

MEDIA RELEASE

RIDING THE WAVE OF OPPORTUNITY: ASIA PACIFIC TAKES ON NON-INTRUSIVE SURGERY AND AESTHETICS INDUSTRY

Singapore, 28 February 2018 – Over 800 regional and local plastic surgeons, dermatologists, aesthetic procedure practitioners, business owners and academia will convene in Singapore to forward the region's non-intrusive surgery/aesthetic procedure industry and foster stronger cooperation among practitioners in the Asia Pacific region. The *inaugural AnEW (Anti-aging, (a)Esthetics and Wellness)* conference and exhibition, to be held at **MAX Atria @ Singapore EXPO** on **6 and 7 March 2018**, is part of SingEx Exhibition's Healthcare series of events. The trade show, which is **anchored on the understanding of facial anatomy as well as complications stemming from non-compliant practices**, will be jointly held with the exclusive Asian Meeting of the Global Aesthetics Alliance (GAA) at the same venue.

Asia-Pacific drives Global Growth in Cosmetic Surgery and Procedures Market

The plastic surgery and aesthetics procedures industry in Asia Pacific has shown immense potential, with experts predicting the region experiencing a CAGR growth of around 6.05%¹ from 2017 to 2026.

Despite the boom in popularity of invasive and non-invasive cosmetic procedures, the industry is saddled with unqualified practitioners and businesses offering non-compliant services, with Nigel Mercer, president of the British Association of Aesthetic Plastic Surgeons, once describing the industry as an "unregulated mess" during an interview with Clinical Risk². High profile cases such as those involving model Solange Magnano and beauty clinic owner Jean Huang has served to outline very real risks involved in an unregulated industry.

As consumers in Asia and the Pacific become increasingly educated and discerning, businesses committed to investment in research, technology and safety will reap the maximum benefits of a booming regional market.

With this in mind, SingEx Exhibitions' newly curated AnEW 2018 will serve to engage, edify and equip participants to penetrate the potential of the up and rising market in the Asia-Pacific region, capitalising on the heightened needs of consumers and the regional community's thirst for an authoritative, thought-driving platform in enabling industry growth. The event is perfect for regional participants to meet with their counterparts from other countries, exchange knowledge, discuss pertinent issues,

¹ [Asia Pacific Cosmetic Surgery and Procedure Market Forecast 2017-2026, Inkwood Research, 2017](#)

² [Warning over 'Cosmetic Ops Risk', BBC News, 16 November 2009](#)

share industry best practices and incubate fresh ideas by learning from international experts in the aesthetics field.

“Asia has experienced exploding demand and is at the forefront of the aesthetics industry’s global expansion. With the increased prevalence of cosmetic procedures, however, it has become necessary for the industry to examine the role of clinical compliance and procedural safety, as well as ensure that practices are anchored in deep and sound anatomical understanding.” said Ian Wu, Cluster Director (Healthcare and Automotive & Commodities) of SingEx Exhibitions. “The two-day event will move the industry forward by providing neutral content delivered through global subject matter experts at subsidised rates, providing a bridge to better patient outcomes. By developing, nurturing and harnessing knowledge-sharing platforms to cross-fertilise ideas, the industry can tackle pressing issues as a community.” Mr Wu continues.

First edition of AnEW Conference and Exhibition – Spearheading Discussions; Impelling Growth

Anchored on themes of compliance and procedural safety, the inaugural **AnEW Conference** is a dedicated platform for knowledge sharing, and ideation crafted by the industry, for the industry. The conference would feature upwards of 20 renowned faculties and thought leaders in open discussions and in-depth sharing sessions, with focus on popular topics such as fillers and toxins, cosmeceuticals, chemical peels, micro-needling, lasers and EBDs, body contouring and regenerative medicine, incorporated based on the needs and relevance to APAC industry practitioners. Interesting topics deliberated in this conference include:

