



# POST EVENT REPORT



## APHM INTERNATIONAL HEALTHCARE CONFERENCE AND EXHIBITION 2025

9 - 11 June 2025  
Kuala Lumpur Convention Centre, Malaysia

Organised By



Strategic Partner



Official Media Partner



Managed By



Ticketing Partner



Endorsed by



Supported by



# APHM2025 RECAP | PARTNERSHIP

## STRATEGIC PARTNERSHIP: APHM X REED SINOPHARM EXHIBITIONS (RSE)

Expanding APHM's Reach Across ASEAN & Beyond

As part of our continuous commitment to elevate Malaysia's premier healthcare platform, APHM partnered with Reed Sinopharm Exhibitions (RSE) — the organizers of world-renowned events like CMEF (China International Medical Equipment Fair) — to co-locate "The Health Industry Series – ASEAN (tHIS ASEAN)" alongside the APHM Healthcare Exhibition 2025.

Held at Kuala Lumpur Convention Centre from 9 – 11 June 2025, this joint venture marked a significant milestone in the APHM's 31-year legacy. While APHM remained in Halls 3, 4 & 5, the tHIS ASEAN event featured in Halls 1 & 2, showcasing cutting-edge healthcare innovations and drawing strong interest from both local and international visitors.

This collaboration brought:

- Increased international visitor traffic
- Joint marketing exposure across ASEAN and China
- New opportunities for cross-border networking, investment & knowledge exchange

Though independently organized, both events shared a mutual goal: to position Malaysia as a strategic hub for healthcare business and innovation in Southeast Asia.



# APHM2025 RECAP | CONFERENCE REPORT



## **Theme: Managing Healthcare Costs and the Promise of Healthcare Financing**

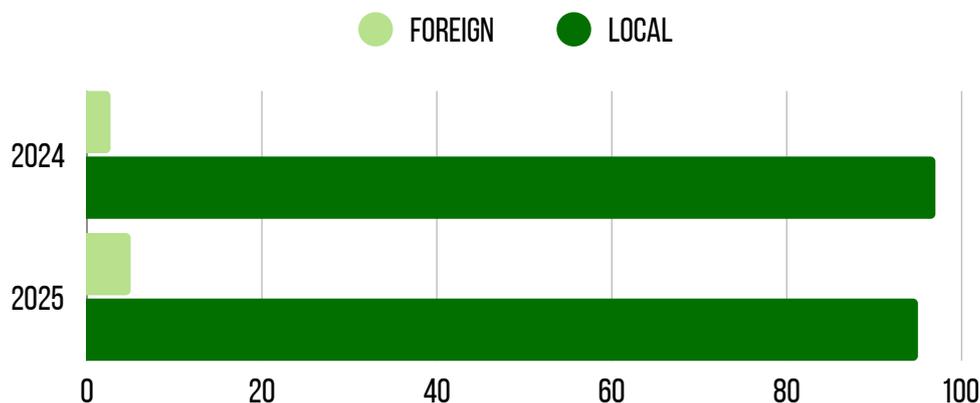
Held on 9th June 2025, this year's APHM International Healthcare Conference was officiated by the Minister of Health, **YB Datuk Seri Dr. Dzulkefly bin Ahmad**, together with the Director-General of Health, **Dr Mahathar Abd Wahab**. The event focused on the challenges of rising healthcare costs and explored viable financing solutions.

Organised by the Association of Private Hospitals of Malaysia (APHM), the event gathered healthcare leaders, policymakers, and professionals to discuss resource optimisation, technology adoption, and strategies for value-based care. Emphasis was placed on government collaboration with private hospitals to enhance access and affordability for Malaysians. Case studies and emerging trends in healthcare financing were shared, highlighting efforts to improve patient outcomes and support a unified approach to national healthcare needs.

This year's APHM Conference welcomed **1,128 delegates**, comprising senior management personnel from both private and public hospitals across Malaysia and overseas. International participants represented **China, Singapore, Germany, Brunei, India, Thailand, and Pakistan**, underscoring the regional and global interest in the conference's healthcare dialogue.

Our thanks and appreciation to Mesalvo GmbH & Selgate Healthcare Sdn Bhd as the official sponsors of the event, Sunway Medical Centre Sdn Bhd & IDS Medical Systems (M) Sdn Bhd as silver sponsors, and to the many Supporting Organisations, particularly, the Ministry of Health Malaysia (MOH), Malaysian Medical Association (MMA), Asian Hospital Federation (AHF), Malaysia Healthcare Travel Council (MHTC), Malaysia External Trade Development Corporation (MATRADE), Medico-Legal Society of Malaysia, Malaysian Society for Quality in Health (MSQH) and Malaysian Investment Development Authority (MIDA). Also to our official EMS, First Ambulance and Media Partners namely ASEAN-Connect and to our ticketing partner, Ticket2U.

