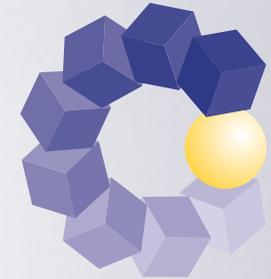


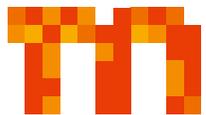
POST-SHOW REPORT

MEDICA 2018 + COMPAMED 2018

COMPAMED



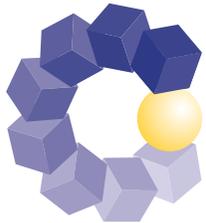
Members of  **MEDICAlliance**



Messe
Düsseldorf



COMPAMED



MEDICA 2018 + COMPAMED 2018



MEDICA 2018 under the spell of digitisation

Top medical event, unique variety of topics and offers, internationality at the highest level – there are many reasons why it is a must for the global health industry to come to MEDICA in tens of thousands. But above all, the no. 1 trade fair is the only event in the world that provides a reliable overview of all the latest developments. In times of rapid changes in the medical world caused by digitisation, this is an invaluable advantage for the players in an industry that relies on always being up-to-date. In Düsseldorf, the entire process chain of innovations for the development, manufacture and marketing of medical devices, products and high-tech solutions is represented almost seamlessly.

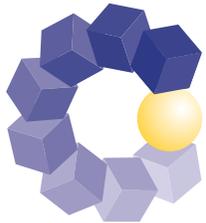
In 2018, more than 120,000 visitors from all over the world, therefore, seized the opportunity and found the services they were looking for at 5,286 exhibitors from 66 nations.

The intelligent matchmaking tool, newly introduced by MEDICA, has provided important services to ensure that what is being sought can also be found: With the easy-to-use virtual interface, exhibitors and visitors were able to make valuable contacts before and during the trade fair – tailored to the individual needs of users. The active use of the system noticeably increased the success of the trade fair for all participants.

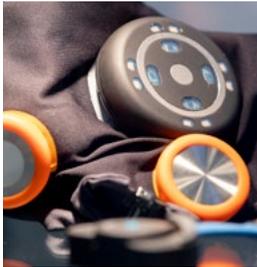




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MEDICA 2018 + COMPAMED 2018



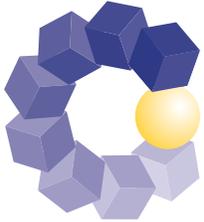
A clear trend at MEDICA 2018 was the introduction of many new products related to digitisation. This field now has enormous economic and social potential for the healthcare industry. In numerous of the more than 1,000 lectures from the extensive supporting programme – just like at many exhibition stands – interested parties were able to bring themselves up-to-date on the topics of networking, sensor technology, big data, artificial intelligence and much more. MEDICA has also developed into a hotspot for an increasing number of digital start-ups, in order to assert oneself on the market.

On the one hand, the perfect overview for the medical world was offered during the four days of the trade fair. On the other hand, the engine was also driven for special developments for the future: COMPAMED, the leading international trade fair for suppliers that took place in parallel, provided productive interfaces for the events, which resulted in valuable synergies between medical-technology companies and highly innovative suppliers.





