


**MEDICA**

 Member of  **MEDICAlliance**

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LET'S TALK ABOUT YOUR NEWS...

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**MESSE DÜSSELDORF INTENSIFIES COMMITMENT IN SOUTH AMERICA**

## Two events in 2020

With the premiere of **MEDICAL FAIR BRASIL** (from 05 to 08 May 2020 in São Paulo) and the continuation of the successful meditech in Bogota, Colombia, **Messe Düsseldorf** is systematically intensifying its activities on the South American healthcare market.

Both Brazil as the strongest economy as well as the economically strong Colombia have growth potential in the healthcare market. "We know the market and, thanks to our involvement in Brazil thus far, we are already well networked in the industry. Therefore, it is of strategic importance to us to expand our presence in this market with the MEDICAlliance," says Horst Giesen, Global Portfolio Director "Health and Medical Technologies" at Messe Düsseldorf GmbH, explaining the strategy.

**MEDICAL FAIR BRASIL** will take place at the Expo Centre Norte in São Paulo. Based on the excellent registration figures, a high level of national and international participation is expected. The focal points are medical technology/medical products, laboratory technology and diagnostics, health IT, physiotherapy and orthopaedic technology as well as medical services. Target groups are doctors, physicians and managers of healthcare facilities and experts from science, politics, trade and industry as well as service providers in the healthcare sector.



Interested visitors at the last meditech in Bogotá. Image: © Corferias

**meditech** brings together the key players of the most important institutions in the health sector in Latin America, Central America and the Caribbean. **Andrea Díaz Kowalski**, Project Manager of meditech, emphasised that, "the fair provides a platform for initiating business and engaging in exchange regarding on current trends in the healthcare sector. It is a showcase for the introduction of technology to the medical industry". In addition, international interest has increased since the signing of the strategic alliance with Messe Düsseldorf. After meditech became a member of the MEDICAlliance family, there has been greater participation by foreign companies as well as more innovations.

### Future prospects for medical technology in Brazil

The demand for medical technology is slightly increasing again after the economic crisis in Brazil. Due to the fact that the public healthcare system is overburdened, the key drivers are primarily private providers. The market volume for medical technology rose by around 8 per cent to USD 5.8 billion in 2017 and is also expected to develop positively in the coming years. Brazil purchases around 65 per cent of its medical technology needs abroad.

The Brazilian government has published a list of 280 products, on which no import taxes have to be paid until the end of 2021. This opens up opportunities for foreign medical technology manufacturers to enter the Brazilian market.

### Economic data for Colombia

From 14 to 17 July 2020, meditech will take place at the International Exhibition Centre Corferias, Bogotá. Approximately 300 exhibitors are expected on an area of 7,000 m<sup>2</sup>. Over a two-year event cycle, meditech last counted 11,000 trade visitors. According to estimates by the market research company Business Monitor International, in 2017, Colombia was the third largest market for medical technology in Latin America after Brazil and Mexico with 1.04 billion US dollars. The market volume has declined as a result of the weaker economy and the significant devaluation of the peso in recent years. However, it is expected to increase steadily and reach around USD 1.6 billion by 2022. There is a great need for modernisation, particularly in public hospitals and in the expansion of medical infrastructure in rural areas. On account of its low domestic production, Colombia is dependent on foreign supplies.



"The participation of healthcare professionals in a trade fair for hospital and medical products is intended to give the community representatives the opportunity to learn about new technologies so that they can obtain more information to buy better quality devices/products for their needs in their healthcare units. It is important for CONASEMS to strengthen this partnership because it is the subject of interest of all municipal healthcare secretaries in the country," states **Wilames Freire. Bezerra**, Conasem's President.

President Wilames Freire Bezerra, National Council of Municipal Healthcare Secretaries – Conasems. Image: © CONASEMS

## BIOBEAT-MONITORING PLATFORM

## “Better control of health in everyday life”

Biobeat Technology LTD is exhibiting at MEDICA for the third time. As part of the Israeli joint stand in Hall 16, the company benefits from the support of the Israeli Export Institute.



Aiming to attract new customers to the monitoring platform: Dr. Arik Eisenkraft, Chief Medical Officer BioBeat. Image: © BioBeat Technologies Ltd.

