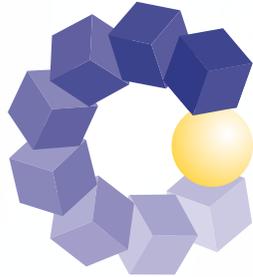




COMPAMED®



POST SHOW REPORT

MEDICA 2015 + COMPAMED 2015





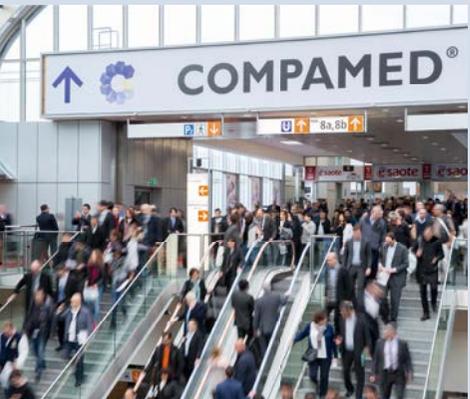
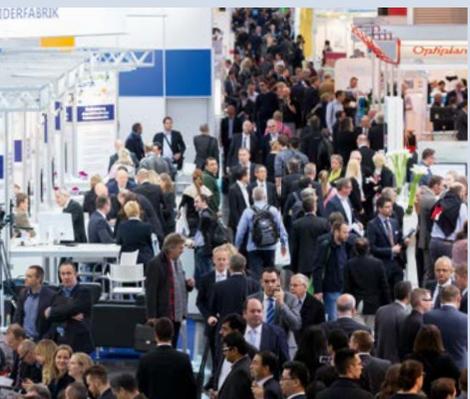
A great atmosphere for exhibitors and visitors means good business

As the world's largest medical trade fair, MEDICA in Düsseldorf remains the top event for decision-makers from all over the world. Of the 130,000 professional trade visitors (previous year: 128,500) from around 120 nations, more than half were from abroad, with a significantly large number being from overseas markets in the USA and Latin America, reinforced by visitors from Iran and the Arab countries. The number of decision-makers from the highest corporate echelons has again increased significantly.

COMPAMED, as an internationally leading specialist trade fair for suppliers of medical technology, took place for the first time over a period of four days, parallel to MEDICA. The trade visitors to both industry events largely supported the decision to have them take place from Monday to Thursday.

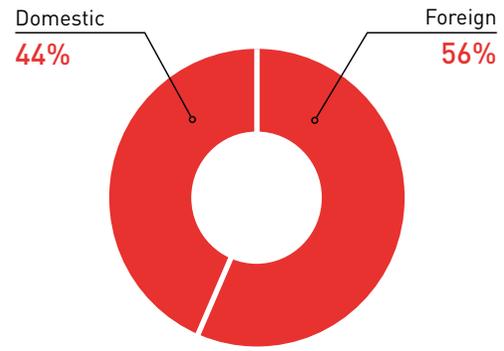
Once again, the forums and conferences were an ideal supplement to the content of the events and provided visitors with information and ideas at a highly specialist level.



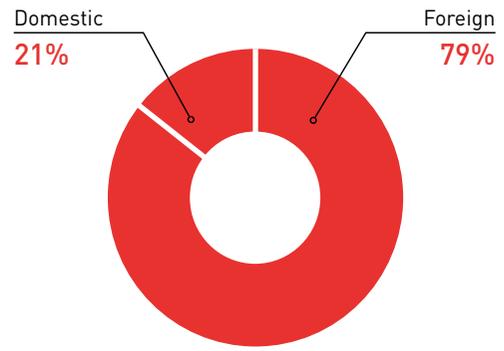


MEDICA 2015

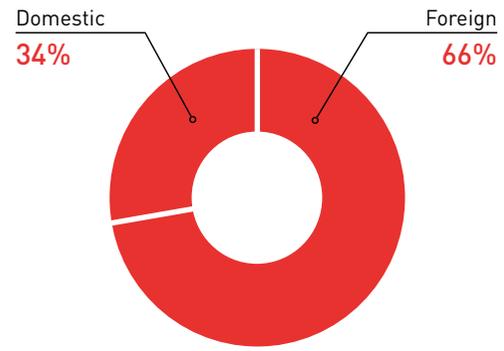
Total visitors	130,123
Domestic	57,254
Foreign	72,869



