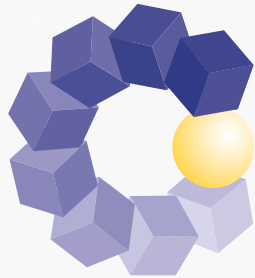




COMPAMED®



# POST-SHOW REPORT

MEDICA 2017 + COMPAMED 2017

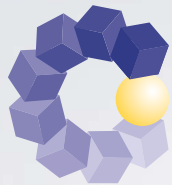
Members of  MEDICAlliance



Messe  
Düsseldorf



COMPAMED®



## MEDICA 2017 + COMPAMED 2017

### International and radiant – MEDICA is and remains the Number 1

After four successful trade fair days, the result stresses once again: The multiplicity of supplies which were presented at MEDICA 2017 is unsurpassed worldwide, and tens of thousands of top decision-makers found future-oriented communication with exhibiting companies from all over the world. From the latest trends and sensational innovations to creative solutions – the portfolio of the world's leading trade fair attracts people from all over the world. The majority of the 123,500 professional visitors came from outside of Germany, i.e. from 130 nations – among which there were visitor groups with important representatives among others from China, India, Colombia, Nepal as well as from the most important markets of Europe for medical technology. A majority of the 5,100 exhibitors also came from internationally associated companies from 66 countries.

The radiant power which MEDICA sends out to the world also includes the unique concept which strengthens the synergies between medical-technology companies and the highly innovative suppliers: MEDICA and the specialist trade fair of the internationally leading suppliers COMPAMED take place at the same time and create a productive exchange of the two tightly integrated branches. Halls 8a and 8b were visited by international professional visitors. There, they were presented with a view into the future of modern technology with current novelties and relevant trends with respect to product development.

Und last but not least: The framework programme, which is permanently further developed picked up the most important trends in 2017, and proved to be a melting pot for knowledge transfer and innovative spirit. Conferences, meetings, forums, special exhibitions – here, the decision-makers and experts were presented with highly specialised content.







# GO-AHEAD FOR MEDICAlliance

**MEDICAlliance**

## New umbrella brand focuses worldwide on fair know-how

MEDICA 2017 was the linchpin for the presentation of a new umbrella brand which concentrates the know-how of the world's leading fairs MEDICA, REHACARE (leading specialised trade fair for rehabilitation and care) and COMPAMED in a global network: MEDICAlliance. The new label offers the entire competence of the organiser combined with the complete value-added and supply chain of medical supply and rehabilitation as well as corresponding suppliers' products and services. Suppliers of medical products and interested parties, in this way, can use promising international fairs for orientation and participation in order to enter attractive foreign markets.

Among others, MEDICAlliance includes the specialist trade fairs MEDICAL FAIR in Mumbai, New Delhi, Singapore, Bangkok und Suzhou as well as MEDICAL MANUFACTURING ASIA (Singapore) or also INTEGRATION (Moscow). Strategic partnerships include events such as HOSPITALAR (São Paulo) or ZDRAVOOKHRANENIYE (Moscow). Most recently set up during MEDICA 2017: the partnership with MEDITECH Colombia (Bogotá).

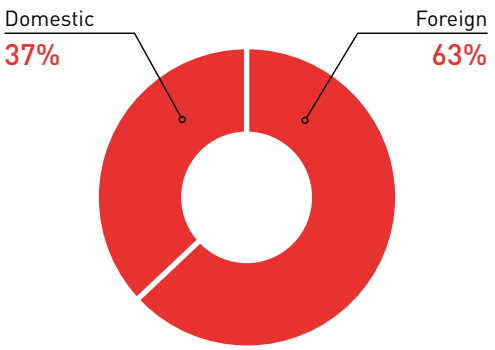
The future co-operation of Messe Düsseldorf GmbH with MEDITECH in Colombia has now been sealed. The picture shows the CEO of Conferías Bogotá/Colombia, the organiser of MEDITECH in Colombia, Andrés López Valderrama (centre), Tom Mitchell (left), the managing director of Messe Düsseldorf North America, during MEDICA 2017 whilst signing the contract with Werner M. Dornscheid (right), president & chief executive officer Messe Düsseldorf GmbH.