The APHM International Conference & Exhibition 2025 provided rich opportunities for networking, facilitating meaningful collaborations and dynamic knowledge exchange. Ultimately, the event succeeded in uniting dedicated healthcare professionals who share a common vision of shaping a sustainable and progressive future for the industry



## LIST OF SPEAKERS



**Datuk Dr Kuljit Singh**  
President of APHM



**Mr Chandrasegaran Perumal**  
Director, Tax, PwC Malaysia



**Dr Khor Swee Kheng**  
CEO, Angsana Health



**Datin Seri Dr. Nomee Ashikin**  
Group Medical Director, Consultant Paediatrician and Paediatric Cardiologist, Selgate Healthcare Sdn Bhd



**Prof Anupam Sibal**  
Group Medical Director, Apollo Hospitals Group, India



**Jean-François Naa**  
CEO, IHH Healthcare Malaysia



**Yoshihiro Suwa**  
Senior Partner, Head of Life Sciences Asia, Roland Berger SEA



**Balakrishna Mekala**  
Enterprise Service & Digital Solutions, GE HealthCare



**Devaraj Subramaniam**  
Malaysia Consulting Principal, IQVIA



**YBhg. Mr. Fabian Bigar**  
Secretary General, Ministry of Digital, Malaysia



**Dr Karen Luxford**  
CEO, The Australian Council on Healthcare Standards (ACHS) International



**Dr Tan Hui Ling**  
Managing Director, Bagan Specialist Centre Sdn Bhd



**Chris Garrett**  
Head of Sales & Marketing, Aon Malaysia



**Sara Kobes**  
Director, Aon Cyber Solutions, Asia



**Eric Woo**  
Vice President, ECRJ Asia Pacific



**Anwar Anis**  
Executive Director, A1Health SuperSpeciality Centres (ASC)

## LIST OF SPEAKERS



**Dr Jeremy Lim**

Associate Professor, School of Public Health, National University Singapore



**Associate Professor Dr Aznida Firzah Abdul Aziz**

Senior Family Medicine Consultant & Lecturer, Department of Family Medicine, Faculty of Medicine, Universiti Kebangsaan Malaysia



**Prof. Dr Maznah Dahlui**

Public Health Medicine Specialist (Health Economics), Health Economic Research and Case-mix Unit, Dept. of Research Development and Innovation, University of Malaya Medical Centre



**Caron Gabriel**

Clinical Educator, Sri Kota Specialist Medical Centre



**Prof Emeritus Dato' Dr Syed Mohamed Ajunid**

Professor of Public Health and Community Medicine, Department of Public Health and Community Medicine, School of Medicine, IMU University



**Prof. Dr. Supasit Pannarunothai**

Chair, Centre for Health Equity Monitoring Foundation



**Associate Professor Dr Mohd Hafiz Jaafar**

Associate Professor & Public Health Specialist, Faculty of Medicine and Health Sciences, Universiti Sains Islam Malaysia



**Lim Kim Fuu**

Nurse Manager, Columbia Asia Hospital Puchong



**Ms Yap Sim Bee**

Group Head, Nursing, Quality and Clinical Risk Management, Asia One Healthcare



**Dr Yin Shan Qing**

Assistant Professor, Academic Medicine Systems Planning, Duke-NUS Medical School, Singapore



