



Medical Fair Thailand

Bangkok, Thailand September 9-12, 2025



Established in 2003, Medical Fair Thailand has become one of Southeast Asia's most established international medical and healthcare events. Focused on equipment and supplies for the hospital, diagnostic, pharmaceutical, medical, and rehabilitation sectors, [Medical Fair Thailand](#) provides opportunities for California businesses to navigate Thailand and Southeast Asia's markets. Exhibitors should expect to meet with medical and healthcare organizations and representatives from across the region.

The California Governor's Office of Business and Economic Development (GO-Biz) will be hosting a California Pavilion featuring 5 innovative small medical or healthcare companies at this strategic Southeast Asian show.

Participation Fee: \$4,000

Who should apply

- Accident & Emergency Equipment
- Building Technology & Services
- Communication & IT
- Dental Equipment & Supplies
- Diagnostics
- Electromedical Equipment/ Medical Technology
- Medical Furniture & Equipment
- Laboratory Equipment
- Ophthalmic Supplies
- Rehabilitation Equipment
- Orthopaedic Supplies

What to expect

Exhibition package includes:

- Turn-key booth featuring custom counter and back wall graphics, power access, and wifi
- Trade show social media marketing, and digital directory listings.
- Consultant market entry and B2B matchmaking support
- Two site visits in Bangkok



Booth design subject to change

Apply Now

- Once in the [STEP Portal](#), create a new application and select "STEP Event" as the application type.
- Select "Medical Fair Thailand" from the event selection drop-down and provide the additional requested information in the application.
- The GO-Biz team will contact applicants regarding STEP eligibility and next steps in the approval process.
- For more information on STEP and STEP eligibility, click [here](#).



Henan Li
Henan.Li@gobiz.ca.gov

Cindy Ma
Cindy.Ma@trade.gov