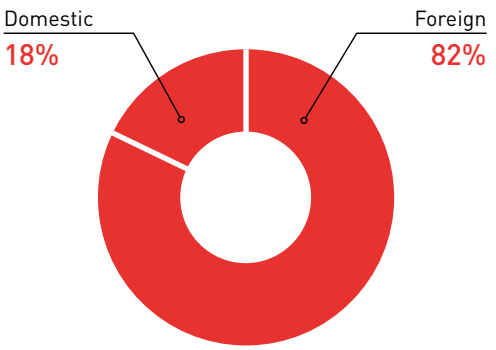


# MEDICA 2017

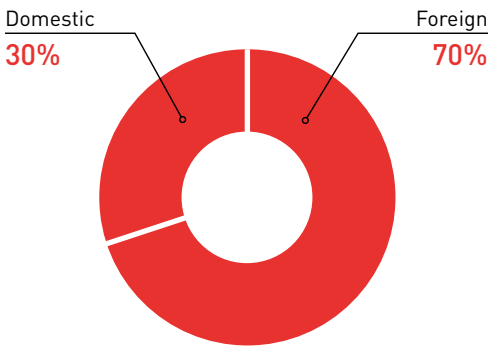
Total visitors	123,500
Domestic	45,695
Foreign	77,805



Total exhibitors	5,148
Domestic	950
Foreign	4,198



Total exhibition area in m²	114,381
Domestic	34,827
Foreign	79,554



# COMPAMED 2017

Total visitors	20,000
Domestic	52% 10,400
Foreign	48% 9,600

Total exhibitors	783
Domestic	31% 243
Foreign	69% 540

Total exhibition area in m²	13,149
Domestic	42% 5,496
Foreign	58% 7,653





## PROMINENT VISITORS AT MEDICA 2017



**Prof. Dr. Andreas Pinkwart**, Minister for Economic Affairs, Innovation, Digitization and Energy of North Rhine-Westphalia, and **Isabel Pfeiffer-Poensgen**, Minister of Culture and Science of the State of North Rhine-Westphalia



**Dr. Tom Kelly**, Head of Industrial, Lifesciences and Consumer Division, Enterprise Ireland, **Hans Werner Reinhard**, Managing Director Messe Düsseldorf GmbH, **Pat Breen**, Minister of State for Trade, Employment, Business, EU Digital Single Market and Data Protection in Ireland, and **H. E. Michael Collins**, Ambassador of Ireland



**Karl-Josef Lauman**, Minister for Labour, Health and Social Affairs of the State of North Rhine-Westphalia (center of the image) visiting MEDICA.



Group photo DiMiMED (International Conference on Disaster and Military Medicine)



Ambassadors round tour MEDICA 2017



## Impressions Exhibitors



Together with its partners, the Fürth-based company **BEXAMED** presents itself in Hall 9, booth C 53, and **Reinhold Weiser** appreciates the international character of the trade fair, "of course, we also want to present ourselves on the international stage."



**Faisal Almutabagani** (left) and **Atef Algamal** arrived from Saudi Arabia. However, the flight has been worthwhile for them for 20 years. "It's always well organised, and the companies present themselves very well here."



**Eleonora Battagliotti's** (right) team of Fisioline, was delighted by the traffic of visitors at their booth H9/D 34: "We had to wait a long time for our first appearance at MEDICA. But the trade fair is perfect for meeting new customers from new countries," says the Italian.



Asked about his impressions of MEDICA, **Dr. Sachinonandha** answers: "It is huge and inspiring to see all the innovations."

The company **GluStitch** arrived from Canada. The manufacturer and distributor of medical/ dental adhesives can be found in Hall 16/G50. "We like it here," says **Jamie Sisler**. A trade fair like MEDICA is important because the "medical industry is becoming more and more global."



**Lorena Reyes** and **Pedro Kevin Reyes Pérez** are also attending the fair for professional reasons. They arrived from Mexico to see the wide range of products at MEDICA. "Gorgeous, big and awesome" are the words with which Lorena describes the halls. "We would like to come back."

For **euromex microscopes holland** it is not the first time at MEDICA. **Eloi Jofre** explains why the trade fair is so important for his company: "It is our main event. You can meet customers from all over the world here." Have a look at their booth H10/A57.