**Dr Lim Swee Geok**

Head of Nursing Division, School of Health Sciences, IMU University



**S. Goveelanesawary**

Deputy Manager, Group Clinical Nursing KPJ Healthcare Berhad



**Dr Goventhamah Subramaniam**

CEO, KPJ Klang Specialist Hospital



**Wong Soh San**

Diabetes Educator, Pantar Hospital Ayer Keroh



**Zulaina Jamaluddin**

Chief Nursing Officer, XMI Healthcare



**Faliza Erylina Rameli**

Nurse, Education Manager, Mahkota Medical Centre, Melaka



TOTAL SPACE OCCUPIED

**6,252 SQ.M.**

TOTAL EXHIBITION VISITORS-

INCLUDING DELEGATES : **5630**



TOTAL BOOTH OCCUPIED

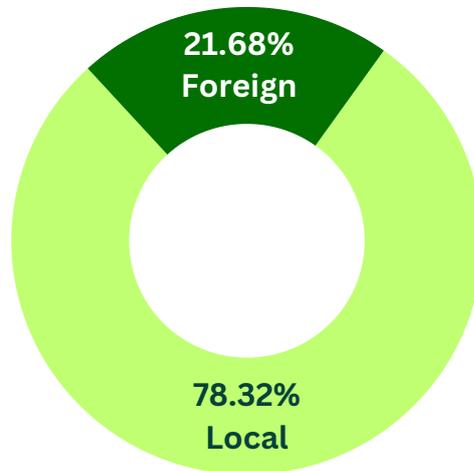
**216 BOOTHS**

FOREIGN COUNTRIES : **56**



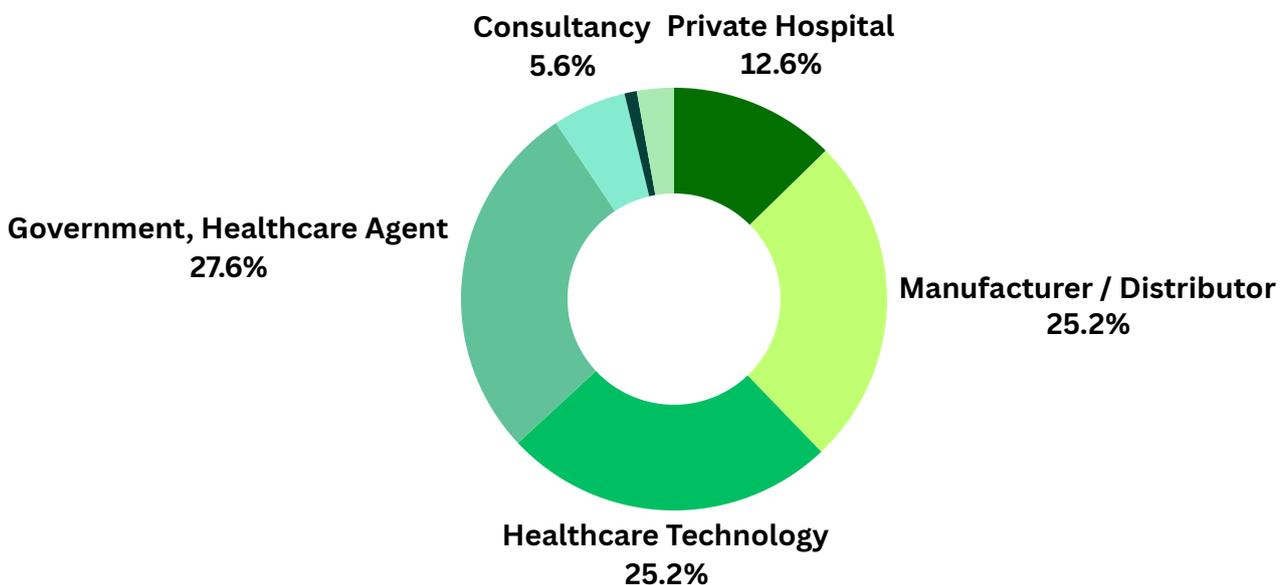
TOTAL COMPANY

**132 COMPANIES**

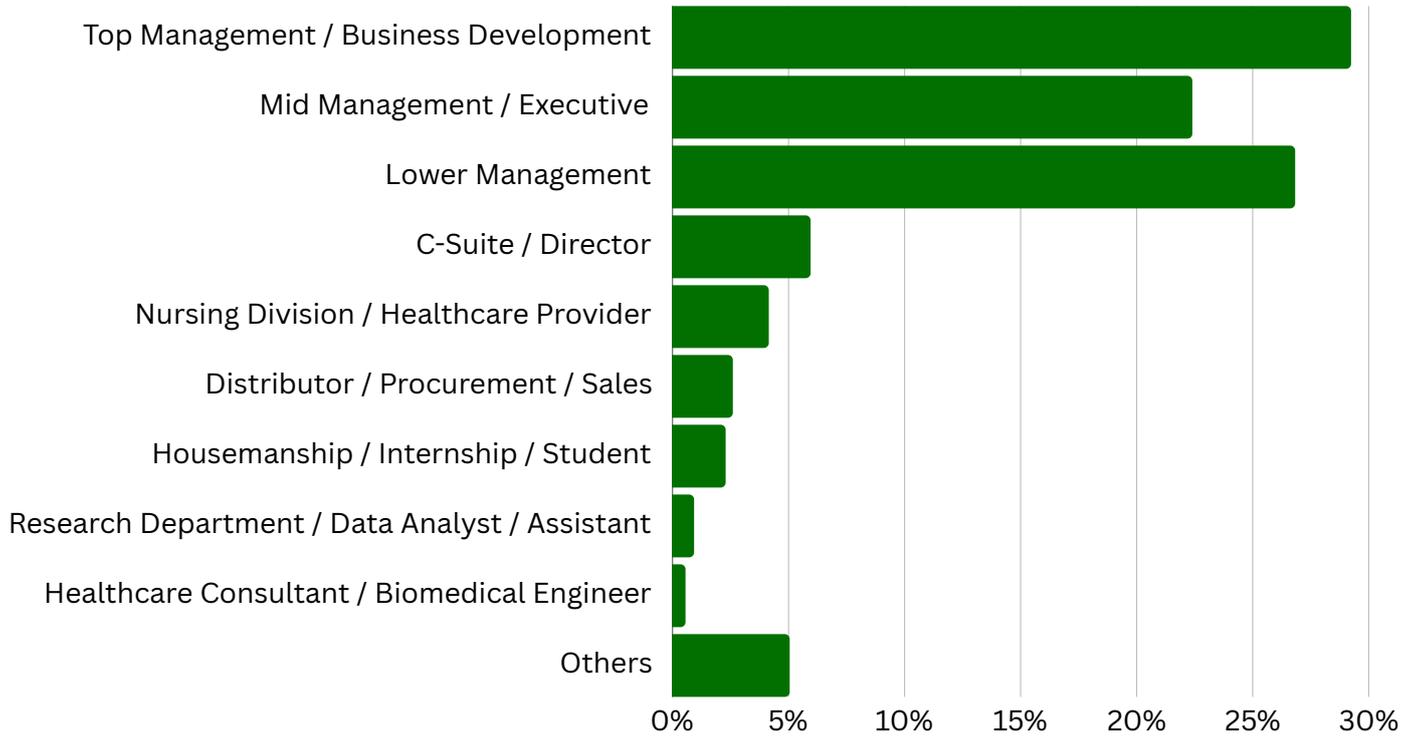


## EXHIBITOR PROFILE

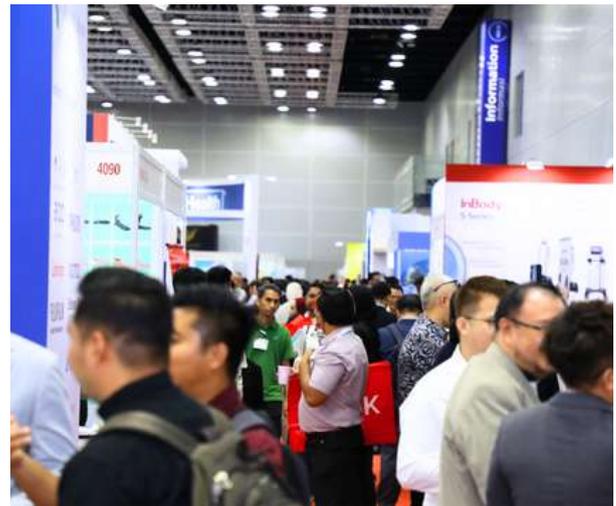
- PRIVATE HOSPITAL
- MANUFACTURER / DISTRIBUTOR
- HEALTHCARE TECHNOLOGY
- GOVERNMENT, HEALTHCARE AGENT
- CONSULTANCY
- FINANCIAL INSTITUTION
- LABORATORY AGENT



## VISITOR PROFILE



## MAIN PURPOSE OF VISITING



## SUMMARY OF EXHIBITORS

### EXHIBITOR

5 Health Pte Ltd (Bot MD)

**A**

Abex Medical System Sdn Bhd  
 AdvaHealth Solutions Sdn Bhd  
 Aerocom (M) Sdn Bhd  
 AKITECK (M) Sdn Bhd  
 Almex System Technology Asia  
 Amercent Solutions  
 Annalise.ai  
 Ascom  
 Asset Management Resources Sdn Bhd  
 Avisena Healthcare Sdn Bhd

**B**

BCM Alliance Berhad  
  
 Becton Dickinson Sdn Bhd  
 Behealth Medic Sdn Bhd  
 BTL Industries Malaysia Sdn Bhd

**C**

Cadi Scientific Pte Ltd  
 Chubb Malaysia Sdn Bhd  
 CKAPS  
 Coffeobot Holdings Sdn Bhd  
 ASEAN-Connect  
 Create CIL (M) Sdn Bhd  
 Curamed Technologies Sdn Bhd  
 CWORKS

