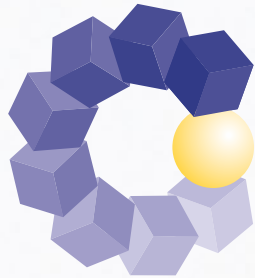




COMPAMED®

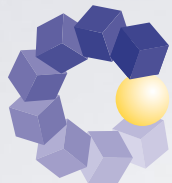


POST SHOW REPORT

MEDICA 2016 + COMPAMED 2016



Messe
Düsseldorf



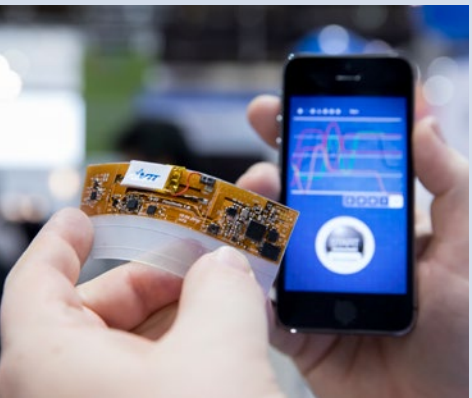
A powerful incentive for the international medical technology business

MEDICA 2016 peaked again this year in what was a great event for the medical technology industry. In the trade fair halls, all of which were fully booked, the atmosphere was spectacular and for the first time ever, there were more than 5,000 exhibitors, who provided an extensive insight into the world of medicine. From current trends to spectacular innovations right up to solutions which will shape the future – the portfolio of the biggest medical trade fair in the world was unique, and this market of possibilities, which is constantly changing, was a place for a highly qualified audience from all over the world to come together: More than 80 percent of the 127,800 visiting trade experts had significant decision-making authority.

Also COMPAMED, which took place over the course of four days at the same time as MEDICA, drew in 18,900 visiting trade experts, who used this flagship event for the medical technology supply market to learn about new products and relevant trends in product development.

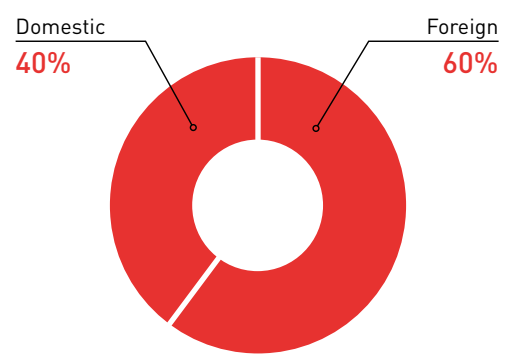
A top-class supporting programme, consisting of conferences, meetings and forums, provided a thematic and target group appropriate immersion of highly specialized contents. For this reason, MEDICA distinguished itself again as a strongly frequented platform for the transfer of knowledge and further education.



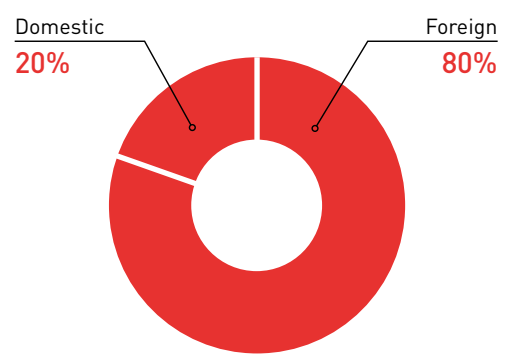


MEDICA 2016

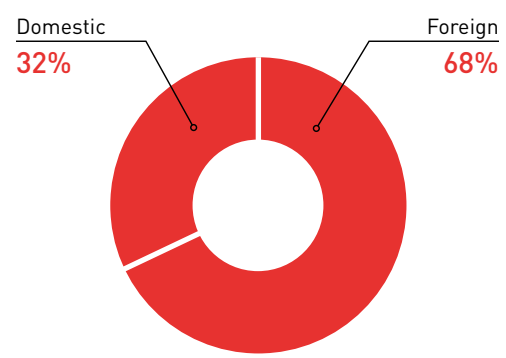
Total visitors	127,781
Domestic	51,112
Foreign	76,669



