

# PHILIPPINES' INTERNATIONAL EXHIBITION ON HOSPITAL, LABORATORY, DENTAL, PHARMACEUTICAL, MEDICAL EQUIPMENT & SUPPLIES

# PHIL MEDICAL EXPO 2026

The 9th Edition of

CO-LOCATED WITH:



## SMARTER HEALTHCARE, STRONGER FUTURE:

ADVANCING DIGITALIZATION AND INNOVATION FOR ALL

19 → 21  
AUGUST 2026

**SMX**  
CONVENTION CENTER  
MANILA

SMX CONVENTION CENTER MANILA,  
MALL OF ASIA COMPLEX,  
PASAY CITY, PHILIPPINES

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# ABOUT THE EVENT

The 9th Edition of PhilMedical Expo 2026, co-located with the Infectious Disease Control Expo (INDEC) Philippines 2026, Philippines Dental Expo 2026, Philippines Medical Technology Expo, and Philippines Eldercare Technology Expo is the premier specialized event in the Philippines for the medical, dental, pharmaceutical, and laboratory sectors. This international congregation brings together professionals from healthcare, dental, pharmaceutical, and laboratory industries in Manila to showcase the latest technologies, services, and innovations driving these fields forward.

## EVENT HIGHLIGHTS



# FACTS & DEVELOPMENT

## PHILIPPINE HEALTHCARE LANDSCAPE BUILDING A RESILIENT, SMART & INCLUSIVE HEALTH ECOSYSTEM



### 1. Healthcare Infrastructure

- Over 1,800 hospitals (around 40% public, 60% private).
- Universal Health Care (UHC) Law implementation continues, aiming to make healthcare accessible to all Filipinos.
- The Department of Health (DOH) is expanding its Health Facility Enhancement Program (HFEP) to upgrade and build new health centers and hospitals nationwide.



### 2. Workforce

- Around 150,000+ doctors and 500,000+ nurses, but many emigrate for better pay.
- The Philippines remains one of the top global exporters of healthcare workers.



### 3. Health Tech & Digital Health

- Growing use of telemedicine platforms (e.g., KonsultaMD, HealthNow).
- Hospitals adopting Electronic Medical Records (EMR) and AI-based diagnostics.
- DOH and private players are developing national health data infrastructure.



### 4. Pharmaceuticals & Medical Devices

- The Philippine pharmaceutical market is valued at over ₱220 billion.
- Local pharma industry is growing but still relies heavily on imports (70–80%).
- The medical device market is expanding due to rising demand for diagnostics and elderly care technologies.



### 5. Government Initiatives

- UHC Law (RA 11223) aims to automatically enroll all Filipinos in PhilHealth.
- Public-Private Partnerships (PPP) encouraged in hospital construction and digital health rollouts.
- Balik-Scientist Program and Startup Grants for medical R&D and innovation.

## FUTURE DEVELOPMENT TRENDS (2025–2035)

### 1. Smart & Digitized Healthcare System

- Nationwide integration of EMRs across public and private hospitals.
- AI-driven diagnosis, robot-assisted surgery, and remote patient monitoring become mainstream.
- Expansion of 5G-powered telehealth, especially in rural areas.

### 2. Medical Tourism

- The Philippines positioned as a top Asian destination for affordable medical and cosmetic procedures.
- Investments in internationally accredited hospitals in Cebu, Davao, and Metro Manila.

### 3. Aging Population & Eldercare Market

- By 2035, 20% of Filipinos will be 60+ years old.
- Rising demand for eldercare facilities, home healthcare tech, and geriatric professionals.
- Growth in ELDEX (Eldercare Technology) and related exhibitions.

### 4. Health Innovation Hubs

- Establishment of biotech & medtech parks in Metro Manila, Clark, and Cebu.
- Expansion of Filipino medical startups in diagnostics, wearables, and AI platforms.
- Stronger role of government and universities in clinical trials and bio R&D.

### 5. Sustainable & Resilient Healthcare

- Hospitals built for climate resilience and pandemic preparedness.
- Use of renewable energy, green buildings, and waste management systems.
- Deployment of modular hospitals and mobile health units in disaster-prone areas.

# CONGRATULATORY MESSAGE & TESTIMONIALS



The Philippine Hospital Association (PHA) congratulates Fireworks Trade Exhibitions on the successful 8th PhilMedical Expo 2025. This event is more than a showcase—it's a platform for real partnerships, where healthcare providers and innovators come together to co-create a resilient, tech-enabled, and patient-centered future. We at PHA value this opportunity to build lasting relationships that drive quality and innovation across the health sector.

***Mabuhay ang PhilMedical Expo!  
Mabuhay ang ating mga katuwang sa kalusugan!***

**DR. JOSE P. SANTIAGO, JR.**

*President, Philippine Hospital Association*



A heartfelt congratulations to Fireworks Trade Exhibitions and Conferences Philippines, the proud organizer of the 8th Edition of the Philippines Medical Expo 2025, co-located with the Philippines Fitness & Wellness Expo 2025 for this successful coming together of the Philippine medical sector & divisions in this prestigious event. And to all participants of this medical Expo/convention, thank you! May the knowledge shared and connections made during this event inspire continued advancements in Philippine healthcare and local patient care.