**D**

Danaher Diagnostic Malaysia  
 Docu Arch

**E**

E-Medtest (M) Sdn Bhd  
 Eetarp Power (M) Sdn Bhd  
 Eightfold Sdn Bhd

**F**

Fajar Saintifik Sdn Bhd  
 First Ambulance Services Sdn Bhd  
 Formosa Cultural Corporation

**G**

Gemilang Asia Technology Sdn Bhd  
 GRC Partners Asia Sdn Bhd (QUASR)

**H**

HTEC Instruments Manufacturing Sdn Bhd  
 Hygeia Instruments (M) Sdn Bhd

**I**

IAQ Facility Services Sdn Bhd  
 IDS Medical Systems (M) Sdn Bhd  
 Asia Integrated Medical Sdn Bhd (IELDER)  
 IHH Healthcare Malaysia  
 InBody Asia Sdn Bhd  
 Infinity Medical Sdn Bhd

**I**

Intaniaga Sdn Bhd  
 Interscience Sdn Bhd  
 ISENS  
 ISPL Sdn Bhd

**J**

Jining Jianda Medical Device Technology Co Ltd

**K**

Kentasu Inc (Japan)  
 KL International Hospital Sdn Bhd

**L**

Latimax Systems Sdn Bhd  
 Lexington Sdn Bhd  
 LKL Advance Metaltech Sdn Bhd

**M**

Maaedicare Charitable Foundation  
 Mach7 Technologies  
 Mahkota Medical Centre / Regency Specialist Hospital  
 Malaysian Healthcare Sdn Bhd  
 Malaysian Society For Quality In Health  
 Mastersteel Medical Sdn Bhd

Medical Device Authority (MDA)  
 Medico Sdn Bhd  
 Medika Supplies Sdn Bhd  
 Medisys Innovation  
 Meditop Corporation (M) Sdn Bhd  
 Meditron Furniture Sdn Bhd  
 Mesh Bio  
 Metrotube x Metro Medic Sdn Bhd  
 MIDA  
 MIMS Medica Sdn Bhd  
 Minang Healthcare Sdn Bhd  
 MSU Medical Centre  
 Mun Global

**N**

National Lactation Centre (MOH)  
 NetEon  
 NexGen MedSolutions Sdn Bhd  
 NexoPrima Sdn Bhd  
 Nova MSC Berhad  
 Nur Jaya Medic Sdn Bhd  
 NW Healthcare Products Sdn Bhd

**O**

O2 Capsule Box Malaysia Sdn Bhd  
 OH Technology (M) Sdn Bhd  
 OneHeart Medic Sdn Bhd  
 ONYX Healthcare  
 OSS Technology Co Ltd

