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Malaysia Welcomes Healthcare Travellers from the Middle East to Experience Quality and Excellence in Malaysia

Malaysia takes centerstage at Expo 2020 Dubai as the Hepatitis C Treatment Hub of Asia

DUBAI, 3 January 2022 – Malaysia Healthcare continues to showcase its excellence during the Malaysia Healthcare Excellence week from 3rd – 8th January 2022, on the grounds of the Malaysia Pavilion in Expo 2020 Dubai, with the participation of many leading industry players in the country such as Thomson Hospital Kota Damansara, TMC Fertility and Women’s Specialist Centre, DoctorOnCall as well as Pharmaniaga, Malaysia’s largest pharmaceutical company.

The Malaysia Healthcare Excellence week was embarked with the launching of Malaysia as Asia’s Hub for the treatment of Hepatitis C at Expo 2020 Dubai.

Malaysia’s positioning as a treatment hub for Hepatitis C is in line with the World Health Organisation’s (WHO) mission to reduce new viral Hepatitis infections by 90% and reduce deaths by viral Hepatitis by 65% by 2030. Using a combination treatment of Ravidasvir and Sofosbuvir, Malaysia will be offering treatment for Hepatitis C with a cure rate of 97% and a cost reduction of 95%, making Malaysia the first country in the world to receive a conditional approval to use the treatment.

“This initiative is part of our recovery plans for the healthcare travel industry in Malaysia. We aim to become the global focal point for Hepatitis C treatment. In response to the World Hepatitis Day 2021 themed, “Hepatitis Can’t Wait”, Malaysia is ready and raring to move forward with a treatment solution for those infected with the disease,” said the Chief Executive Officer of Malaysia Healthcare Travel Council (MHTC), Mohd Daud Mohd Arif.

“With our continuous commitment to excellence, safety, and quality, we are ready to provide the treatment to healthcare travelers from around the world, especially the Middle East market, and Expo 2020 Dubai is the perfect platform for us to showcase our strengths as a leading healthcare destination,” he added.

Industry Recovery Through Partnerships

The opening ceremony also saw MHTC welcoming more new partnerships to its long list of game-changing partnerships and collaborations. Memorandums of Understanding (MoUs) were exchanged at the Malaysia Pavilion with renowned players such as International Assistance Sdn Bhd (IASB) and HADID International Services (HADID). These partnerships will further allow the industry to gain new customer pipelines for the industry while building brand presence for Malaysia Healthcare in both the Middle East and ASEAN markets.

“Having successfully navigated the pandemic over the past 18 months, we recognise how crucial it is to form strategic partnerships to catalyse industry recovery moving into 2022. It is key for Malaysia Healthcare to identify and join forces with partners who share the same value system and commitment towards service excellence and upholding safety standards. Thus, it is an honour for Malaysia Healthcare to collaborate with IASB and HADID as we jointly provide access to a safe, trusted, world-class quality, and seamless patient experiences for healthcare travellers,” continued Mohd Daud.

Known for delivering world-class quality healthcare services which are both easily accessible and competitively affordable, Malaysia is fortifying its healthcare offerings through positioning itself as the Fertility and Cardiology Hubs of Asia, Cancer Care Centre of Excellence and Hepatitis C Treatment Hub of Asia. Also representing Malaysia Healthcare at Expo 2020 Dubai are two of the leading hospitals in fertility treatments, Thomson Hospital Kota Damansara and TMC Fertility Centre.

TMC Fertility will be showcasing its advancements in genetic technology through their cutting-edge Fertility GeneCode screening programmes, which accelerates IVF fertility treatments. Commenting on this is its Chief Executive Officer, Irene Kwan, “By adopting and introducing innovative solutions to our IVF fertility treatments, we are able to reduce the need for repeated cycles which contributes to positive experiences and results for our patients. This commitment to quality care and innovation is why TMC Fertility remains as the top fertility service provider in the region.”

Malaysia has been recognised as the "Destination of the Year" by the International Medical Travel Journal (IMTJ) for four years (2015, 2016, 2017, and 2020) and the "Best Country in the World for Healthcare" based on International Living's Global Retirement Index from 2015 to 2021.

Expo 2020 Dubai trade participants can visit the Malaysia Pavilion from today until 8th January 2022 for the Malaysia Healthcare Excellence week, which is part of Malaysia's 26 weekly thematic trade and business programme at the world expo.

Malaysia's participation in Expo 2020 Dubai is spearheaded by the Ministry of Science, Technology and Innovation with Malaysian Green Technology and Climate Change Corporation as implementing agency.

To find out more about the Malaysia Pavilion, including the e-pavilion, experience a 360-degree virtual tour, and access the digital directory, please log on to <https://bit.ly/3J64sbc>.

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ABOUT THE MALAYSIA HEALTHCARE TRAVEL COUNCIL

The Malaysia Healthcare Travel Council (MHTC) is a government agency that has been entrusted with the responsibility of curating the country's healthcare travel scene. Founded in 2009, MHTC works to streamline industry players and service providers in facilitating and growing Malaysia's healthcare travel industry under the brand "Malaysia Healthcare" with the intended goal of making Malaysia the leading global healthcare destination.