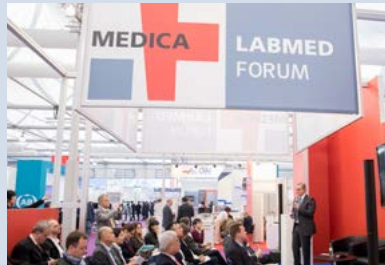
## NOVELTIES IN 2017

**MEDICA START-UP PARK:** A new platform for creative minds is geared explicitly to start-ups: Among others MEDICA START-UP PARK provided appropriate scope for innovative ideas in the field of digital health, and amazed visitors: The products covered everything from virtual reality tools and telemedicine solutions for pregnant women to a textile integrated sensor system which precisely records the movement dynamics of patients in its totality. [www.medica.de/MSUP2](http://www.medica.de/MSUP2)

**LABMED FORUM:** What is state of the art in laboratory techniques today? Which new analysis methods are being researched? Which role do biobanks play? Answers to questions like these were given during the new LABMED FORUM, which met with a lot of interest by national and international visitors. The focus was on trends in oncology, cardiology, and diabetology as well as on a special emphasis which explored infection prevention. [www.medica.de/MLF2](http://www.medica.de/MLF2)

**ARZT IM FOKUS (FOCUSSING ON DOCTORS):** This new special exhibition concentrates on the requirements and problems which physicians say they are confronted with. In a personal atmosphere, top-level experts discussed topics such as medical fee sources, possibilities of professional activities, opportunities and risks when setting up a practice or for doctors opting out how to find a successor in the practice best of all. On three evenings, at the get-togethers especially for doctors, the participants exchanged views while enjoying snacks and drinks. [www.medica.de/MAIF2](http://www.medica.de/MAIF2)

Actions such as the **IRIS ART PROJECT** by MEDICA excited many visitors of MEDICA 2017: Here, a deep look into the eye was possible – by means of a camera – and a fascinating image of one's own iris was provided as a printout. **FOTOBOX** created a good atmosphere and was great fun: The results were thousands of funny and nice images – the international potpourri of our visitors! [www.medica.de/IrisArtProject2](http://www.medica.de/IrisArtProject2)







# INNOVATIVE FORUMS AT MEDICA 2017



**MEDICA HEALTH IT FORUM:**  
Forty individual sessions with 130 first-class speakers tackled trends in the industry, the levels of digitization, and innovative solutions, as well as new IT-based business and care models and fields that are being transformed by the start-up scene.

[www.medica.de/MHIF2](http://www.medica.de/MHIF2)



**MEDICA CONNECTED HEALTHCARE FORUM:**  
International companies and innovative start-ups attending this forum presented their latest discoveries, technologies and solutions for networking and mobile healthcare, also known as "Connected Healthcare". One top subject amongst many was how Virtual Reality can be applied in healthcare and how this can in future be used to treat diseases. The programme also covered: wearable technologies, telehealth, robotics and the Internet of Things.

[www.medica.de/MCHF2](http://www.medica.de/MCHF2)



**MEDICA TECH FORUM:**  
A cyber attack on a hospital could have serious consequences including to human life. Good reason to put cyber security and medical technology at the heart of one day at this forum. Experts also considered issues of relevance to the market that affect the medical-technology industry, from technology, science, regulations and politics, including the new European Medical Device Directive together with its consequences for the industry, development of new export markets, and device integration in the operating theatre.

[www.medica.de/MTF2](http://www.medica.de/MTF2)



**MEDICA WOUND CARE FORUM:**  
The fields of the operating theatre and care were given a fitting platform to share information on modern wound care here. Medical devices and disposable articles were presented and practical talks on modern therapeutic concepts conveyed essential knowledge. The latest developments in pressure sores and diabetic foot, and in particular bandages, compression therapies and much more were dealt with.

[www.medica.de/MWCF2](http://www.medica.de/MWCF2)



**MEDICA ECON FORUM:**  
This forum offered a space for a health policy dialogue with renowned speakers from politics, industry and research. Amongst other things the spotlight was on the new digital world, which was also considered from a philosophical point of view, the need for reform in the German health sector, and financing, care and the future in the hospital sector, Big Data and online medicine.

