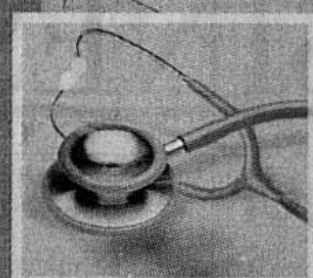


Medexpo 2004

2nd Bangladesh International Medical Exhibition



Winter Garden
Dhaka Sheraton Hotel
October 7, 8, & 9, 2004

Organised by:

Triune Exhibition & Event Management Services (TEEMS)

Co-organised by:
Bangladesh Private Clinic
Diagnostic Owners' Association

Event Partner:
maa

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Special Supplement

DHAKA THURSDAY OCTOBER 7, 2004

Design & planned by : Triune (Pte) Ltd.



Air Vice Marshal (Retd.)
Altaf Hossain Choudhury
Minister
Ministry of Commerce
Govt. of the
People's Republic of
Bangladesh
30 September, 2004

Message

I am pleased to learn that Triune Exhibition and Event Management Services (TEEMS) will be arranging Medexpo-2004 International Medical Equipment and Services Exposition for the second time in the city from October 7 to 9, 2004.

Bangladesh has achieved substantial progress in a number of areas in the field of healthcare. But still a lot remains to be done.

It is heartening to note that besides the institutions set up or run by the government, a number of entrepreneurs have invested in the health sector, setting up hospitals, clinics and diagnostic centres all over the country. More and more people are getting the benefits. Some of the companies in the country are not only producing quality medical equipment but also exporting them to a number of countries. Some of the medical equipments, furniture and accessories are now produced in Bangladesh and are of international standard.

Services- reaching the benefit of the medical science to the maximum number of people- needs to be the area, where we all should give our attention, specially to the newly emerging diseases or health problems.

So holding medical exposition, like Medexpo-2004, regularly will be right step at this moment as these events will help us learn about the new models of healthcare, anticipate trends in the world of medical science as well as see for ourselves the latest in medical technology.

I wish the men behind the Medexpo-2004 every success in successful holding of the event.

Air Vice Marshal (Retd.) Altaf Hossain Choudhury

Exposition, Exhibition or Fair: A Good Medium To Know Progress

By Raquib Siddiqi

Expositions, exhibitions or fairs are public displays of industrial or commercial products or of fine arts.

Although the terms are used interchangeably, both expositions and exhibitions may be regional, national, or international, and may show only the products of a single industry, such as medical equipment or leather, or all products of human endeavour.

As in the various parts of the world, in Bangladesh, a large number of expositions, exhibitions and fairs are being held regularly every year— either to display single product or multiple products of public interest.

But MEDEXPO-2004 is the first of its kind. Never in the past exposition, exhibition or fair on the medical equipment and diagnostic development has been held in such a way. In that respect, it is unique in nature and very useful in utility.

History
Displays of this kind have their origin in the large commercial fairs once common in Europe, to which every kind of merchandise was brought to be sold.

It was discovered that exhibitions stimulated sales, and arrangements were ultimately made to exhibit merchandise not for immediate sale but for purposes of advertising and promotion.

The first such exhibition was held in 1756-1757 in England by the Society of Arts, which exhibited all the entries and awarded prizes for the best English manufactured products. In 1798 an exhibition of every variety of French manufacture was held in Paris and was so successful that another was held later in the same year. After a third exhibition inaugurated by Napoleon in 1802, similar affairs began to be held triennially.

In the US, the Franklin Institute of Philadelphia, founded in 1824, held exhibitions of scientific developments from time to time. The American Institute of New York, founded in 1828, held annual exhibitions at which inventors and manufacturers were invited to display new products. In Britain exhibitions began to be periodic events in the cities of Birmingham, Liverpool, and Manchester.

In Ireland the Royal Dublin Society instituted triennial exhibitions in Dublin in 1829; at first only native products were shown, but foreign products were eventually included in the exhibits. The importance of such local exhibitions declined, however, as museums and libraries began to organize special showings of both manufactured products and fine arts.

Beginning with the latter half of the 19th century, three types of exhibitions and expositions became

prominent.

The first was the industrial exhibition, devoted to the stimulation and progress of a specific industry or to all the industries of a specified country or area.

A second type of exhibition, particularly popular in the US, was regional and was dedicated to the commemoration of a historical event.

The third type, the universal exposition, was international in scope; it was sponsored by a national government and displayed a wide variety of products.

During the 20th century international exhibitions, popularly called world's fairs, have become elaborate showcases for technological and cultural developments as well as manufactured products. Usually well subscribed by exhibitors and showing visitor attendance into the millions, such exhibitions often have had an important social and economic impact on the country or vicinity in which they are held.

In the present day world, vast advancement of medical science in general and Medical Diagnostic Imaging in particular, has opened up new and very important product for display. The expositions on medical field are not only making people involved in healthcare aware of the latest development, but also making ordinary people knowledgeable about facilities and

choices available in time of need.

Millennium progress

In our present day culture, image and the moment are everything. People in the year 1000, wherever they lived, had no concept of a world of unfolding and multiplying possibilities. Tradition ruled, and material circumstances were tightly constrained. What hopes of change people held rested largely in the hereafter, depending on their religious faith. This picture changed only gradually through the first half of the millennium. During the second half, the pace of change began to pick up and has continued to quicken right up to the present.

It will be interesting to read the following report on diagnostic imaging

"The heart keeps beating with its staccato rhythm. As if suspended in midair, apparently without being attached to anything or held by any support, it slowly turns in a complete circle. Gathered at the monitoring screen, physicians intently observe the rotating heart from different angles, watching for even the slightest hint of abnormalities."