The biobeat monitoring platform enables cloud-based disease monitoring in various applications such as early release from hospital, home monitoring of chronically ill patients, short hospital stays, high-risk cases, EMS. “We are convinced that our technology will change future patient care and monitoring so that individuals can better control their health

## Biobeat Technologies LTD. in facts:

- » Company foundation: 2014
- » Headquarters: Petach Tikva, Israel
- » Number of employees: 15
- » Start of sales in Europe, the USA and Israel



The wristwatch for long-term care. Image: © BioBeat Technologies Ltd.

in everyday life,” says Chief Medical Officer Dr. Arik Eisenkraft.

Monitoring includes cuff-free blood pressure, heart rate, heart rate variability, saturation, respiratory rate, stroke volume, cardiac output, heart index, systemic vascular resistance, temperature, sweat and exercise. There is a BP Holter package and a Sleep Lab package to enable simple wireless measurements for these relevant applications.

The platform includes an app that allows individuals to view their vital signs, and a medical management system that allows medical service providers to

monitor the person either in real time or retrospectively based on the use case. Biobeat offers two devices for different applications: a disposable patch for use in preclinical and inpatient settings and a wristwatch for long-term home care.

“At this year’s MEDICA we want to find new customers, suppliers and distributors for our monitoring platform,” explains Eisenkraft. The Israelis will travel with a large team to organise a whole series of B2B meetings and also meet customers outside the exhibition grounds.

You will find more information at: [www.biobeat.cloud](http://www.biobeat.cloud)

## THERAPY ON TOUR

## Düsseldorf is the new event venue in 2020

**The advanced training and innovation show for therapists will enter into a partnership with REHACARE in Düsseldorf from 2020. Thus in 2020, therapy on tour will become therapy DÜSSELDORF.**

“We have decided on Düsseldorf as the next venue for the strategic development of the event in North Rhine-Westphalia,” explains Martin Buhl-Wagner, Managing Director of Leipziger Messe. The trade fair and congress for therapy and medical rehabilitation will take place here from 25 to 26 September 2020, parallel to REHACARE, the world’s largest trade fair for rehabilitation and care. “Thereby, the proximity in terms of content offers very good synergy

effects and, at the same time, we are strengthening our leading position within the therapy industry in Germany.”

“We are very pleased that Leipziger Messe has chosen Düsseldorf as its location and that we are entering into a cooperation. With the world’s leading trade fairs MEDICA, COMPAMED and REHACARE as Messe Düsseldorf’s own events and EXPOPHARM as a guest event, Düsseldorf is a globally unique location for medical trade fairs,” says Horst Giesen, Director of the Global Portfolio Health and Medical Technologies at Messe Düsseldorf.

therapy DÜSSELDORF is also continuing the content concept of therapy Leipzig at the new location. Programme pillars

such as the pt HOLIDAYS and a certified advanced training course for occupational therapists will take place here at the same high level of quality. In addition, there are further highlights planned, which will be adapted by the Leipzig event and tie in with the partnerships there. Also on board are, amongst others, the German Association for Physiotherapy (ZVK) e.V. and the Association for Physical Therapy – Association for the Physiotherapeutic Professions (VPT) e.V.

**therapy DÜSSELDORF will take place at Messe Düsseldorf on 25 and 26 September 2020, then annually parallel to REHACARE.**

## +++ NEWS +++ NEWS +++ NEWS +++

+++ A new structure has been created for MEDICA 2019. **Information and communication technology** will be regrouped from **Hall 15 to Hall 13** with a direct link to the halls for medical technology and electromedicine (Halls 9 to 14). The highly frequented communication and information platforms **MEDICA CONNECTED HEALTHCARE FORUM** and **MEDICA HEALTH IT FORUM** will likewise be located in **Hall 13** with sessions and presentations on all relevant digital health trends. In terms of content, **MEDICA START-UP PARK**, the large joint stand of the **Wearables Technologies Show** as well as the joint stand of the **ENTSCHEIDERFABRIK** will also move to Hall 13.