Total exhibitors	4,977
Domestic	1,056
Foreign	3,921



Total exhibition area in m ²	116,738
Domestic	39,371
Foreign	77,367



COMPAMED 2015

Total visitors	18,800
Domestic	50.2% 9,438
Foreign	49.8% 9,362

Total exhibitors	773
Domestic	33% 255
Foreign	67% 518

Total exhibition area in m ²	12,966
Domestic	43.6% 5,649
Foreign	56.4% 7,317



PROMINENT VISITORS AT MEDICA 2015



Prof. Johanna Wanka (centre), Federal Minister of Education and Research, with Christian Stammel (right), CEO – NAVISPACE AG, and Michael Degen (left), Messe Düsseldorf GmbH, on a tour around the trade fair



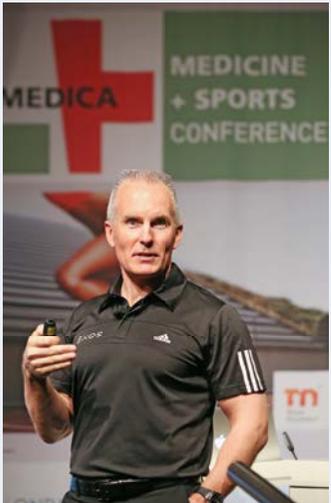
Brigitte Zypries, Parliamentary State Secretary, BMWi Federal Ministry of Economics



Hermann Gröhe, Federal Minister for Health
Jürgen Zurheide, editor and journalist
Dr. Jens Baas, Chairman of the Board of Managing Directors, Techniker Krankenkasse



Barbara Steffens, Minister for Health, Equality, Care and the Elderly of the State of North Rhine-Westphalia, Garrelt Duin, Minister of Economy of the State of NRW, and NRW Minister of Science Svenja Schulze gained an overview at MEDICA



Mark Versteegen, Founder and President, EXOS



Joachim Schäfer, Messe Düsseldorf
Hermann Gröhe, Federal Minister for Health
Christian O. Erbe, Chairman Trade Fair Committee MEDICA and Managing Partner of ERBE Elektromedizin GmbH
Horst Giesen, Messe Düsseldorf



Ambassador tour 2015

Video impressions [▶ More exhibitor statements](#)



“MEDICA is a home game for us,” explains **Maik Thiede** of **Optiplan**, “MEDICA is precisely our market, and it is going very well so far.” The company Optiplan has already been participating at MEDICA for many years.



Creative Holland is the umbrella brand of the Dutch creative industry and exhibits at MEDICA for the first time. Nine start-ups and companies present their products and services for the healthcare sector at the booth.



The company **Diversity** from the United Arab Emirates has previously only attended smaller healthcare trade fairs and is now at MEDICA for the first time. Managing Director **Sheraz Safdar** is very excited about what awaits them here. Diversity is a manufacturer of surgical instruments.



Marina Scheinberg, Product Manager, and **Eugene Kagan**, Managing Director of **MS Westfalia**, have two reasons to celebrate this year at MEDICA: On the one hand, it is the company’s 20th anniversary and on the other hand they also present their new product “jenny”. It is a compact little device that combines three devices in one: monitoring, ventilation and defibrillation. Together with the product designer **Alexander Müller** of **werk/m** they are pleased by the positive feedback from the visitors.



Daniel Ashford from **Ipswich (UK)** comes to the MEDICA trade fair for the second time. “I try to find customers from the UK and Ireland for logistic services,” he explains. “MEDICA is interesting, informative and big!”



Berthold Baur from **Evinard** in **Switzerland** is looking for new customers. “My focus is on big industrial manufacturers and today I will meet some of them.” Mr. Baur comes to MEDICA trade fair for the second time, because it “simply is a very good trade fair.”

Sanubia and Pacher Shams from **Dubai** are customers from the healthcare industry and are working for a hospital. They are on the lookout for new technologies and equipment. “At MEDICA there’s a lot to learn and a very high range of information. It’s really eye-opening,” explains Mrs. Shams.