[www.medica.de/MEF2](http://www.medica.de/MEF2)



**MEDICA LABMED FORUM:**  
The currently trending topics in laboratory medicine were addressed and discussed by the new MEDICA LABMED FORUM in Hall 18. Under the theme of "The Interdisciplinary Fascination", laboratory medicine, molecular pathology, microbiology, medical technology and life sciences presented themselves as innovation engines giving all of medicine new drive.

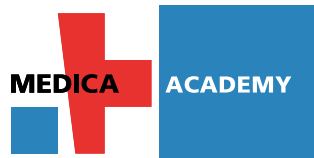
[www.medica.de/MLF2](http://www.medica.de/MLF2)







# SUCCESSFUL CONFERENCES AT MEDICA 2017



## MEDICA ACADEMY:

The new certified MEDICA CPD event was well received by the many who took part. Doctors from all specialisms were able to update their knowledge on imaging, hygiene, surgical procedures, avoiding over and under supply in general practice, and medical innovations. The seminar on "Transferring a practice or subsidiary" met with keen interest. No wonder: almost one in four practising doctors in Germany is planning to give up their business within the next five years.

[www.medica.de/MEC2](http://www.medica.de/MEC2)



## MEDICA PHYSIO CONFERENCE:

The spine and upper extremities – the key topic of this year's conference gains importance from the figures that show that a high percentage of the population suffers from back pain. Often an intervertebral disc is to blame, so many of the talks looked amongst other things at a modern and evidence-based approach to treatment of disc problems. Over two days experts passed on their physiotherapy knowledge, which represented CPD points for participating physiotherapists.

[www.medica.de/MPC2](http://www.medica.de/MPC2)



## MEDICA MEDICINE + SPORTS CONFERENCE:

Sports medicine – the future is now. That was the theme for the first day of the conference highlighting innovative technologies and approaches which are already used daily to help people, from normal citizens to top athletes. Also: sports approaches to prevention in health-care and measuring key data in elite sports. Specialists from the field of sports and preventive medicine made enthusiastic use of the opportunity to exchange ideas at the international platform.

[www.medica.de/MMSC2](http://www.medica.de/MMSC2)



**DiMiMED – International Conference on Disaster and Military Medicine:** The world is unstable and this gives a new topicality to current issues about deployment in crisis zones and to disaster situations. For two days this conference discussed with international representatives of the military and health care: the key points were traumatology, infective diseases, disaster relief, CBRN, treatment of burns, reactions to terror attacks, and much more.

[www.medica.de/DiMiMED2](http://www.medica.de/DiMiMED2)



## 40. Deutscher Krankenhaustag:

A hospital reform came into effect at the start of this year – good reason for the 40th German Hospital Conference to contemplate its motto "Hospitals in a new era" from all sides. The event is cutting-edge for the executive and management of German clinics. A good 2,000 participants from various professional groups working in hospitals came and discussed health policy issues after the German elections as well as digitization and clinical quality assurance.

[www.medica.de/DKT2](http://www.medica.de/DKT2)



## European Hospital Conference:

Every two years this conference invites the top decision-makers from hospitals throughout Europe to exchange ideas and come up to date. The entire event was dedicated to the forward-looking theme "Potential and challenges of eHealth" and particular attention was given to the "eHealth action plan 2012–2020" presented by the European Commission in this context.

[www.medica.de/EHC2](http://www.medica.de/EHC2)

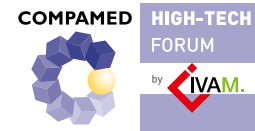




## On the track of success: Suppliers and the medical-technology industry make a perfect match

The prerequisites for the supplier sector of the medical-technology industry are excellent because the growth in this branch of industry is continuing. This is reflected in a successful COMPAMED 2017, which broke new records with professional visitors. The centre of attraction for the large public was 780 exhibitors with increasing international participation who presented themselves and their innovations in top form. Digitalization and miniaturisation are the important driving forces in this case because modern medical products require smart and tiny components. The synergies between the number one medical-technology fair MEDICA and COMPAMED give all the parties involved a look ahead into the future of modern medicine: Decision-makers and engineers were brought together with suppliers and research institutes in a fruitful dialogue which produced new ideas, co-operations and business transactions.