**P**

Panorama TV Asia Broadcast Sdn Bhd  
 Perunding Endah Alam

Shine Technology Co Ltd

## SUMMARY OF EXHIBITORS

EXHIBITOR	
<b>P</b>	Primary Priority Technology (M) Sdn Bhd Pro Life Medical Supplies Sdn Bhd PBUMED
<b>Q</b>	QMED Asia QuantumG Manufacturing Sdn Bhd Quick Stop Solution
<b>R</b>	Radium Healthcare Sdn Bhd Rehab Italian Design RHB Group Berhad
<b>S</b>	Sains Medika Sdn Bhd SATO Auto-ID Malaysia Sdn Bhd Schinkels Senteq Co Ltd Shenzhen Krinwave Technology Co Ltd Shimadzu Malaysia Sdn Bhd Smart Technology Services SmartOptz Technology Sdn Bhd SmartPeep SOL Millennium Malaysia Sdn Bhd SPM Medicare Pvt Ltd Star Medik Sdn Bhd Sunway Healthcare Group Suria Medik Sdn Bhd Systemz Sdn Bhd
<b>T</b>	Taiwan Product Center (TPC) Taiwan Trade Center Inc Kuala Lumpur Tech-Lab Manufacturing Sdn Bhd Technogym Teepharm Medical Sdn Bhd Tera Va Sdn Bhd Terumo Malaysia Thomson Hospital Kota Damansara Trimax Healthcare Sdn Bhd Tristel Malaysia Sdn Bhd Twin Beans Limited Corporation
<b>U</b>	UM Specialist Centre UMediC Healthcare
<b>W</b>	Weihai Dishang Medical Technology Co Ltd Well Lands Enterprise Co Ltd
<b>X</b>	XSPec Hospitech - NetSfere Xuyi Likang Medical Products Co Ltd
<b>Y</b>	Yarward Malaysia Sdn Bhd
<b>Z</b>	Zhejiang Kmjk Medical Device Co Ltd Zhengzhou Langyi Biotech Co Ltd



The APHM International Healthcare Exhibition 2025 attracted a high-quality audience of **5,630** verified trade visitors from over 56 countries, solidifying its position as one of the region's most trusted B2B platforms for healthcare innovation and networking. The diversity of the visitor profile reflected the exhibition's growing international appeal, with strong representation from ASEAN markets as well as key global healthcare hubs.

## International Reach

Visitors came from across ASEAN and globally, including:

*Malaysia, China, Singapore, Taiwan, Indonesia, Hong Kong, India, Australia, Japan, United Kingdom, Philippines, Thailand, and more.*

Category	%	Description
<b>Senior Decision Makers</b>	35%	CEOs, COOs, Managing Directors, Deputy Managers, and Heads of Departments – individuals with direct purchasing power and strategic influence.
<b>Mid-Level Professionals</b>	49%	Managers, Doctors, Executives, Procurement Officers, and Business Development leads – actively sourcing new solutions and partnerships.
<b>Healthcare Specialists</b>	8%	Nurse Managers, Pharmacists, Biomedical Engineers, Practitioners, and allied professionals – focused on innovation, clinical tools, and infrastructure.
<b>Students / Interns</b>	3%	The future of the healthcare workforce – reflecting APHM's role in industry talent development.
<b>Others / General Visitors</b>	5%	Stakeholders, investors, and adjacent industry professionals.