Video impressions [▶ More visitor statements](#)



INNOVATIVE FORUMS AT MEDICA 2015



MEDICA HEALTH IT FORUM: Experts introduced new business and supply models, amongst other things, in development fields such as mobile health, big data, connectivity, 3D print, telemedicine or medtech. Thus, projects and IT applications were introduced for a "live" connection to patients from the hospital bed to a classroom via the Internet, tablet PCs and a controllable robot, or by implementing a telemedical consultation project with the aim of improving medical care in rural areas.

www.medica.de/MHF2



The lecturers of the **MEDICA CONNECTED HEALTHCARE FORUM** in Hall 15 presented, amongst others, wearable technologies in healthcare, connected healthcare systems, telehealth and robotics in healthcare, mobile health apps as well as the "Internet of Things" in healthcare. Multinational companies and innovative start-ups demonstrated what the networked future will look like.

www.medica.de/MCHF2



Within the scope of the **MEDICA TECH FORUM**, national and international experts addressed political, scientific, regulatory and technical issues. The discussions analysed, amongst other things, the advantages of examination and treatment methods based on medical products, as well as the procedures from the new Medical Devices Regulation (MDR) and their impact. The experts also talked about hygiene in hospitals and the complex technical and legal measures aimed at protecting against plagiarism and the loss of company secrets.

www.medica.de/MTF2



By means of specific case reviews during the **MEDICA WOUND CARE FORUM**, the German Institute for Wound Healing gave information about the proper care of patients with chronic sores such as ulcer cruris, decubitus ulcers or diabetic foot. Visitors to the trade fair learned more about the basics of local therapy and the appropriate use of the materials available. Some of the products mentioned were compression bandages and stockings, foam dressings and shoes for pressure relief.

www.medica.de/MWCF2



For the fourth time already and in cooperation with the Messe Düsseldorf, the Techniker Krankenkasse (TK) health insurance company organised the **MEDICA ECON FORUM** by TK, the health economics forum at MEDICA. During the four-day forum in Hall 15, over 60 political, medical, economic and scientific experts discussed current developments and new trends in healthcare. One highlight was the political signals given by the Federal Minister for Health, Hermann Gröhe after the opening of the event, together with Dr. Jens Baas, Chairman of the Board of Managing Directors of the Techniker Krankenkasse.

www.medica.de/MEF2





SUCCESSFUL CONFERENCES AT MEDICA 2015



The **MEDICA EDUCATION CONFERENCE** provided interdisciplinary and international highlights with 168 speakers from countries such as the United Kingdom, the Netherlands, Sweden, Austria and Poland. The four key topics of the day built a bridge between matters such as surgical robot technology, gerontotechnology, image fusion and interventional therapies, and the innovations of the MEDICA exhibitors.

www.medica.de/MEC2



At the second event after the successful premiere which took place the previous year, speakers at the **MEDICA PHYSIO CONFERENCE** presented occupation-specific, manual hands-on techniques as unique selling points for physiotherapy and osteopathy. The Georg Thieme Verlag publishing company and the FiHH institute for further training organised the MEDICA PHYSIO CONFERENCE especially for the discussion of physiotherapy treatment.

www.medica.de/MPC2



The third **MEDICA MEDICINE + SPORTS CONFERENCE** revived the interdisciplinary exchange between sports physicians from all over the world, professional sportspeople and the sports equipment and medical technology industries. In so doing, it provided once again a platform for cooperation and networking for all parties involved, to bring together sports physicians and innovative technologies and open new marketing channels and markets.

www.medica.de/MMSC2



The third **DiMiMED – International Conference on Disaster and Military Medicine** – focussed in particular on working in crisis and conflict zones. In addition to holding plenary lectures on innovations and scientific issues in disaster and military medicine, an interactive simulation workshop addressed the practical implementation of aid measures in major loss events. Further key topics were the international comparison of disaster medicine and a block of lectures for industrial representatives on aspects to do with the procurement of medical technology by the German military and NATO.

www.medica.de/DiMiMED2



The **38th German Hospital Conference**, which also this time was routinely expanded by the internationally orientated third European Hospital Conference, focused with the motto "Reform 2015 – from the patient's perspective" on pressing health policy matters while a concrete programme was planned for the approximately 1,900 participants from the field of clinical management.

www.medica.de/DKT2



Parallel to the German Hospital Conference, around 170 top decision-makers from European hospitals came to the third **EUROPEAN HOSPITAL CONFERENCE (EHC)** in Düsseldorf. Experts from the European Hospital and Healthcare Federation (HOPE), the European Association of Hospital Managers (EAHM) and the Association of European Hospital Physicians (AEMH) shared information about patient-orientated hospital care in the future and patient-orientated hospital care in practice.

www.medica.de/EHC2





Exhibitor record and increasing visitor numbers for COMPAMED

For the first time, COMPAMED in Düsseldorf, as the leading international trade fair for medical technology, took place on four days and thus completely in parallel to MEDICA. Even before the start in Hall 8a and Hall 8b, 779 exhibitors from 37 countries had already ensured a new booking record. Due to the fact that there is an ever growing demand for complex high-tech solutions, the extension of an extra day provides enough opportunity for detailed information for the stand visitors.

