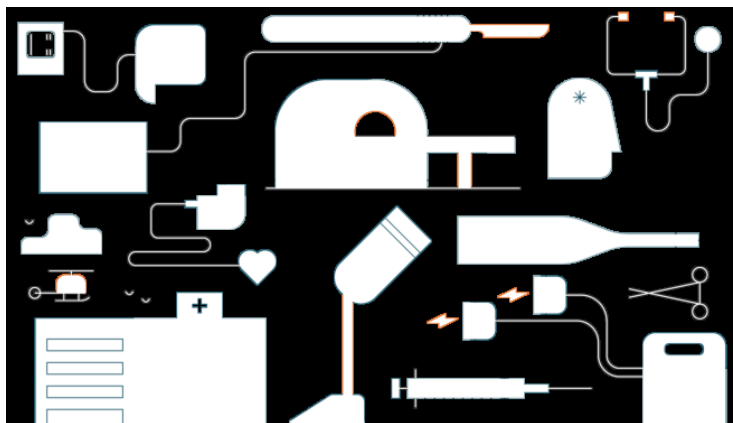


GAES BHealth to showcase in Medical Fair Asia

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Under this brand, BHealth, Microson, and Gaes will be attending the event to present their comprehensive services and latest innovations



BHealth, the range of global services for health professionals, medical technology, and medical products and services by Microson and GAES, will attend the largest trade fair for health professionals in Southeast Asia, Medical Fair Asia (MFA), which will be held in Singapore from 29 to 31 August.

Microson and Gaes will be attending Medical Fair Asia for the first time under the brand BHealth, which encompasses all the medical and technological services otorhinolaryngology professionals may need or request. As such, they will be presenting their global services and latest innovations in hearing technology at this event.

The work philosophy of BHealth revolves around four values: Believe, given that it is a fully customised, open service that can be adapted to your needs; Best, as it offers the safety of two trusted brands, Gaes and Microson, which have over 65 years of experience in the market as well as the best technology and a team specialised in R&D available to you; Bond, considering it has the ability to link and provide coverage to anywhere in the world; and Business, as it offers maximum professionalism and is fully focused on helping you achieve the business aims of your medical consultancy or health company.

In this regard, GAES BHealth aims to become the go-to medical and technological partner for providing comprehensive support in these areas to professionals in the industry.

According to Inma Cabrera, Marketing Manager at Microson and GAES BHealth, “we seek to provide a response to all the needs otorhinolaryngology professionals may have by using our services. We offer advice and training, and we also provide the equipment necessary to help ensure the success of their medical consultancies and businesses.”

For BHealth and Microson in particular (the only Spanish company that manufactures hearing aids and exports 30% of its production to more than 40 countries worldwide), Medical Fair Asia is a great opportunity to reinforce its international strategy.