Total exhibitors	5,119
Domestic	1,024
Foreign	4,095



Total exhibition area in m²	115,004
Domestic	36,801
Foreign	78,203



COMPAMED 2016

Total visitors	18,900
Domestic	49% 9,261
Foreign	51% 9,639

Total exhibitors	774
Domestic	23% 255
Foreign	67% 519

Total exhibition area in m²	13,031
Domestic	42% 5,473
Foreign	58% 7,558



Garrelt Duin, Minister of Economy, Energy, Industry, Medium-Sized Companies and Trade of the State of North Rhine-Westphalia



Hermann Gröhe,
Federal Minister for Health



Barbara Steffens, Minister for Health,
Equality, Care and the Elderly of the State
of North Rhine-Westphalia



Paulo H. Fraccaro, Manager ABIMO, Brazil
Joachim Schäfer, Manager Messe Düsseldorf GmbH



Ingrid Fischbach, Parliamentary
State Secretary, Federal Ministry
for Health



Joachim Schäfer, Manager Messe Düsseldorf GmbH
Dr. Stefan Rudolph, State Secretary, Ministry of Economy,
Employment and Health of the State of Mecklenburg-
Vorpommern



Group of visitors from Nepal

Video impressions Know-how for customized solutions: exhibitors of MEDICA 2016



As a part of their intensive advanced training programme in nursing the five friends **Christina, Julia, Moni, Simon** and **Marcel** visit the MEDICA. They want to inform themselves what's new in the field of intensive care products. "Especially the thorax compression was fascinating," says Julia. "Altogether MEDICA is international, big and offers a broad range of products and technologies."



Erika Galtarossa and **Pedro Fernández** of **Novavision Group** have been exhibitors at MEDICA for five years now. "MEDICA is THE most important trade fair. It's the best place worldwide to meet international contacts, retailers and customers." They are here this year to launch a new product.



"You can have many qualitatively good dialogues in a short time at MEDICA," says **Roland Katsching**, CEO of **Meteka**. He has been visiting the trade fair for 28 years now to meet partners and retailers. He is focused on the internationality of this trade fair.



Ingo Czink of **Hirtz & Co. KG** wants to meet international partners here at MEDICA. He enjoys the internationality and all the communications the fair provides. "Trade fairs are always fun. MEDICA all the more because of its leading role."



Jiyash AK from Kuwait, is for the first time at MEDICA. For Kuwait not being a producing country, MEDICA is the place where he can find producers from all over the world and new technologies. "I want to find better solutions for the medical industry."

Josef Schmuck looks out for suppliers. It's his 15th time visiting MEDICA. He is always on the lookout for new products. "I think MEDICA is really important because you need to keep up with the current techniques and developments – there's no better way to inform."



The special interests of **Lamia Darek** and **Zineb Fourar** from Morocco are reanimation and sterilization devices. At MEDICA they have the opportunity to meet suppliers from different countries. "Important, interesting, nice," that is how they would describe the trade fair.



INNOVATIVE FORUMS AT MEDICA 2016



MEDICA HEALTH IT FORUM: The latest trends and discussion materials regarding the megatrend of digitalization – this is what 50 individual sessions with more than 150 first-class speakers were all about. New health IT solutions ranged from Big Data up to artificial intelligence, from mobile solutions up to population medicine. Primarily start-ups who offered innovations, such as an online marketplace for pharmacies, health apps or solutions from the area of bioinformatics, presented themselves on the exhibition area of the forum.

www.medica.de/MHF2



MEDICA CONNECTED HEALTHCARE FORUM: This location focused on the networking of players, processes and systems in the healthcare sector. Multinational companies and innovative start-ups demonstrated what the networked future would look like, and how new approaches might turn the medicine of tomorrow upside down. Programme topics reached from wearable technologies to connected healthcare systems and telehealth right up to robotics and the Internet of Things.

www.medica.de/MCHF2



MEDICA TECH FORUM: Over the course of four days, experts imparted their knowledge of the conditions of the medical market and how modern processes and methods can be put into practice. The focus here was on the new European regulations for medical products and their effect on the industry, the development of new export markets, sensitive issues such as data protection and data security, as well as on the complex hybrid operating room and its status as a role model for product integration.