Furthermore, popularity amongst the international specialist visitors remains high: From a total of 130,000 trade visitors to the MEDICA and COMPAMED trade fairs this year, 18,800 showed particular interest in the range of topics being discussed at COMPAMED, ranging from components to materials, microtechnology and nanotechnology, and even contract production, packaging and services. This year, developments for better outpatient and hospital care, amongst other things, were at the centre of this interest. The inter-connection of medical equipment in hospitals and operations according to the “plug and play” principle and the reliable transfer of data, signals and images were discussed in detail.



COMPAMED HIGH-TECH FORUM by IVAM

This year at the COMPAMED HIGH-TECH FORUM by IVAM, highly qualified specialists and experts also introduced current and new trends as well as products from the areas of new materials, production techniques, nanotechnology and microsystem technology. Forty-five international companies and research institutes correspondingly presented their products and services at the 680 m² “Hightech for Medical Devices” joint stand, under the umbrella of microtechnology, nanotechnology, phototechnology and new materials.

www.compamed.de/CHF2



COMPAMED SUPPLIERS FORUM by DeviceMed

The forum was organised by DeviceMed, the industry title for manufacturers of medical technology products. Speakers from internationally leading companies and organisations presented new developments along the entire process chain. Mechanical and electronic components featured in the subject matter of expert lectures as much as innovative materials and all types of contract production. Speeches about new markets and regulatory affairs rounded off the range of information that was on offer. For the fourth time, DeviceMed presented the DeciveMed awards at the COMPAMED in Düsseldorf.

www.compamed.de/CSF2





VOICES FROM THE COMPAMED 2015



"For our company the COMPAMED trade fair is the only important trade fair in Europe," says **Peter Metzger**, Director Business Development and Marketing of **ebm-papst St. Georgen GmbH & Co. KG** (8b, H 27) "We have come here for 10 years now. I appreciate very much that this year the opening days of COMPAMED are the same like MEDICA." He describes the COMPAMED trade fair in these words: international, compact, highly frequented.

Enea Martinoli (25) from Switzerland is at the COMPAMED to look for a manufacturer for one of the pieces his company develops. It is his aim to establish contacts with persons and manufacturers.



The Italians **Monica Tronci** and **Marco Pizzocaro** are in Düsseldorf for three days to look for important parts for equipment at the COMPAMED. They describe the trade fair as very clear, so there is no confusion to find something.



The **Pall Corporation** (8a, K 03) comes from Dreieich, Germany and has international brands in Spain, Italy and the UK. "This is the best place to find our target audience", **Zeynep Altintop**, MarCom Manager EMEA, knows. "It is my first trade fair but our company has come to COMPAMED for more than five years. I would like to generate a lot of good contacts so that we can come back next year with a much bigger stand. To find new potential customers, COMPAMED is the best platform."



PSB technologies come from Singapore and you can find them at stand 8a, F09-2, the joint booth of Singapore. "For a small company like ours, COMPAMED trade fair is a very good platform. We want to let people know about us and we already have German customers." **Han Meng Kwang**, General Manager, and **Khng Hwee Pongs**, Vice President, appreciates very much that all the medical companies you can think of are here.



For more than four years **Merit Sensor Systems, Inc.** has been an exhibitor (8b, E 32) of COMPAMED trade fair. **Luca Salmaso** is Manager Sales & Business Development. "We are looking for contacts to innovation companies. With its demos and showings the COMPAMED is the most important trade fare for US companies. We appreciate the worldwide presence of doctors, innovation companies and medical technology."



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Registration deadline: 1 March 2016

You will find more information here:

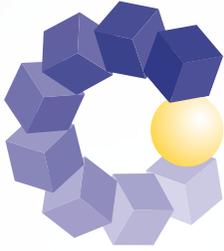
Visitor service: www.medica.de/2100

Exhibitor service: www.medica.de/2300





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