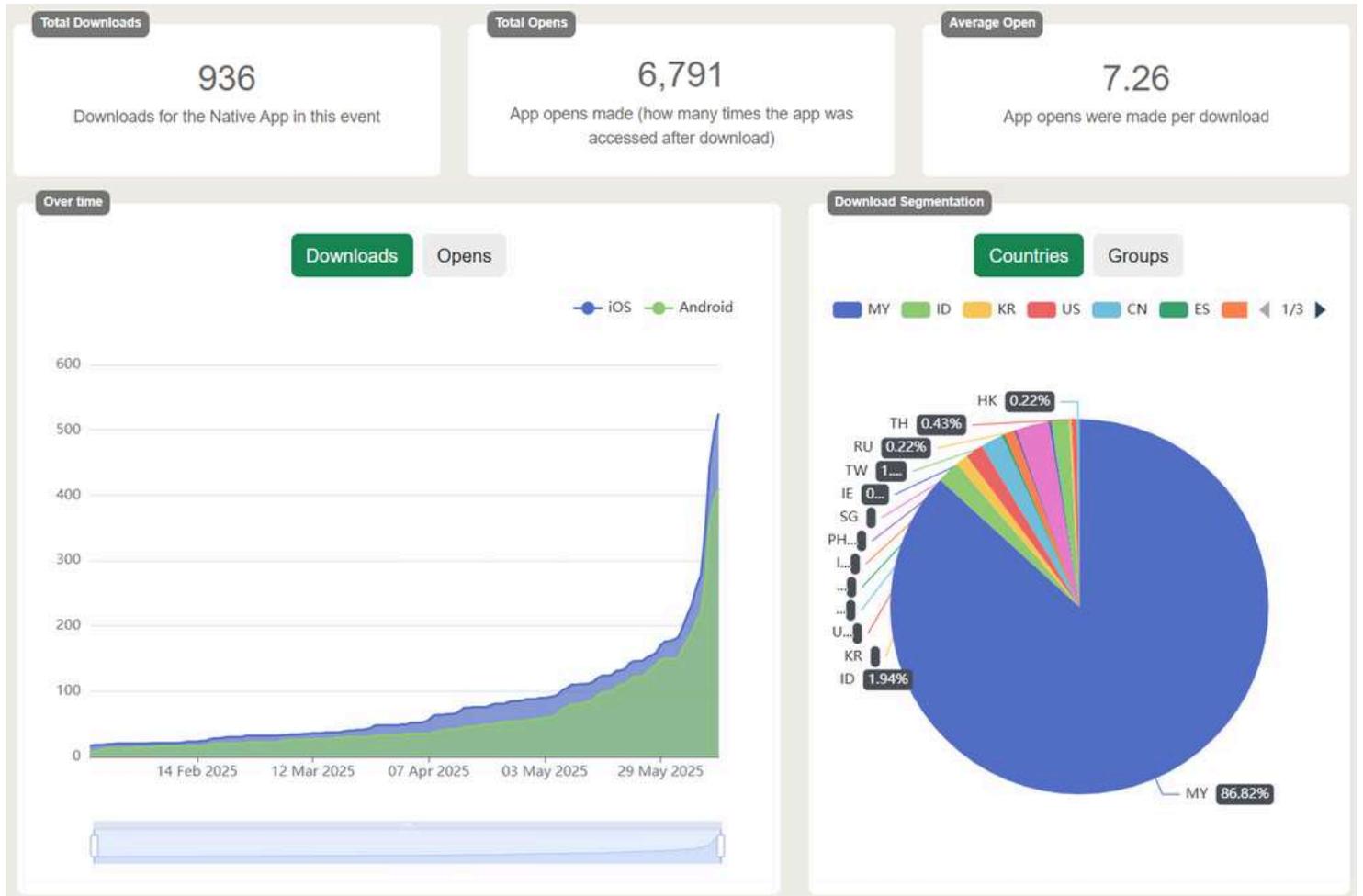
## What This Means for Exhibitors

35% of visitors held mid to senior roles with influence over procurement, partnerships, or innovation planning, underscoring the event's ability to attract decision-makers who drive change in their organisations.

The event created a high-conversion environment for meaningful conversations, product showcases, and solution sourcing, enabling exhibitors to demonstrate their innovations directly to engaged buyers and stakeholders.

More than 200 business-matching meetings were facilitated, supporting lead generation and deal-making during the 3-day event – further demonstrating APHM's role as a catalyst for collaboration and growth in the healthcare industry.

## APHM NATIVE APP



## APHM WEB APP



## APHM 2025 EVENT APP PERFORMANCE

The APHM 2025 Event App served as a central hub for engagement, networking, and information throughout the exhibition and conference. The app, offered in both web-based and native formats, demonstrated strong adoption and activity among attendees.

- **Web App Usage:**

A total of 3,020 logins were recorded on the web app by exhibitors, conference delegates, and trade visitors, with an average of 17.46 logins per day.

- **Native App Performance:**

The native app was downloaded 936 times, with users accessing it a total of 6,791 times – averaging 7.26 opens per user. Downloads were recorded across 16 countries, reflecting the event’s international reach.

- **Overall Visibility:**

The event app content achieved over 146,000 public impressions, amplifying visibility for exhibitors, sponsors, and conference content.

The app facilitated seamless access to schedules, exhibitor directories, and business matching tools, contributing to the success of APHM 2025 as a connected, modern, and impactful healthcare platform.