COMPAMED



STATISTICS MEDICA + COMPAMED



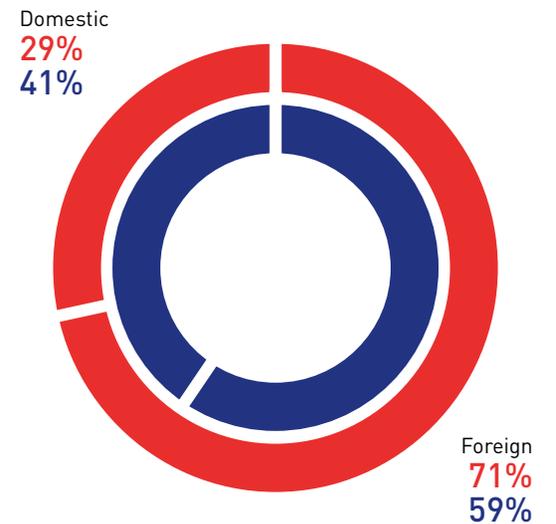
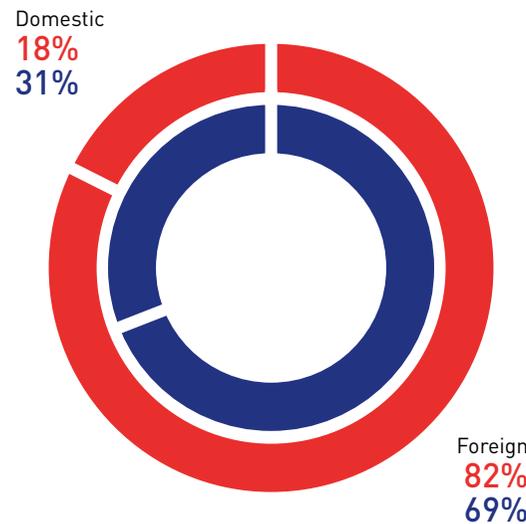
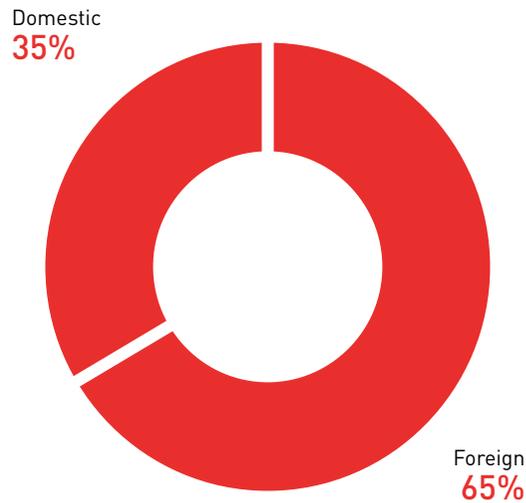
MEDICA + COMPAMED 2018	
Total visitors	120,116
Domestic	42,041
Foreign	78,075

MEDICA 2018	
Total exhibitors	5,286
Domestic	930
Foreign	4,356

MEDICA 2018	
Total exhibition area in m²	113,104
Domestic	32,631
Foreign	80,473

COMPAMED 2018	
Total exhibitors	784
Domestic	31% 242
Foreign	69% 542

COMPAMED 2018	
Total exhibition area in m²	13,145
Domestic	41% 5,439
Foreign	59% 7,706





PROMINENT VISITORS AT MEDICA 2018



At the NRW Stand in Hall 15: Annette Storsberg, State Secretary in the Ministry of Culture and Science of the State of North Rhine-Westphalia with Hans Werner Reinhard, Managing Director of Messe Düsseldorf.



On the stage of DiMiMED on 13 November 2018: Brig. Gen. (ret.) Rob van der Maar, Former Surgeon General, Netherlands Armed Forces, Netherlands.



Opening of the German Hospital Conference by Jens Spahn, Federal Minister of Health, MdB (Member of the German Parliament).



Andrzej Rys, European Commission, Director, Directorate General SANTE, at the German Hospital Conference.



On the MEDICA tour: Prof. Dr. Andreas Pinkwart, Minister for Economy, Innovation, Digitisation and Energy of the State of North Rhine-Westphalia (right) and Wolfram N. Diener, Managing Director of Messe Düsseldorf GmbH.



From left to right, Dr. Jens Baas, Chairman of the Board of the Techniker Krankenkasse, Jürgen Zurheide, journalist and moderator of the MEDICA ECON Forum, Barbara Steffens, Techniker Krankenkasse, Head of the North Rhine-Westphalia Representation, and Karl-Josef Laumann, Minister for Labour, Health and Social Affairs of the State of North Rhine-Westphalia.



EXHIBITOR AND VISITOR STATEMENTS ON MEDICA 2018

Marcus Melching, CEO, Proxomed Medizintechnik GmbH

"MEDICA is a great place for us to meet with our international dealers. Of course, we are also happy to intensively support the German customers here. But most of all, this is an international trade fair, and we meet our partners here. We have the advantage here, to have our concentrated competence, training department, development teams and all employees in one place. We are also able to discuss new ideas with our dealers and present our products in a concentrated form in one location."



Filip Kantowicz, Vice President, World Expo International sp. z.o.o.

"MEDICA is the largest medical-technology trade fair in the world, attracting exhibitors and visitors from all over the world. And this gives Polish medical-device manufacturers the opportunity to make new contacts with buyers and dealers all in one place. MEDICA is also a platform to find out about the latest trends and developments in technologies and innovations in medicine."

Sam D. Ansong, Ghana

In the last 12 years, the medical device retailer has visited MEDICA every year. Altogether, he has circumnavigated the world 2 1/2 times. This is the reason for a certificate from Messe Düsseldorf! "I come every year because MEDICA is very helpful and productive for us. Our company has grown from \$100,000 to over \$40 million in turnover through MEDICA. We always come to MEDICA."