www.medica.de/MTF2



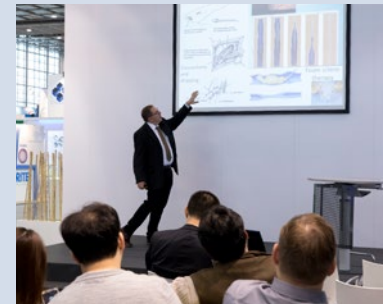
MEDICA WOUND CARE FORUM: The trade experts who visited this forum were interested in all areas of modern ways to care for wounds and received information on the appropriate treatment for patients with chronic wounds, with the help of concrete case reviews. These dealt with bedsores, special bandages, diabetic feet, negative-pressure wound therapy, venous ulcers and much more. One whole day was made up of English-language presentations given to an international audience of experts.

www.medica.de/MWCF2



MEDICA ECON FORUM by TK: The platform for political discussions on health developed into something which attracted some important visitors: German Health Minister Hermann Gröhe took part in the opening of the event and towards the end, blogger Sascha Lobo and Dr. Jens Baas, the chairman of the executive board of the health insurance company TK, made a commitment to the future of healthcare. During the four days, experts discussed key topics such as setting the agenda for political health matters after the 2017 parliamentary elections or the future of prevention in the digital world.

www.medica.de/MEF2





SUCCESSFUL CONFERENCES AT MEDICA 2016



MEDICA EDUCATION CONFERENCE:
The interdisciplinary advanced training course, which represents the relationship between science and medical technology right at its core, was aimed at doctors with varying specialisms and medical technology developers. Because half of this offer took place in English, this was suitable for a national as well as an international audience. More than 200 presentations and courses conveyed ambitious knowledge on topics such as new operative surgery techniques, imaging and interventional procedures, diagnostics and future technologies in internal medicine and much more.

www.medica.de/MEC2



MEDICA PHYSIO CONFERENCE: In 2016, the theme of this conference dealt with the ever present issue of joints and joint replacement. Over the course of two days, experts shared their knowledge of physiotherapy, which acted as further training for the physiotherapists who were taking part. Amongst other things, it dealt with endoprosthetics, pre and post-operative physiotherapy, therapy instead of operations, manual therapy and prerehabilitation.

www.medica.de/MPC2



MEDICA MEDICINE + SPORTS CONFERENCE: This event was particularly tailored to experts from the field of sports and preventive medicine and has since developed into an international exchange platform: Sports physicians from all over the world, professional athletes and people from the sports gear and medical technology industries came together to exchange ideas on exercise medicine and innovative technologies, and to open new distribution channels and markets. With this, a look into the future as far ahead as the year 2030 was given, and newly-acquired knowledge from training and regeneration was presented.

www.medica.de/MMSC2



DiMiMED – International Conference on Disaster and Military Medicine:
Two days long, current questions on the deployment in crisis areas and in disaster situations were discussed by international representatives from the military, healthcare and NATO: Key points were the medical challenges of the refugee crisis, evacuation, traumatology, infectious diseases, disaster relief, CBRN and more. A series of presentations for industry representatives dealt with aspects of acquiring medical technology via the German army and NATO.

www.medica.de/DiMiMED2



39. Deutscher Krankenhausstag (German Hospital Conference): More than 2,100 participants came on the four days of the congress. Thus also in 2016, the event proved its significance as an important communication platform for the hospital management. Under the motto "Shape the Future", countless sessions were held which focused on practice and dealing with health politics – these were triggered by the structural and financial challenges of healthcare, which were a result of the clinical reform that took place at the beginning of the year. The most prominent visitor: German Health Minister Hermann Gröhe, who opened the German Hospital Conference.

www.medica.de/DKT2

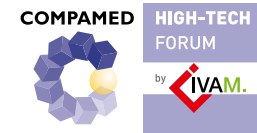




Top platform for suppliers and the medical technology industry

Over four intensive days, suppliers and medical technology companies attended COMPAMED, the leading trade fair for suppliers from the medical technology industry, and worked closely together in the areas of product development, manufacture and marketing. The synergy between MEDICA, the No. 1 trade fair for medicine, and COMPAMED, both of which were taking place at the same time, also showed its full potential this year: From the 18,900 experts were interested in the exhibits which were presented by the suppliers this year.