### People

146,303

Total Impressions

Organic: 67,529 ⓘ  
Recommendation: 71,560 ⓘ  
Search: 7,214 ⓘ

1,230 ⓘ

Total views

7.11

Average views per day

### Company

420,000

Total Impressions

Organic: 373,796 ⓘ  
Recommendation: 31,351 ⓘ  
Search: 14,853 ⓘ

8,625 ⓘ

Total views

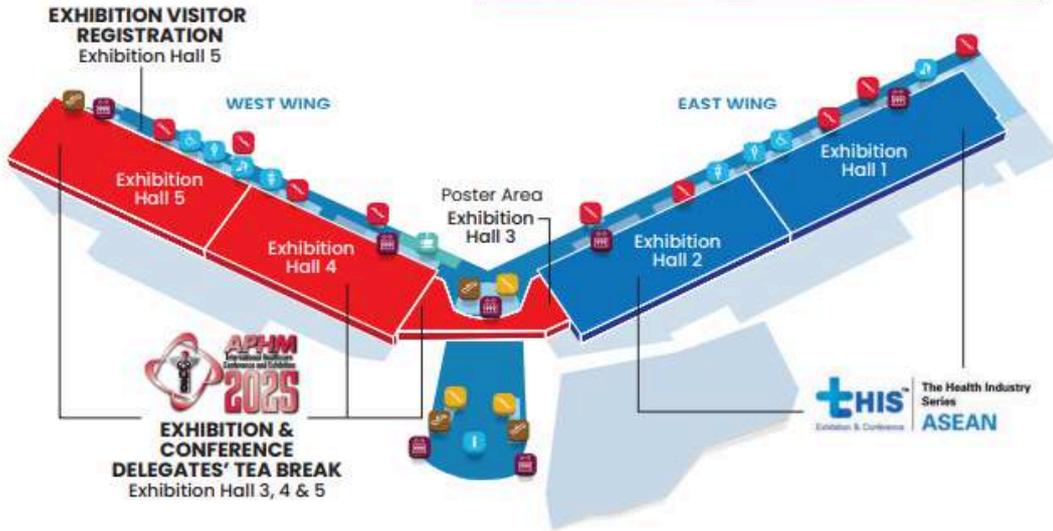
49.86

Average views per day

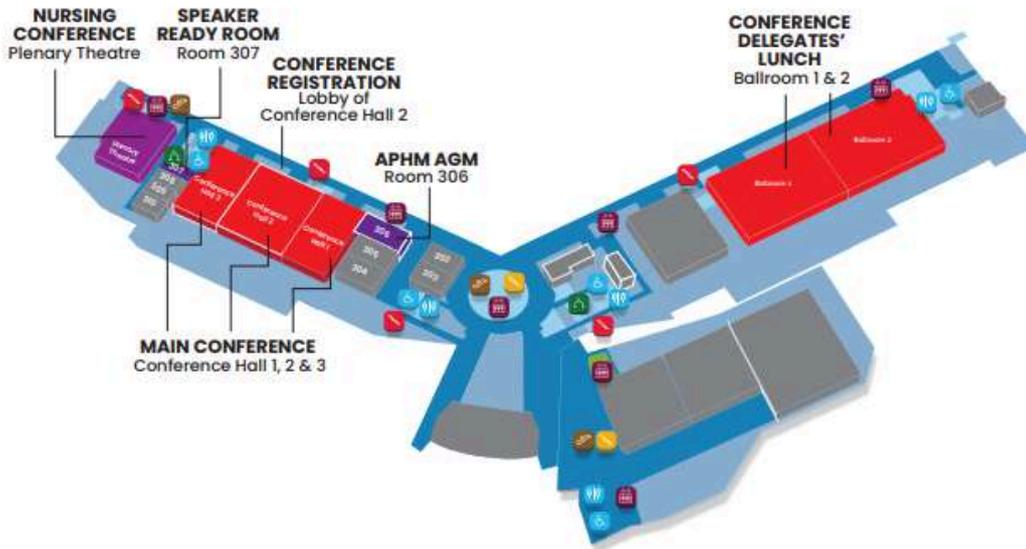
## VENUE FLOOR PLAN

KUALA LUMPUR CONVENTION CENTRE

### EXHIBITION @ GROUND FLOOR

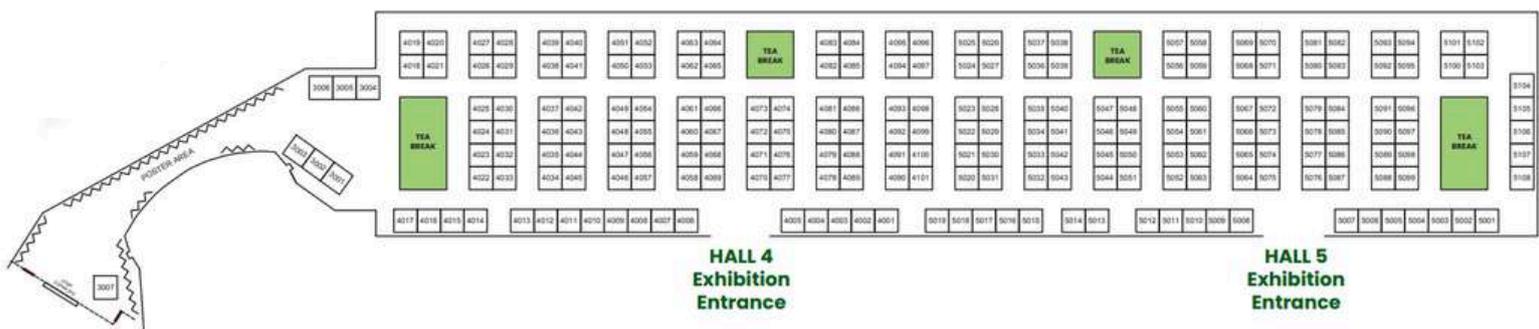


### CONFERENCE HALLS @ LEVEL 3



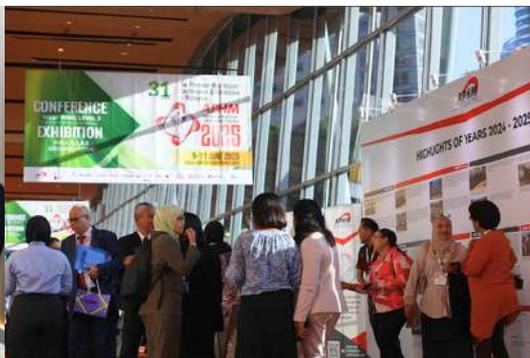
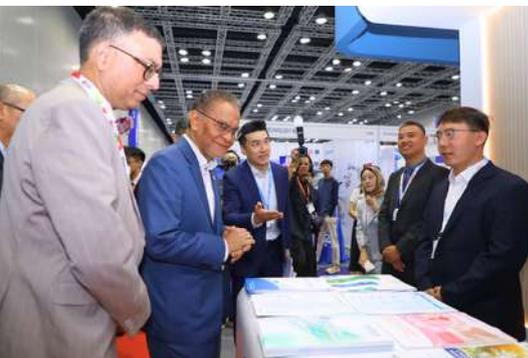
## EXHIBITION FLOOR PLAN