Silke Wendt, Dr.-Ing. Andreas Keibel from KUKA, Hall 10/B 44

The KUKA team is now present as an exhibitor at MEDICA for the third time. The main goal is to make the company and its products even better known in the robotics sector and to get to know future customers. "We can best achieve this goal at MEDICA thanks to its internationality. This is where everyone meets."



From left to right: Yalin Zhaw, Yong Xia

Originally from China, the two students Yalin Zhaw and Yong Xia are currently studying in Germany. In order to obtain practical application examples for the theory, the two are visiting MEDICA today. Xia: "In addition to the practice, I would also like to meet exhibitors of CT and MRT equipment. Maybe there will also be an internship or a career start for me."

Arthur F. Wong (Hong Kong)

Arthur F. Wong from Hong Kong is at MEDICA for the first time. With his company TFE, he distributes products especially for older people to make their everyday life easier and to make them more mobile. He is looking for new products at the fair.



Dr. Claudia Romoli from VERNIPOLL, Hall 14/B 43

Dr. Claudia Romoli has often exhibited at MEDICA. How often she cannot even count anymore. She would like to meet many customers and suppliers at the fair. She has also travelled here to meet her regular customers from all over the world again. The trade fair in three words? "Organised, clear, productive."

Yunus Emre Şeker and Tolga Ural from Hakerman, Hall 14/E 43

So far, the trade fair is going quite well for Yunus Emre Şeker and Tolga Ural from the Hakerman manufactory in Turkey. Their goal is to enter the global market with their products. "All suppliers, producers, distributors and end customers in the industry are on the move here. We cannot be absent if we want to expand our network further."



Jens Schumacher, Dr. Schumacher GmbH

"MEDICA is very important for our company. Our first appearance at MEDICA can be described as the birth of our international business. This is still important for us today. We have always made new international contacts, but, of course, we have also been present for our German clientele. MEDICA will continue to be an important part of our sales concept in the future. MEDICA is still the most important and largest medical trade fair in the world."





INNOVATIVE FORUMS AT MEDICA 2018



MEDICA HEALTH IT FORUM:

Two stages provided over 120 speakers with the appropriate platform to discuss the possibilities and limitations of digital health solutions as well as to present visions of an IT-based health landscape. Key points for the intensive discourse were the topics of artificial intelligence, the Digital Twins concept from Industry 4.0, blockchain, new developments in 3D printing or strengths and weaknesses of cloud-based services.

www.medica.de/MHIF2



MEDICA CONNECTED HEALTHCARE FORUM:

Innovative solutions from the Internet of Things – this forum focused on nothing less than the changes in the healthcare industry that can be expected from these technologies. The smart prosthesis was just one groundbreaking example. It continued with an intelligent asthma patch or fitness trackers. The result after four days of discussions: The market for mobile and networked solutions is growing. During the new MEDICA DISRUPT Start-up Sessions, more than 50 start-ups presented their innovations.

www.medica.de/MCHF2



MEDICA TECH FORUM:

Every day a motto: With this in mind, the programme started with the megatrend of digitisation in the healthcare industry. It continued on day 2 with information on international market access for innovations, both in Europe and worldwide. Day 3 provided insights into regulatory issues and practical solutions for medical-device regulation. And last but not least, presentations were dedicated to the topic of increasing cyber-attacks: Security for clinics – investments and operations.

www.medica.de/MTF2



MEDICA WOUND CARE FORUM:

The therapy of chronic wounds represents a challenge for all people involved. For this reason, the key players in the operating theatre and care sector gathered at this forum to obtain up-to-date information on modern wound care. The topics were practice-oriented lectures on modern therapy concepts for wound care as well as on the ideal dressing, compression therapy, new decubitus procedures and much more.

www.medica.de/MWCF2



MEDICA ECON FORUM:

Experts from politics, science and industry discussed health policy and economic challenges. For example, Christian Baudes, digital entrepreneur, futurist and former head of Google Germany, spoke about the developments of the digital age as well as about the digital healthcare of the future. Further dialogues revolved around plans of the Federal Government such as SHI funding as of 2019 and the design of tomorrow's health policy.

www.medica.de/MEF2



MEDICA LABMED FORUM:

This English-language forum provided a glimpse of the most topical issues affecting laboratory technology. Lectures on laboratory diagnostics for diabetology or sports medicine met with great interest. The focus was on cardiovascular diseases as well as infectious diseases. And on one day, the special area served to bring the industry together with young scientists.

www.medica.de/MLF2





SUCCESSFUL CONFERENCES AT MEDICA 2018



MEDICA ACADEMY:

The premises in the CCD South (Süd) were dedicated to certified further training for physicians. Selected medical specialties were treated in all-day courses – with the emphasis on sonography, hygiene or telemedicine in the practice. A special focal point attracted a lot of attention: The seminar “Be prepared – how clinics can prepare themselves for major catastrophe events” conveyed action concepts for various scenarios such as storms, terror or poison attacks with many injured persons in each case.

www.medica.de/MA2



MEDICA PHYSIO CONFERENCE:

This two-day conference focused on musculoskeletal physiotherapy with detailed and well-founded expert presentations. Amongst other things, speakers presented participating physicians with factors that make a therapy successful – from examination to treatment on the best possible evidence-based foundation. In addition, it dealt with the therapy of spinal-canal stenoses and instabilities of the joints.

www.medica.de/MPC2



MEDICA MEDICINE + SPORTS CONFERENCE:

The conference for the specialist sports medicine scene was once again a popular meeting point in 2018. Over two days, doctors, physicians and experts inquired at the Congress Center about key topics such as corporate fitness – these are prevention concepts for implementation in companies – or the use of sport in paediatrics and youth medicine. Here, there are promising approaches for the prevention of chronic diseases such as diabetes 2 or obesity.

www.medica.de/MMSC2



INTERNATIONAL
CONFERENCE
ON **DISASTER**
AND **MILITARY**
MEDICINE

DiMiMED – International Conference on Disaster and Military Medicine:

The international conference on disaster and military medicine DiMiMED once again acted as a platform for the exchange of almost 300 international representatives from the military and healthcare sectors. The contents from the broad field of emergency, disaster and military medicine touched on e-health and artificial intelligence, traumatology, infectious diseases, mental health and much more.

www.medica.de/DiMiMED2



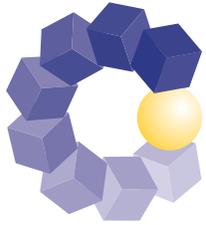
41. Deutscher Krankenhaustag (41st German Hospital Conference):

Federal Health Minister Jens Spahn paid a prominent visit and opened the 41st German Hospital Conference this year. In his speech, he addressed the relevance of clinics as the backbone of care. In addition, the politician promoted cooperative efforts by all parties involved to improve the care situation and speed up the implementation of important digitisation projects. During the subsequent lectures, a total of 2,150 participants were interested in the entire spectrum of health and hospital policy topics.

www.medica.de/DKT2



COMPAMED

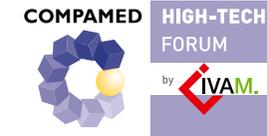


COMPAMED 2018

Important exchange: Starting into the future with suppliers

At COMPAMED, everyone who wants to know how in the future medicine could care for people will get a glimpse of tomorrow's world. Due to the fact that the highly innovative supplier industry is reacting to the demands of modern times with tailor-made high-tech solutions, the international no. 1 trade fair has established itself as a driving force, impetus and source of ideas for the healthcare industry. In 2018, 784 exhibitors from 40 countries gathered in two exhibition halls and presented their innovations to 20,000 trade visitors – with a clearly recognisable tendency: The trend towards miniaturisation is continuing. The profiteer is the medical technology industry, which is always on the lookout for smart and tiny components for new medical products.

Microsystems and sensors, active implants, special adhesives, linear technology, packaging, high-tech mechanical engineering and 3D printing provided incentives for innovative solutions across the board. These developments provide an insight: A small sensor system for non-invasive blood pressure monitoring in the ear, special microsystems that can stimulate diseased tissue attached to endoscopes or a mobile compact device for the rapid diagnosis of blood that is compatible with sample carriers of all common manufacturers.



COMPAMED HIGH-TECH FORUM by IVAM

Printed electronics, laser applications, point-of-care diagnostics, smart sensors and much more – the contents on the stage of this forum offered experts a broad overview. Miniaturised components, functional materials and high-precision processes as well as products from the automotive industry that could be suitable for use in medical technology were on display at the adjacent joint stand.

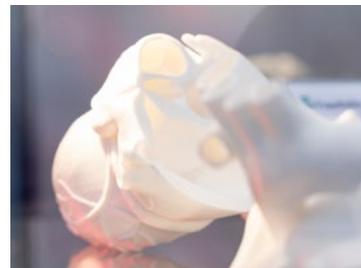
www.compamed.de/CHF2

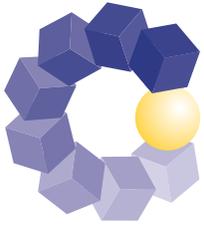


COMPAMED SUPPLIERS FORUM by DeviceMed

Additive manufacturing, cyber security, regulatory affairs and medical innovations were the focus of the COMPAMED SUPPLIERS FORUM. On this stage, experts from leading international companies and organisations discussed and lectured. For four days, the visitors were able to see for themselves live the highly innovative strength of the supplier industry.

www.compamed.de/CSF2





VOICES FROM COMPAMED 2018

Lee Kennedy, Great Britain

At COMPAMED, Lee Kennedy meets with his suppliers and manufacturers from Asia. Due to the long distances, he rarely has the opportunity to get to know them personally. "Everyone meets at COMPAMED."