1. Anatomy, facial assessment and key injection strategies for the temple and brows by Tim Papadopoulos, Cosmetic Plastic Surgeon, also Founder and Medical Director of Cosmetic Culture Medical Spas, Australia
2. Overview of facial aging by Mark Magnusson, President of Australasian Society of Aesthetic Plastic Surgeons (ASAPS) and Director of Allure Cosmetic Clinic, Australia
3. Excellence in minimally invasive procedures based on anatomical understanding by Heejin Kim, Professor in Division of Anatomy & Developmental Biology, Yonsei University College of Dentistry, South Korea
4. Anatomy, facial assessment and key injection strategies for the chin by Dalvi Humzah, Plastic Surgeon and Anatomist, also Lead Tutor at the Dalvi Humzah Training Institute, United Kingdom
5. Nodular complications of soft tissue fillers by Daniel Cassuto, Professor of Plastic Surgery, University Hospital (Policlinico) Modena, Italy
6. Complications from Botulinum Toxin by Yan Wu, Professor of Department of Dermatology, Peking University First Hospital, China
7. Complications of laser and energy-based devices for vascular lesions by Goh Chee Leok, Senior Consultant Dermatologist at the National Skin Centre and Clinical Professor in the Faculty of Medicine, National University of Singapore, Singapore

The accompanying **AnEW 2018 exhibition** will see the participation of a number of leading companies and rising start-ups in the region specialised in anti-aging solutions, dermatology, plastic surgery and aesthetic procedures including Absolute MS (S) Pte Ltd, NXG Global, Aesthetics Marketing Asia Pte Ltd, Medicare to name a few. These enterprises will showcase a wide array of experiential and innovative products and solutions, key to growing business capabilities and improving effectiveness and efficiency.

Cadaveric Workshop and Meeting of the Global Aesthetics Alliance (GAA)

The faculty has curated an all-encompassing programme for AnEW, featuring a pre-congress workshop and the Asian GAA Meeting to create a more memorable experience for participating businesses and individuals.

The full-day **Anatomical Dissection and Cosmetic Procedures Workshop** will take place on 5 March 2018 at Singapore's iconic educational facility, the Academia. To make possible an immersive learning experience, cadavers will be used to explore and discuss the anatomical basis of different modalities in aesthetics with focus on safety procedural techniques. This workshop is tailor made for plastic surgeons, dermatologists and aesthetic practitioners with interest in non-invasive and minimally invasive cosmetic procedures.



The **GAA Meeting**, an invitation-only event designed to promote interactive scientific and clinical exchange between leading Key Opinion Leaders (KOLs) and industry to discuss education, research and marketing and identify unmet needs, will also be held alongside AnEW for two days. Aligned with the event's vision of delivering scientifically-oriented content that focuses on safety, complications, techniques and procedures, the meeting seeks to foster responsible reporting in aesthetics.

About SingEx Exhibitions

SingEx Exhibitions is a subsidiary of SingEx Holdings, and is wholly owned by Singapore's investment company, Temasek Holdings. The company harnesses insights and its strategic networks to organise and manage a series of trade exhibitions and conferences in various industries, including automotive, environment, e-commerce and logistics, technology, healthcare and lifestyle. These events aim to connect businesses in Asia and globally, and facilitate business matching with opportunities and knowledge sharing.

For more information, log on to www.singex.com

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FAST FACTS AT A GLANCE



Show Title: AnEW (Anti-aging, (a)Esthetics and Wellness) 2018 Conference and Exhibition

Date: 5 March 2018 (Pre-congress Workshop); 6 to 7 March 2018 (Conference and Exhibition)

Venue: Academia, SGH (Pre-congress Workshop); MAX Atria @ Singapore EXPO (Conference and Exhibition)

Time: 8:45 AM (6 March); 7:30 AM (7 March)

Ticket Prices: Delegate pass starting from SGD 165; Visitor pass available at SGD 35 (for purchase from 1 March to show dates). Kindly visit <https://www.gevme.com/sites/aneu-2017/programme-pricing-entitlements> for more information.

Event Website: <http://www.aneu-singapore.com/>

Organised By: SingEx Exhibitions