### KUALA LUMPUR CONVENTION CENTRE EXHIBITION HALL 3, 4 & 5



# APHM2025 RECAP | EXHIBITION REPORT

## EXHIBITOR LOGOS



THANK YOU, SEE YOU AGAIN IN 28-30 JULY 2026

Please email [info@aphmconferences.com](mailto:info@aphmconferences.com) for any clarification or visit our website <https://www.aphmconferences.com> for 2026 event's info



THE PREMIER HEALTHCARE EXHIBITION IN MALAYSIA

**32<sup>nd</sup>**  
year



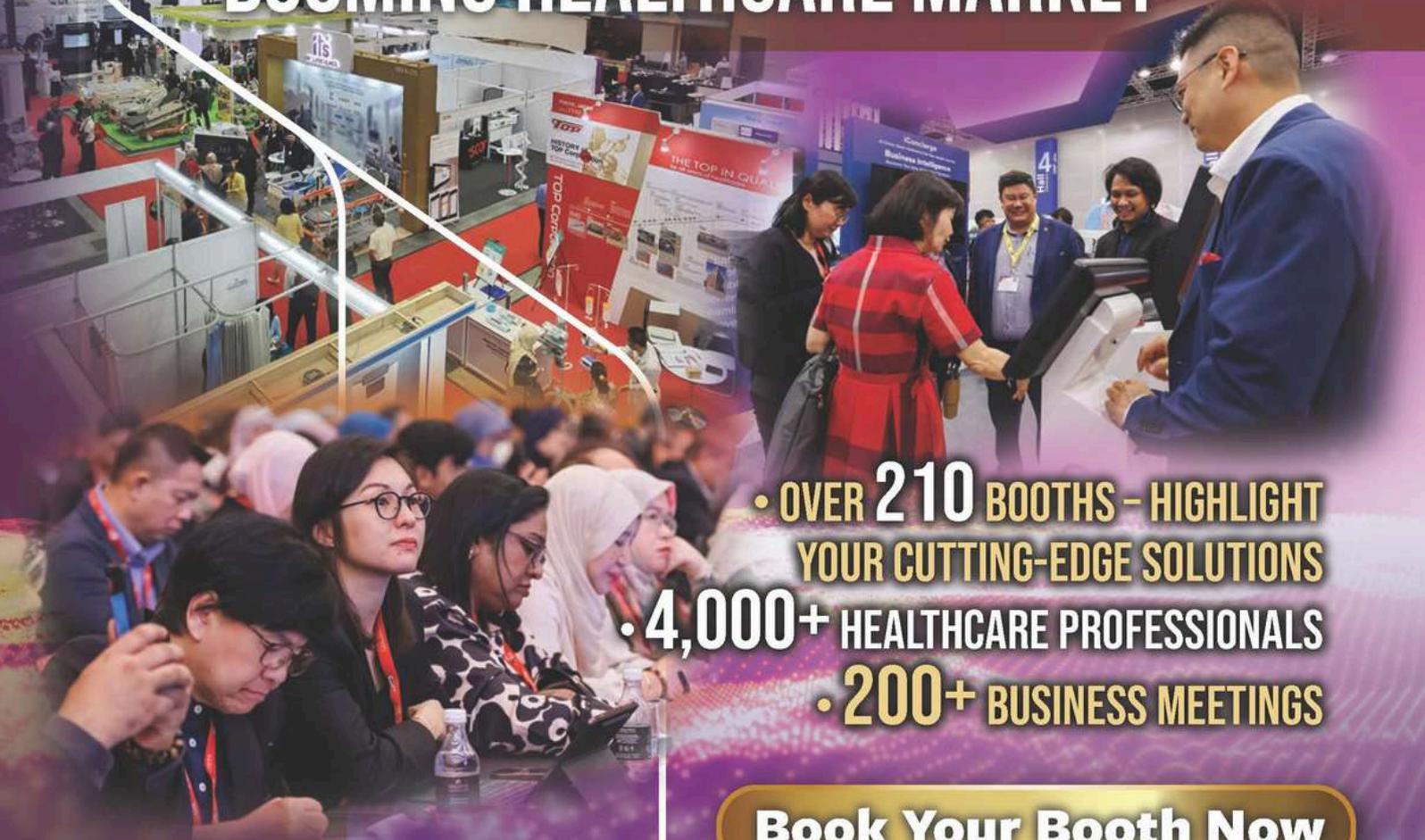
**APHM**

International Healthcare  
Conference and Exhibition

**2026**

**28 - 30 JULY 2026**  
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**CONVENTION CENTRE**

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