+++ With more than 800 exhibitors, the area of **laboratory technology and diagnostics** will be located in Hall 3 as usual, but will also move into the new exhibition **Hall 1**. Here, all trend themes of modern laboratory medicine will be addressed. Progress from the point of view of laboratory medicine in the fields of microbiology, cardiology and oncology will be the focal point of the highly topical sessions at the **MEDICA LABMED FORUM**. The Forum will also have its new location in Hall 1, which measures over 12,000 square metres.

+++ The **MEDICA CONNECTED HEALTHCARE FORUM** on Wednesday, 20 November 2019, will focus on artificial intelligence (AI) in medicine. Beginning at 11 a.m., Thorsten Gau, Chief Technology Officer Healthcare and Life Sciences at IBM Europe, will explain as to how connections and data from various sources can contribute to improving healthcare.

+++ At **MEDICA DISRUPT**, the programme for the first two MEDICA days includes exciting finals with in 10 participating start-ups in each case. On Monday, the **11th INNOVATION WORLD CUP** will feature Health IoT solutions (IoT = Internet of Things). On Tuesday, the **8th MEDICA App COMPETITION** will highlight the world’s best health app solution.

+++ A total of 36 start-ups from 18 nations will participate in the **MEDICA START-UP PARK**. Six of them benefit from the support of the Merck Group’s worldwide accelerator programme.

+++ What is being done in top-class sport to achieve top performance, and which findings from professional sport are relevant for a broader segment of the population? This year’s **7th MEDICA MEDICINE + SPORTS CONFERENCE (MMSC)**, held on Wednesday and Thursday, 20 and 21 November 2019, will address these two questions. Performance medicine takes up the topic of regeneration. Sebastian Kienle, one of the world’s best triathletes, will be the speaker.

+++ Approximately 50 companies will be exhibiting at the large joint stand “**IVAM Microtechnology Network**” in **Hall 8a** of **COMPAMED**. The IVAM professional association for microtechnology focuses on the areas of microfluidics, sensor technology, microelectronics and optical technologies as well as their applications such as laser processes. The **COMPAMED HIGH-TECH FORUM**, with eleven sessions and 70 speakers from all over the world, is more extensive and more international this year than ever before.

**MEDICAL FAIR THAILAND 2019**

## Visitors came from more than 70 countries

MEDICAL FAIR THAILAND 2019 ended with a record attendance on 13 September 2019. More than 11,525 trade visitors came from over 70 countries and regions. These also included delegations from countries such as Myanmar, Vietnam, Taiwan and Japan, making the event the largest since 2003. In addition, hospital

and group visits to local hospitals such as Samrong General Hospital, Laemchabung Hospital, Pitsanuvej Hospital and many others were made during the three days of the trade fair.

You will find more information at: [www.medicalfair-thailand.com](http://www.medicalfair-thailand.com)



National joint stands at MEDICAL FAIR THAILAND. Image: © Messe Düsseldorf Asia Pte. Ltd

**MEDICAL FAIR CHINA 2019**

## Strong increase in number of visitors



Interested stand visitors during MEDICAL FAIR CHINA. Image: © Messe Düsseldorf (Shanghai) Co., Ltd.

MEDICAL FAIR CHINA (MFC), organised by Messe Düsseldorf (Shanghai) Co. and the China Service Alliance of Medical Devices Innovation, presented 302 brands of medical device manufacturers and R&D solutions on an exhibition area of 15,000 square metres at the Suzhou International Expo Center. 6,989 trade visitors from 33 countries equal an increase of 27% over the previous year. Global Device Week, which was held in partnership with MFC, brought together the latest information and industry

experts: DeviceChina 2019, China Transformation Medicine and Innovation Service Forum 2019 (TMIS), FTR4H Digital Health Forum (CMIF Special Edition) and the 1st China Doctor Innovation and Entrepreneurship Forum as well as 20 other sub-forums. The next MEDICAL FAIR CHINA will take place at the Suzhou International Expo Center from 17 to 19 September 2020.