The subject of miniaturised components was given special attention, which, for example, are required as components for wearables or implants. Other highlights were mini pumps which by graphical user interfaces enable the perfect dosage of the smallest amounts or millimetre-sized sensor spheres for process monitoring in bioreactors or tiny force sensors in insoles which determine the gait and run profile by measuring the pressure distribution.



### COMPAMED HIGH-TECH FORUM by IVAM

This year, the trend topic of the forum was innovative production methods for individualised medical products, such as new approaches in the field of 3D printing, but also the new European Ordinance on Medicinal Products.

Some sessions attracted several hundred listeners which afterwards met for business contacts and networking at the large joint stand IVAM-Produktmarkt "High-Tech for Medical Devices".

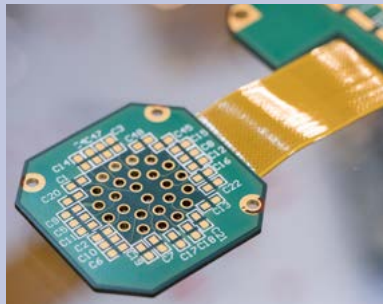
[www.compamed.de/CHF2](http://www.compamed.de/CHF2)



### COMPAMED SUPPLIERS FORUM by DeviceMed

For four days, COMPAMED SUPPLIERS FORUM by DeviceMed dealt with priority topics, such as rules, 3D printing, digitalization and wearables, together with lively discussions of the speakers of international leading companies and organisations which represent the high innovation power of the supplier industry. Some key points only: Market opportunities for photonics, cyber security, new types of elastomers and intelligent textiles for medical applications.

[www.compamed.de/CSF2](http://www.compamed.de/CSF2)







## VOICES FROM COMPAMED 2017



Responding to the trends in the medical industry, **Jens Ingemansson** (right) is enthusiastic about the fact "that many things are also used outside the medical field." His colleague at **Nolato** (8a/N 20), **Robert Ottocan**, is pleased "that so many companies are meeting at COMPAMED who have similar interests and we can see what others are doing." For **Carolina Kjellmann**, the trade fair is a meeting place, because "70 per cent of my customers are here too," says the Swede.

"Actually I'm here with my company. We are exhibitors at MEDICA. But I use the time and visit COMPAMED as well. I'm the more technical guy, so for me it is very interesting. I already had nice discussions about balloon catheter," said **Yianan Li** from China about his first visit at COMPAMED.



"We came here for the first time," tells **Gordon Udall** (left) of the American company **Amphenol Alden** (8b/M 11). The company met a lot of their customers while being at COMPAMED, but this year it is their first time to be exhibitor themselves. "It is great because you have the manufacturer and the customer together at one spot," adds **Perry Freeman**.

For **Stéphane** and **Melusine**, this is their first visit to COMPAMED. They came from France. What have they found particularly exciting so far? "We've just arrived, so we haven't seen much. But we've already had an interesting conversation at the MST booth about PCBs."



**Halkey-Roberts** has its booth at COMPAMED in Hall 8a/G 04. The American company, which also has a German office, has been represented at the fair since 1998. "You meet both old and new customers, it's simply a huge contact platform for us," says **Roman Knopik** (left). "For us, COMPAMED is the most important trade fair and it is becoming more and more international," emphasizes the Director of European Sales.