And the range of offers was all-encompassing: It ranged from antibacterial cables to the smallest differential pressure sensor in the world right up to mobile systems for multiparameter analysis in Point-of-Care diagnostics. Many of those from the medical industry who had decision-making authority were, amongst other things, searching for entire systems of solutions from a single source – from the engineering stages to simulation to production. Furthermore, wearables or the wireless transmission of energy for implants were considered to be great points of interest. The ever present topic of energy supply for portable medical devices was also a point of focus, as was packaging for the pharmaceutical industry.



COMPAMED HIGH-TECH FORUM by IVAM

The trend towards digitalization was a core topic at the forum in Hall 8a, where exhibitors presented their innovations to a specialist audience over the course of four days. A total of 1,325 visitors were at 52 presentations, whereby a great deal of interest was in particular for sessions such as "Smart Sensor Solutions" and "Printed Electronics". Business contacts and networking continued at the large joint stand IVAM Product Market "Hightech for Medical Devices", where products and services were presented from the area of the key technologies: microtechnology, nanotechnology, photonics and new materials.

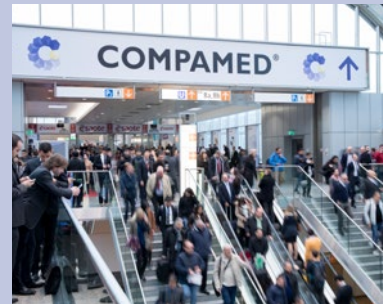
www.compamed.de/CHF2



COMPAMED SUPPLIERS FORUM by DeviceMed

After the opening of the forum by the editor-in-chief of the organizing magazine DeviceMed, there were four days of lively discussions with speakers of leading international companies and organizations dealing with a large range of topics, which showed the innovation strength of the supplier industry: From implants to disposables, from cardiac catheter right up to modern diagnostics, from equipment design to Industry 4.0. Lectures which dealt with new markets and regulatory affairs rounded off the range of information.

www.compamed.de/CSF2





VOICES FROM COMPAMED 2016



Mihaela Sirel and Bianca Böke of Halfar manufacture bags for medical equipment. "We often went as visitors – this year we are exhibitors ourselves." They want to find new customers and refine their technical knowledge. "Our bags are made on demand and are customized, so it's important to see what's new on the market."

He was born in France and is now working in Switzerland: **Nicolas Bailo** covers the medtec part in his company. Visiting COMPAMED he's looking for materials and techniques regarding sterilization. "I'm also interested in surgery, because we work with implants." He likes that this fair is well organized and offers a great spectrum of topics.



Christian Grothe-Westrick from Dülmen has visited COMPAMED many times. Especially lab-on-chip systems take his interest. This year he brought his colleague **Nadine Rosenberger**. Together they are looking for new products in dialysis.



Lysann Urban from Radeburg wants to be inspired by bio-technology topics. She likes that COMPAMED is interesting, varied and very international. She did not have a good look around yet, but hopes to find some cooperation partners for her enterprise.



Christopher Harnett of Ireland wants to promote his venture **Oliver-Tolas** at COMPAMED and meet other Ireland-based exhibitors. He's here for the ninth time now and appreciates the worldwide coverage that COMPAMED provides and the options to make excellent contacts.

It's the fourth time **Oksana Karpovych** supports **SPETA** as a translator at the joint stand of Singapore. She thinks that the four days of COMPAMED are still not enough. "A fifth day would give me more time to actually see everything." She is fascinated by presentations using human test persons with actual medical gear. She wants herself to be surprised by the enormous range of goods during the next trade fair days.





www.MEDICA-TRADEFair.com – YOUR INFORMATION AND COMMUNICATION PORTAL

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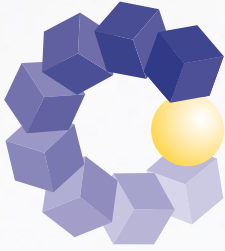
Visitor service: www.medica.de/2100

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