You will find more information at: [www.medicalfair.cn](http://www.medicalfair.cn)

**NEW FOR MEDICA EXHIBITORS**

## Book a lorry slot and save time and money

Under the leadership of Ian Hume, 63 employees of the Event Technology and Logistics Department at Messe Düsseldorf are responsible for the exhibitors. Most of them provide the exhibitors with all the technical services that are required within the scope of event technology on the exhibition grounds. In the logistics group, six employees work on handling the traffic volume, taking care of personnel management on the exhibition grounds and planning hall occupancy.

be present at the same time. "We coordinate all activities, from the planning of hall occupancy to logistics and technical services, so that exhibitors are provided with perfect service and are able to concentrate on their successful trade fair participation," says Hume. Within the framework of a perfect organisation, everything must be brought "under one roof".

### Fulfilling the exhibitor's plans by way of process organisation

However, the objective of all activities is coordination. Because: At MEDICA, for example, more than 5,300 exhibitors plan their trade fair participation, including stand selection, set-up and dismantling. The approximately 800 COMPAMED exhibitors and their concerns will also

Logistics, for example, is all about making optimum use of scarce resources (hall space, access to and departure from the exhibition grounds, deliveries). Speaker Detlef Erkeling makes the requirements clear: "I come from Hilden, a town with 70,000 inhabitants covering 25 square kilometres. On a MEDICA trade fair day we have 90,000 people here on 1.2 square kilometres". To ensure a smooth process, also from the exhibitors' point of view, Erkeling and his colleagues use control elements. These include the deposit system (100 Euro deposit is deposited to unload for one hour at the exhibition hall) and the lorry guidance system. This entails the lorries waiting at collection points, sometimes with long waiting times, for the trade fair forwarding agents to call for them to enter the exhibition grounds.

A new feature this year is FIRST (Fair Intelligent Registration System for Trucks), a booking system for lorry slots with which exhibitors can save time and



Kristian Schütt, Head of the Logistics Department, checks whether the employee of the forwarding company Schenker uses the forklift as ordered. Image: © Messe Düsseldorf

money. A processing fee of only EUR 20 is charged to effectively handle loading or unloading within a fixed time window. The slots must be booked with Kühne + Nagel or Schenker by no later than 5:00 p.m. on the previous day. With this system, bookings for forklifts and cranes are linked to a loading or unloading station for the lorry. "FIRST had a successful premiere at the GIFA foundry trade fair in June," says speaker Kristian Schütt: "We immediately had more bookings than expected. In addition, the logistics group manages 1,000 parking spaces on the exhibition grounds with 6,000 enquiries as well as 20,000 parking spaces in the surrounding area. It also coordinates the shuttle bus for exhibitors so that they can get from the car park to the hall and back during the trade fair. As a result of the large range of tasks

involved, additional staff will support the event technology and logistics during the trade fair. In the case of large trade fairs, this can be as many as up to 600 employees from 23 companies.

### Key figures for MEDICA:

- » More than 5,300 exhibitors
- » 1,399 lorries drove onto the exhibition grounds on six days of construction, 360 on the peak day alone; and all of this again during the dismantling days.
- » 10,500 deposit slips in five days of construction = more than €1,000,000 in circulation
- » 550 lorries > 7.5 tonnes on the first day of dismantling



Speaker Kristian Schütt monitors all slots booked via FIRST (Fair Intelligent Registration System for Trucks) in the exhibition management. Image: © Messe Düsseldorf

**BIOMEDICAL ENGINEERING AT COMPAMED**

**“We want to grow with new customers”**



Application Engineer Yannick Dupuis is also a speaker at the COMPAMED HIGH-TECH FORUM by IVAM.

Image: © Multiphoton Optics GmbH

Since 2016, Multiphoton Optics GmbH has been looking for new customers at COMPAMED to expand its “Biomedical Engineering” business unit. The Würzburg-based company expects that MEDICA, running in parallel, will once again generate a lot of impetus this year.