Martine Knoops, Netherlands

"Huge and inspiring. You just have to be there." This is how Martine Knoops describes her trade fair experience at COMPAMED. She is particularly interested in the new technologies on display.



Henkel AG & Co. KGaA, Andrés Bultó, Netherlands

Manager Medical WE, Sales Manager Netherlands, Andrés Bultó has been responsible for medical technology at Henkel for several years. In this position, he is now represented as an exhibitor at COMPAMED for the second time. It is particularly important to him to meet customers personally. "So far we have been very successful, especially with contacts in South Asia. COMPAMED is simply the place to be."



Natalie Störckuhl (right), Jennifer Heilen

A few years ago Natalie Störckuhl attended COMPAMED as a graduate. In the meantime, she has long since found a job and uses the trade fair to acquire projects in the field of plastics technology, together with her colleague Jennifer Heilen: As engineers at Impetus Plastics, they develop plastic products from the idea to the series product. "COMPAMED and MEDICA are ideal for us to meet strategic partners with innovative product ideas. We put product ideas into series production and take over both the technical development and the coordination of the project partners," says Störckuhl.

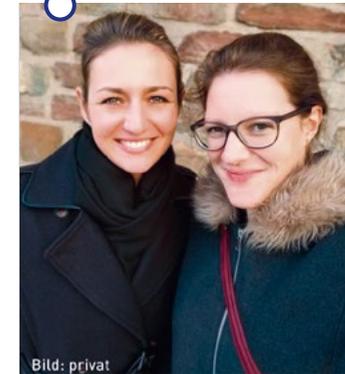


Bild: privat



George Vernikos & Marina Georgaki, Athens, Greece

Mr. Vernikos and Mrs. Georgaki are here to inform themselves about new trends in the industry. They are particularly interested in oncology and infusion therapy. "Only at COMPAMED can we find tomorrow's trends today."



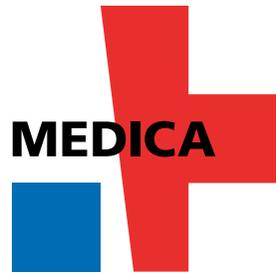
E&E Kabeltechnik, from left to right: Dipl.-Ing. Ole Tiedt, Matthias Wasserfuhr – Technical Sales, Barbara Szalecki – Sales Support Center, Tal Blestein – Applications Engineer & Account Manager, Dipl.-Ing. Josef Kleine Büning – Development/Construction

"We have been coming to COMPAMED for many years. This is simply the place to go when you are in the business. Everyone is there: End customers, suppliers and developers. We particularly appreciate the merger of COMPAMED with MEDICA. This way we can reach even more contacts and potential customers."

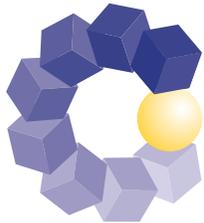


HEALTIS MRI Safety, Yannick Ponvianne, CEO, France

The still young French company HEALTIS MRI Safety is represented at the fair for the first time. CEO Yannick Ponvianne is particularly keen to make his company better known. "COMPAMED is best suited for this. It is huge and also internationally highly regarded."



COMPAMED



TOGETHER WITH YOU, MEDICA AND COMPAMED ARE THE NO. 1



Simple and comfortable online registration

If you would like to present your business and your products at MEDICA 2019, please register by 1 March 2019 – online at www.MEDICA.de/2330

Registration deadline: 1 March 2019

You will find more information here:

Visitor service: www.medica.de/2100

Exhibitor service: www.medica.de/2300

You can find more information as well as videos, picture series, press releases, news and much more relating to MEDICA at: www.medica-tradefair.com

MEDICA App

for smartphones and tablets:

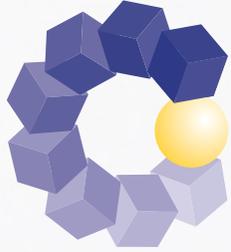
MEDICA App for iOS
iTunes Store

MEDICA App for Androids
Google Play





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DÜSSELDORF GERMANY
18 - 21 NOVEMBER 2019

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