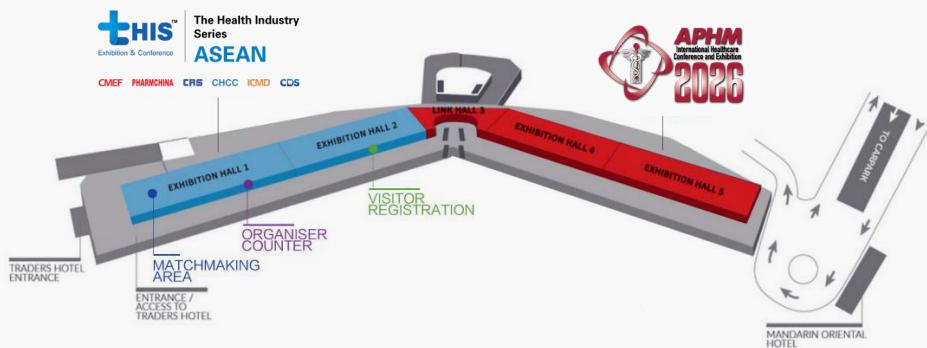
35

Countries supported by Reed's global staffing network

THIS ASEAN Floorplan

Exhibition

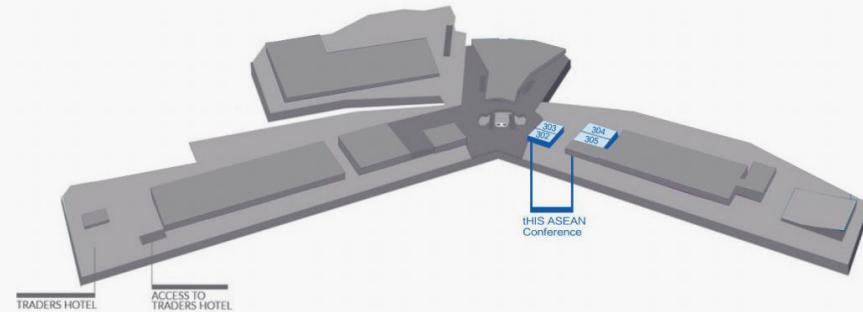
KLLC Level G, Hall 1 & Hall 2



Hall 1 & 2

Conference

KLLC Level 3, Meeting Room 302-305



*Information is subject to last-minute changes. Please refer to the arrangement on-site.





Connecting to Hall 3, 4, and 5

Legend

Medical Devices

Rehabilitation

Dental

Component Manufacturing and Design

Pharmaceuticals

Hospital Construction



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Series
ASEAN

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Join Us at **tHIS ASEAN**

2026
JULY **28-30** Kuala Lumpur
Convention Center

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Organizer



Strategic Partner



Co-located Event

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