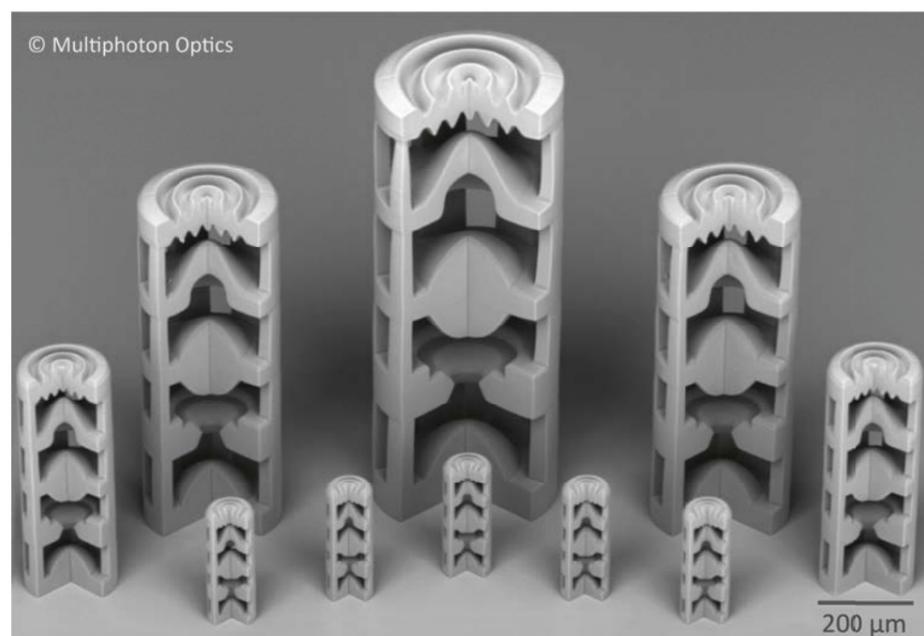
The company from Würzburg offers a 3D printing platform, software and prototyping for high-precision 3D printing from various materials, free of assembly and post-processing of the manufactured parts. Additive and subtractive fabrication can be integrated into standard 2D processes. This provides high-precision 3D prototyping for miniaturised designs in automated, scalable processes for products in the areas of medical packaging, photonics, micromechanics and microoptics.

“We are presenting our LithoProf3D®-GSII high-precision 3D printer and will be demonstrating high-precision 3D printing

applications in biomedical engineering to our stand visitors,” explains Application Engineer Yannick Dupuis. Multiphoton Optics GmbH wants to attract new customers at COMPAMED. The success of a trade fair depends on the quality of the visitors and the new customers resulting from them. Consequently, Dupuis is also active as a speaker at the “COMPAMED HIGH-TECH FORUM by IVAM” with the topic: “Quo vadis – high precision 3D-printing in medical technology”.

Since its founding six years ago, the company has completed successful seed financing rounds, hired new employees and doubled its company area. At present, further plants are being built at the Würzburg location and a clean room is being put into operation.

You will find more information at: [www.multiphoton.net/](http://www.multiphoton.net/)



Printed only with passive alignment and without assembly or additional production steps in a single casting: Lens stacks, e.g. for endoscopic applications. Image: © Multiphoton Optics GmbH

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Should you have any questions, suggestions or requests, please do not hesitate to contact us.



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**FEEDBACK**

**Share your opinion**

What do you like about the YOU & MEDICA newsletter?

Are there any additional topics we should cover?

Do you have any suggestions for improvement or comments?

Please send your opinions to [BonvecchioP@messe-duesseldorf.de](mailto:BonvecchioP@messe-duesseldorf.de) under the heading “My Opinion”.

After all, we produce this info letter for you and, with your comments and suggestions, we would like to respond even better to your needs. And, if you would like to make optimal use of MEDICA – best practice – please write us.

Our editorial team will contact you.

**Thank you for your commitment!**

**Matchmaking**

**Establish contacts**

- Targeted establishment of contacts
- Scheduling appointments and meetings even before the trade fair
- Personalised proposals according to your interests
- Intelligent algorithm adapts to your requirements

[www.medica.de/matchmaking2](http://www.medica.de/matchmaking2)

**Make use of admission ticket vouchers**

- Bring more visitors to your stand.
- Reactivate your old customers.
- Acquire new customers in a targeted manner.
- Only pay for the redeemed vouchers.

[www.medica.de/2130](http://www.medica.de/2130)

**SCAN2LEAD**

**A good start to a conversation thanks to the barcode!**

- You can save memos directly with the person in question.
- All visitor information, which you have scanned and collected at your stand, is also immediately available in your personal web portal.

[www.scan2lead.com](http://www.scan2lead.com)

