

Press release

MEDICA and COMPAMED 2026: Transformation strategy is bearing fruit – relevance for markets, businesses and healthcare

New concepts, a new quality of dialogue and a high concentration of decision-makers characterise the events

“With this year’s MEDICA and COMPAMED, we have taken an important step in the ongoing transformation process of the two leading industry platforms for the entire international healthtech ecosystem. New thematic structures have been created and the programme significantly expanded to place even greater emphasis on dialogue and networking at the decision-maker level. The response confirms that we have thereby succeeded in increasing the relevance for markets, companies and healthcare,” said Marius Berlemann, Managing Director of Messe Düsseldorf, drawing a positive conclusion at the close of MEDICA 2026 and COMPAMED 2026 in Düsseldorf.

From 16 to 19 November, exhibiting companies from around 70 nations showcased their innovations and solutions for outpatient and inpatient care – spanning the entire medical technology value chain.

Particularly notable was the strong presence of decision-makers from industry, healthcare, academia and politics. **North Rhine-Westphalia’s Minister-President Hendrik Wüst** opened the Hospital Leadership Summit, which was held for the first time. Right at the start of the fair**, Federal Health Minister Dr Carsten Linnemann, North Rhine-Westphalia’s Health Minister Karl-Josef Laumann** and **Lower Saxony’s Health Minister Dr Andreas Philippi** spoke at the opening event as part of the 49th German Hospital Day. Their presentations addressed fundamental changes in the hospital landscape and the healthcare sector.

As patron of MEDICA 2026, Dr Linnemann also took a tour of the exhibition to learn about innovations for forward-looking clinical care. Among the stops on his tour was the newly designed ‘Hospital of the Future’.

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“We have deliberately focused both events more strongly on the quality of the interactions and the needs of our target groups. The key is to bring the right people together. New formats for targeted networking, such as the Hospital Leadership Summit, the Hospital Procurement Summit and the Investment & Growth Lounge for the start-up scene, were very well received and show us that this approach meets an important need,” explains Carmen Berger, Director of MEDICA & COMPAMED at Messe Düsseldorf.

Healthcare Transformation Campus brings the ‘new’ MEDICA to life

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The exhibition areas and the integrated supporting programme – now featuring more than 900 speakers across 22 stages – have also been reorganised and consistently geared towards specific application scenarios in healthcare. This was particularly evident in the new Healthcare Transformation Campus. For the first time, the **MEDICA MAIN STAGE** brought together cross-cutting future topics in the healthcare sector. International experts from medicine, science, industry and politics discussed artificial intelligence, resilient healthcare systems, precision medicine and new care models.

The completely redesigned **Hospital of the Future,** situated in the immediate vicinity of **the German Hospital Day,** brought to life the interplay of various technologies throughout the clinical patient journey in a hospital environment that closely resembled reality. Rather than individual manufacturer presentations, companies such as Asanus, B. Braun, Dräger, Getinge, Philips, OR.NET and United Robotics jointly demonstrated at various stations how medical technology, digital infrastructure, data and processes interlock within a networked hospital care system.

From future-oriented dialogue to practical application

The **Hospital Leadership Summit**, the **Hospital Procurement Summit** and the **Symposium on the Future of the German Hospital Landscape** combined an international exchange of experiences on hospital management, transformation and procurement with exclusive guided tours of the Hospital of

the Future. This allowed strategic management issues to be directly linked to concrete application scenarios and investment decisions.

The **Wearable Technologies Conference Europe** also made its debut as part of MEDICA following its move from Munich to Düsseldorf. The focus was on clinically relevant wearables, digital biomarkers and new telemedicine care concepts. Right next door, the Wearable Technologies Pavilion showcased the latest product solutions.

“From numerous discussions with exhibitors, partners and speakers, we’ve received positive feedback on the new programme formats,” Carmen Berger summarised with satisfaction.

Digital health, start-ups and resilience set new trends

At the Digital Health Hub, the focus was on specific applications of AI, robotics, cloud technologies and cyber security. The new **MEDICA DIGITAL HEALTH STAGE** combined technological developments with questions regarding their practical implementation. A live hacker attack served as an example to demonstrate the risks associated with an increasingly connected healthcare system.

The neighbouring **MEDICA START-UP PARK** brought together over 100 start-ups with potential partners from industry, healthcare, research and investment. The start-up scene gained further visibility thanks to the final of **the 15th MEDICA START-UP COMPETITION**, which was held on the central MEDICA MAIN STAGE for the first time. The winner was the Austrian start-up Exalt, with a technology for selecting cancer drugs. The functional diagnostics platform tests over 100 active substances on living tumour cells and is designed to assist in selecting a personalised cancer treatment within three days.

With the **1st German Health Resilience Conference**, opened by Düsseldorf’s **Lord Mayor Dr Stephan Keller**, the resilience of healthcare systems was given its own dedicated conference format for the first time. The focus was on cyber-attacks, blackout scenarios, critical infrastructure and the

question of how healthcare facilities can remain operational even under exceptional strain.

COMPAMED: Where medical innovation begins

The parallel COMPAMED event complemented the focus on medical applications by highlighting the technological foundations and industrial implementation of medical innovations. In two halls, MedTech suppliers showcased their expertise in the development and manufacture of modern medical devices. Materials, components, sensor technology, microtechnology, automated manufacturing and digitalisation were key areas of focus.

With the COMPAMED HIGH-TECH FORUM by IVAM and the COMPAMED SUPPLIERS FORUM by DeviceMed, a dedicated stage programme provided a platform for knowledge transfer and professional exchange. New Technical Tours and the closer integration of individual specialist formats with MEDICA supported networking between technology providers, medical device manufacturers and users. In future, this collaboration is to be utilised even more specifically to facilitate knowledge transfer, partnerships and concrete business opportunities.

Transformation continues in 2027 – rebooking is now open

As soon as MEDICA and COMPAMED 2026 draw to a close, preparations for 2027 will begin immediately. Companies can now re-register their participation. MEDICA's product nomenclature, which has been further refined, is designed to simplify the classification of products and services, create clear primary categories and reduce overlaps. Digital cross-cutting technologies such as AI, the cloud and cybersecurity will be given specific consideration.

"2026 was a year of significant changes for MEDICA and COMPAMED. We are consistently continuing along the path we have chosen. Feedback from our community, gathered through face-to-face discussions and surveys, remains crucial. We will build on these insights to further tailor the events to

relevant topics, applications and target groups," says Carmen Berger, looking ahead.

The next MEDICA and COMPAMED will take place in Düsseldorf from 15 to 18 November 2027.

Full details are available online at: https://www.medica-tradefair.com and https://www.compamed-tradefair.com.

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