***Mabuhay ang Pilipino!***

***Mabuhay ang PAMS!***

**ANN MARGARET C. VICENTE, MD., FPAMS**

*National President, Philippine Academy of Medical Specialists, Inc. (PAMS)*



"As Head of the Advisory Board, I witnessed the Philippine Medical Expo 2025 emerge as more than just a trade show—it became a powerful platform for collaboration, innovation, and nation-building. Stakeholders from international medical companies, embassies, hospitals, universities, local government and private health organizations came together to align on Asean Harmonization, standardized regulatory readiness, global technology transfer, and capacity-building on the latest and most modern medical equipment, together with the possibility of doing assembly or manufacturing of medical equipment and devices in the Philippines.

None of this would have been possible without the diligent and professional efforts of Fireworks Inc. and their organizational expertise ensuring that the Expo ran smoothly and at a truly global standard. I extend my deepest thanks to Fireworks, led by Ms Susan Tricia, Ms. Abi, Ms Jenny, Ms Dhez and the rest, for their tireless work in making this year's Expo a resounding success and a stepping stone toward a stronger Philippine healthcare industry."

**DR. LUIS RAMON RODRIGUEZ**

*Chairman of Karl Group Holdings Corp., United*

*Clinical Laboratory Association of the Philippines (UCLA) Ph,*

*Medical Device Association of the Philippines (MDAP), Philippine Medical Depot (PMD)*





**The Philippine Council for Quality Assurance in Clinical Laboratories (PCQACL)** proudly extends its warmest congratulations to Fireworks Trade Exhibitions & Conferences Philippines on the 8th Edition of the Philippines Medical Expo 2025, co-located with the Philippines Fitness & Wellness Expo 2025.

As an organization dedicated to promoting quality in clinical laboratory services through education, training, and research, PCQACL recognizes the vital importance of fostering collaboration and partnerships to achieve our shared goals. Over the years, our partnership with the Philippines Medical Expo has provided a valuable platform for knowledge exchange, innovation, and professional growth—ultimately helping raise the standards of laboratory practice in the country.

This milestone edition not only reflects your commitment to advancing the healthcare, fitness, and wellness industries but also highlights the power of collective efforts in creating meaningful change. We are honored to be part of this journey and look forward to continuing our collaboration in promoting excellence in laboratory services for the benefit of the Filipino people.



The Philippine Society of Clinicians and Biomedical Engineers (PSCBE) extends its warmest congratulations to Fireworks Trade Exhibitions & Conferences Philippines on the successful staging of the 8th Edition of the Philippines Medical Expo 2025, co-located with the Philippines Fitness & Wellness Expo. This milestone event continues to serve as a vital platform for advancing medical technology, promoting health innovation, and fostering collaboration among healthcare professionals.

We wholeheartedly express our full support for this significant gathering and commend your dedication to showcasing cutting-edge solutions that contribute to improving healthcare delivery in the Philippines. PSCBE looks forward to our continued partnership in driving progress, innovation, and excellence in the field.



### **PROF. NILO T. BUGTAI, PH.D.**

*Founding President,  
Philippine Society of Clinicians and Biomedical Engineers (PSCBE)*

We in the **University of the East (UE)** wish to congratulate Fireworks Trade Exhibitions & Conferences Philippines and everyone who is part of the 8th Philippines Medical Expo!

We are honored and privileged to be part of this endeavor, given that it is a premier, multi-sector event aimed at providing a platform for collaboration, innovation, and knowledge exchange among the dental, medical, eldercare, fitness, and wellness practitioners and communities.

While we are elated that the UE College of Dentistry is deemed as a leading Philippine institution in dental education, we remain humbled and passionate in molding aspiring dentists to become warrior oral healthcare professionals. Moreover, we are gladdened to be part of this big gathering, which helps renew the flexibility of our perspectives from being laser-focused in educating students and attending to dental patients to acknowledging the bigger world and sphere outside of our college and campus.

May this three-day expo be “*expo-nentially*” valuable, meaningful and rewarding to all, be they on the organizing end or on the participants’ end.

Thank you, congratulations and kudos, FTECP and to all of PhilMedical Expo 2025’s participants and guests!



## **SOME OF OUR MAJOR EXHIBITORS**





## SMX CONVENTION CENTER MANILA, MALL OF ASIA COMPLEX, PASAY CITY, PHILIPPINES

**PhilMedical 2026** will be held at SMX Convention Center Manila, one of the Philippines' most impressive and popular purpose-built convention and exhibition center. The center offers the latest facilities in exhibition and conferences and provides an ample parking space for visitors and exhibitors.

## COST OF PARTICIPATION



### HAVE IT RAW!

Raw Space Only (Min 18sqm)

**460 USD PER SQM**

"Ideal For Companies With Large Exhibits Or Simply For Those With More Flair..."

### SHELL ME UP!

Standard Shell Scheme (Min 9sqm)

**480 USD PER SQM**

"Leave The Work To Us And Walk Onto A Furnished Stand With Chairs & Tables."

### CORNER BOOTH CHARGE: 50 USD PER SQM

### SHELL SCHEME PACKAGE INCLUDES:

1x 230V - Power Point - Needle Punch Carpet Flooring - White Laminated Plywood Panel - 2 x Fluorescent Tube - 2 x Upright Chair  
1x Information Counter - Fascia Board With Company Name

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