"This heart is very much alive and healthy, and its owner, a middle-aged man, is very comfortably stretched out on an examination table. Surrounding him are array of electronic sensors and their appendages. But nothing visible is touching him except, of course, the top of the examination table on which he is resting. Yet, his heart at work is clearly perceptible on the screen."

New tools of modern medicine are opening our bodies to views of our innermost organs without any physical contact. Interior body parts, formerly not reachable during their owner's lifetime, can now be studied in minute detail while they are at work inside the body. Just as if they had been removed



Md. Barkat Ullah Bulu
Advisor
Ministry of Commerce
Govt. of the
People's Republic of
Bangladesh
Dated : 04-10-2004

Message

It is very appreciable to see a private sector organisation, Triune Exhibition and Event Management Services (TEEMS) taking the initiative to organise "Medexpo-2004" an International Medical Equipment and Services Exhibition for the second consecutive year. The "Medexpo-2004" will enable different organisations engaged in this sector to highlight their products and services and people of all walks of life to have a glimpse of the latest advancement in the field of medical science.

The developments in the healthcare field needs to be felt than to be believed. Some of the equipments are already being used in the country. People will also be able to see the latest equipment that are being used in other countries.

The holding of the exhibition will undoubtedly add momentum to the healthcare sector. The outcome of the show is expected to be positive and far-reaching.

I wish the "Medexpo-2004" exhibition a grand success.

Md. Barkat Ullah Bulu

List of MEDEXPO-2004 participants

- Ain Medicare Sdn. Bhd
Kelantan, Malaysia
- Alpha Trading
Dhaka, Bangladesh
- Amri Hospital
Kolkata, India
- Apollo Hospital
Kolkata, India
- Aysha Memorial Specialized Hospital
Dhaka, Bangladesh
- Babel Corporation Ltd.
Dhaka, Bangladesh
- Bangkok Hospital
Bangkok, Thailand
- Bangkok Pattaya Hospital
Bangkok, Thailand
- Bangladesh Befit Ltd.
Dhaka, Bangladesh
- Bangladesh Internet Press Ltd.
Dhaka, Bangladesh
- Biponon Limited
Dhaka, Bangladesh
- Bumrungrad Hospital
Bangkok, Thailand
- Cosmetic Surgery Centre
Dhaka, Bangladesh
- Delonix International (Pvt.) Ltd.
Dhaka, Bangladesh
- DHL Worldwide Express
Dhaka, Bangladesh
- Digitech
Dhaka, Bangladesh
- Endolap Services Limited
Dhaka, Bangladesh
- Erbis Engineering (Bd) Limited
Dhaka, Bangladesh
- Gleneagles Intan Medical Centre
Kuala Lumpur, Malaysia
- Graphic Machinery & Equipment Ltd.
Dhaka, Bangladesh
- G. Surgiwear Limited
Shahjahanpur, India
- Heartscan
Kuala Lumpur, Malaysia
- Jahan Ara Clinic (Pvt.) Limited
Dhaka, Bangladesh
- Kehr Surgical Private Limited
Kanpur, India
- Khwaja Yunus Ali Medical College & Hospital (KYAMCH)
Dhaka, Bangladesh
- KK Women's and Children's Hospital
Bukit Timah Road, Singapore
- Leiz Supply Agency
Dhaka, Bangladesh
- Medical Wings
Dhaka, Bangladesh
- Mediquest House
Dhaka, Bangladesh
- Mindray Co. Ltd.
Shenzhen, China
- MXN Modern Herbal Ltd.
Dhaka, Bangladesh
- Narang Medical Ltd.
New Delhi, India
- National University Hospital
Singapore
- Navana Furniture
Dhaka, Bangladesh
- OTOBI Limited
Dhaka, Bangladesh
- Parkway Group Healthcare Pte Ltd.
Singapore
- Perless Hospital
Kolkata, India
- Pimco Instruments Ltd.
Dhaka, Bangladesh
- Raffles Hospital
Singapore
- Ruby General Hospital
Kolkata, India
- Sarban International Limited
Dhaka, Bangladesh
- Siemens In Bangladesh
Dhaka, Bangladesh
- Singapore Medicine
Singapore
- Singapore National Eye Centre
Singapore
- Soma Technology Inc.
Cheshire, Ct USA
- Sunny Trading
Dhaka, Bangladesh
- Transmed Limited
Dhaka, Bangladesh
- Wockhardt Hospital
Kolkata, India
- Woodland Hospital
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Cosmetic Surgery now in Bangladesh



Liposuction: Here excess fat is removed via a small hole. Abdomen, hip, back folds, double chin arm and male breast are commonly treated. There is no scar and no need for hospitalization. Treated areas do not recollect fat even if one overeats. Already hundreds of patients have undergone these procedures successfully in our centre.

Mammoplasty: There is no visible scar and patients can go home the same day. Pregnancy and breast feeding is not hampered. Abnormally big/lumpy breast can also be reshaped. Cosmetic Surgery Centre is the only centre in Bangladesh to do these operations regularly.



Rhinoplasty: A small, flat nose can be beautified. Broad tip or a hump deformity can also be corrected easily.

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- মাম্মোপ্লাস্টিক (Mammoplasty)
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Professor Sayeed Ahmed Siddiky
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FCPS (Surgery), FICS, FACS (USA)
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Let us all wish a grand success of Medexpo-2004

Kazi Wahidul Alam