

Malaysia

## Developing the Southeast Asian market in the medical field

### Exhibition in the capital, with Japanese companies also exhibiting

PICK UP    Pharmaceuticals    April 25, 2025

The Southeast Asian Healthcare & Pharma Show (SEAcare) 2025, an exhibition for medical professionals and pharmaceutical industry personnel, is being held in Kuala Lumpur, the capital of Malaysia, until the 25th. 130 brands from 13 countries and regions both domestic and overseas are exhibiting at 250 booths. Several Japanese companies are also exhibiting, exploring expansion and business opportunities in the medical field in the Southeast Asian market, including Malaysia.



Booth of medical apparel brand Clasico - Kuala Lumpur on the 23rd (Photo by NNA)

Koichi Takano, director of the Kuala Lumpur office of the Japan External Trade Organization (JETRO), which is exhibiting at the exhibition, commented, "(Malaysia) is expected to experience an aging population, and issues such as diet, high obesity rates, and high rates of chronic diseases are becoming issues, so demand in the medical field is expanding," and emphasized, "There is a lot of room for Japanese technology and services to contribute."

Through its participation in this exhibition, JETRO will not only gather information on the Malaysian medical market, but also disseminate its initiatives. It will introduce the members-only portal site "Japan Innovation Bridge (J-Bridge)," which supports collaboration between Japanese and overseas companies, and the online catalog site "Japan Street" for overseas buyers, aiming to cultivate startups and buyers interested in collaboration with Japanese companies.



JETRO Kuala Lumpur Office Director Takano = Kuala Lumpur on the 23rd (Photo by NNA)

Masayoshi Iwata, JETRO's local support platform coordinator for small and medium-sized enterprises expanding overseas, said, "The healthcare business in Malaysia is changing with the times, so it is important to keep a close eye on local trends and not miss the evolution of medical care and the trend toward digitalization."

#### **Many companies are developing the market**

Lin Ting-chun, CEO and CTO of Ladilad (Minato Ward, Tokyo), a group company of Taiwanese software developer Ladilad that develops smart medical devices using artificial intelligence (AI), commented, "We have exhibited at several exhibitions around the world this year, but this is our first time developing the Southeast Asian market." The company, which also has a base in Taiwan, plans to develop local sales agents and deepen its understanding of medical culture through this exhibition.

Classico, a medical apparel brand based in Minato Ward, Tokyo, has been expanding into Southeast Asian countries through e-commerce since November last year, in addition to its operations in China, Taiwan, the Middle East and other countries.

Through this exhibition, the company plans to promote its business to local customers that cannot be reached through e-commerce, as well as to expand its business in Malaysia by partnering with local agents. Classico CEO Shin Yamato said, "We were approached by medical workers and manufacturers within the first half of the exhibition, and we feel that the response has been great."

#### **The largest ever**

The Southeast Asia Healthcare & Pharma Show is being held at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur from the 23rd to the 25th. According to Cube Integrated Malaysia, the organizer and operator of MITEC, this year's 25th edition is the largest ever.

The event will introduce the latest products and services that are leading the industry, including medical products and equipment, medical tourism, pharmaceuticals and biotechnology, and services for the elderly, providing an opportunity for companies looking to enter the local market or expand their business.

Cube Integrated Malaysia general manager Kevin Teo said: "We expect the exhibition to bring together healthcare leaders, policy makers and innovators to discuss emerging trends, regulatory developments and investment opportunities which will directly contribute to the long-term development of the healthcare sector."



The Southeast Asian Healthcare & Pharma Show (SEACare) 2025 is being held until the 25th. (Photo by NNA)

**Country/Region** [Malaysia](#) **Industry** [Pharmaceuticals](#)

**Related Tags** [Taiwan](#) [Malaysia](#) [Japan](#) [ASEAN](#) [Healthcare](#) [Pharmaceuticals](#) [Venture](#) [event](#)