The inaugural IVAM Marketing Prize Asia will be awarded for the first time at MEDICAL MANUFACTURING ASIA (MMA) 2020. Celebrating creative and outstanding achievements in medical technology marketing by small and medium-sized enterprises, the IVAM Marketing Prize has been held annually in Germany since 2009.

Evaluation Criteria:

1. Marketing Concept
   - Strategic approach
   - Authenticity
   - Target group orientation
   - Marketing tools and activities

2. Scientific / Technological Contents
   - Topicality
   - Information content
   - Applications

3. Visual Appearance
   - Structure
   - Creativity / Originality / Entertainment
   - Aesthetics / Technical quality

The IVAM Marketing Prize Asia Winner will receive:

- One year free membership with the international IVAM Microtechnology Network
- One full-page full colour advertisement in MEDICAL MANUFACTURING ASIA 2022 Show Update (worth SGD 1,200) with a circulation to 45,000 industry professionals
- Prize trophy and certification sponsored by MEDICAL MANUFACTURING ASIA
- Feature on IVAM’s communication channels across the world

Terms and Conditions of Participation:

- Participation is open to all MEDICAL MANUFACTURING ASIA 2020 exhibitors
- All finalists will be required to conduct a presentation at MEDICAL MANUFACTURING ASIA 2020

Submit your application by 31 May 2020
For more information and participation, visit www.medmanufacturing-asia.com

MEDICAL MANUFACTURING ASIA (MMA) is the region’s leading specialist trade fair for Asia’s MedTech and medical manufacturing processes sectors, featuring an extensive product range in the MedTech sectors, including new materials, components, intermediate products, packaging and services, to micro and nanotechnology, and many more.

Being an international microtechnology business network and technology marketing expert, IVAM connects professionals in the high-tech industries and supports them in bringing innovative technologies and products to market and gaining a competitive edge in international competition.
IVAM-MMA Innovation Award 2020

With an ageing society, rising healthcare cost and shortage of medical and healthcare professionals, new innovations and technologies are important to drive the industry. The IVAM-MMA Innovation Award 2020 is put together for the first time to acknowledge companies with technological and scientific innovations that would improve and solve societal challenges.

Evaluation Criteria:

1. Innovation
2. Importance for the society
3. Applications
4. Technological / Scientific Information

For details of the full criteria, please refer to www.medmanufacturing-asia.com

The winner of the IVAM-MMA Innovation Award 2020 will receive:

- Complimentary 9 sqm standard booth (worth SGD 5,940) at the MEDICAL MANUFACTURING ASIA 2022
- One year free membership with the international IVAM Microtechnology Network
- One full-page full colour advertisement in MEDICAL MANUFACTURING ASIA 2022 Show Update (worth SGD 1,200) with a circulation to 45,000 industry professionals
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