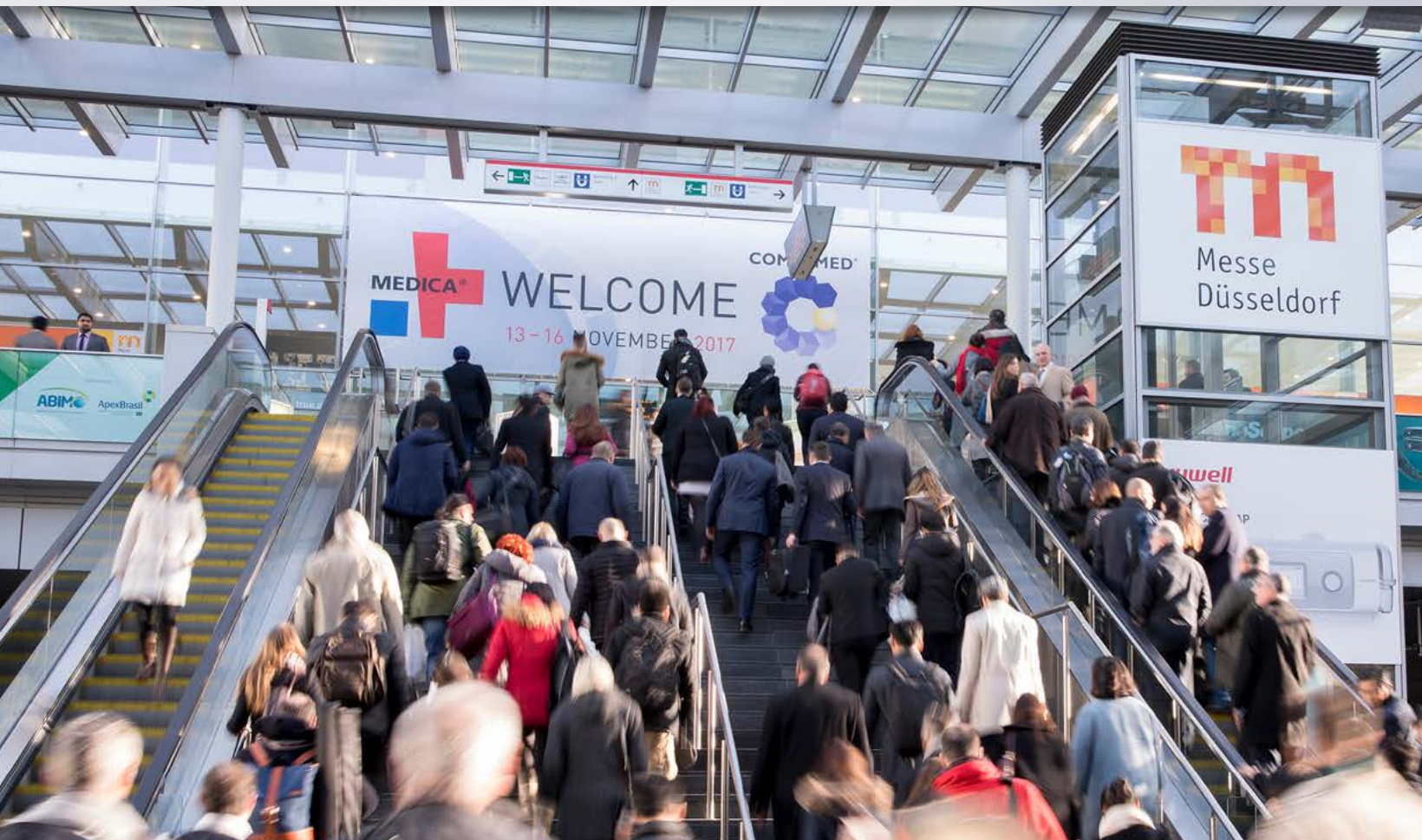


For the third time, the two Italians **Andrea** (right) and **Stefano** have been able to join COMPAMED. They are here for professional reasons, but they appreciate the networking potential. "Of course we're also interested in the innovations."





Together with you, **MEDICA** is the No. 1 medical event



You will find more information here:

Visitor service: [www.medica.de/2100](http://www.medica.de/2100)

Exhibitor service: [www.medica.de/2300](http://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](http://www.medica-tradefair.com)

**MEDICA App**  
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for Androids  
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## Simple and comfortable online registration

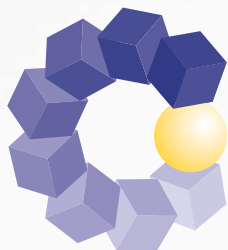
If you would like to present your business and your products at MEDICA 2018, please register by 1 March 2018 – online at [www.MEDICA.de/2330](http://www.MEDICA.de/2330)

**Registration deadline: 1 March 2018**





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12 – 15 NOVEMBER 2018  
DÜSSELDORF GERMANY **2018**

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