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Leading International Trade Fair

DÜSSELDORF, GERMANY
12 – 15 NOVEMBER 2018

Member of  MEDICAlliance

WORLD FORUM FOR MEDICINE

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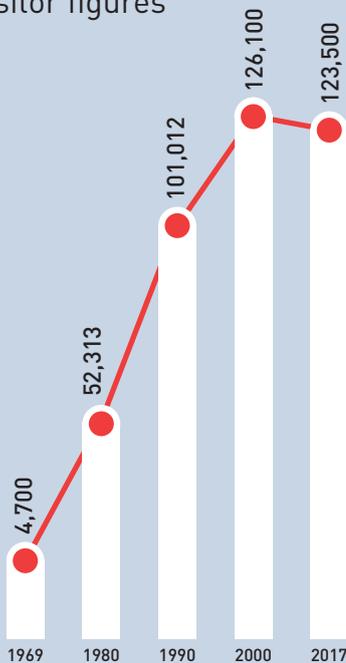
Messe
Düsseldorf

MEDICA IN DÜSSELDORF

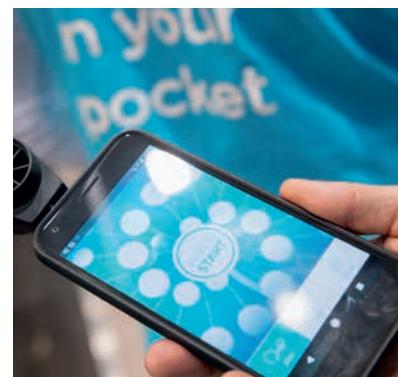
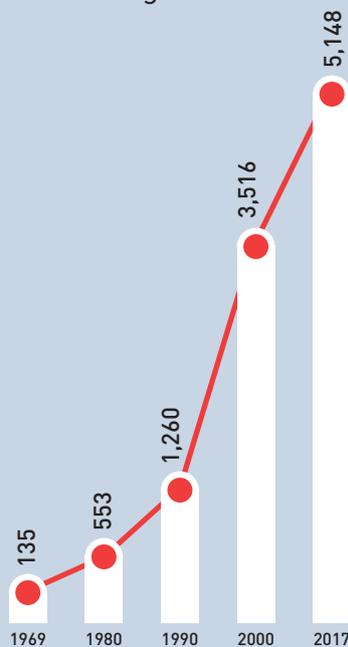
CENTRAL MEETING PLACE FOR THE WORLD OF MEDICINE

Once a year, the threads of international medical technology come together in Düsseldorf, bringing together people from around the world who use MEDICA for their business and to meet relevant target audiences: international top decision-makers, experts and trade visitors. After all, it is here where solutions for numerous specialist fields of medicine and the complete patient treatment process are concentrated at a single time and place. In other words, the ideal surroundings for companies to enter into game-changing business relationships whose consequences are felt not only in all fields of the health sector but in all regions of the world. Of the 123,500 trade visitors who came to MEDICA in 2017, more than 60 percent travelled from 130 different nations. But when it comes to internationality, the companies shaped up just as well: a large share of the 5,100 exhibitors included participations from 66 countries. The engine that drives medical development is a large pool of ideas – such as can be found every year in the COMPAMED, the leading international event for the suppliers' market for medical technology that is held at the same time as MEDICA. The interaction of both industries leads to innovative synergies: medical technology demands innovations that are competently supplied by

Visitor figures

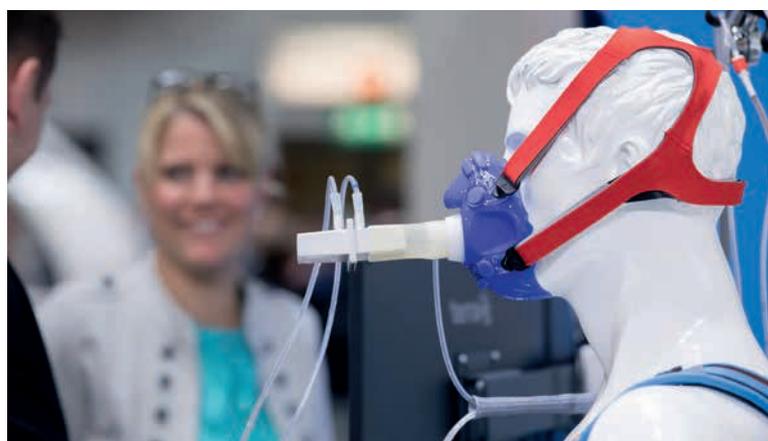


Exhibitor figures



the creative suppliers' industry. In 2017 almost 800 COMPAMED exhibitors guaranteed a lively exchange between the visitors and exhibitors at both trade fairs.

The supporting programme is fine-tuned to the contents of MEDICA and offers quantity, quality and diversity. Numerous conferences and forums, symposia and special exhibitions round off the product market's offer and stand for a top-quality transfer of know-how that reflects trends, urgent issues and approaches. This elaborated programme has become a big attraction for a discerning audience. To ensure that MEDICA can offer the best conditions as an important catalyst for developments from its exhibitors and visitors, Messe Düsseldorf has been investing in the new South Entrance and an adjacent exhibition hall since 2017. The state-of-the-art hall covering 12,000 square meters will be available to exhibitors in less than two years' time. Until then, the exhibitors from halls 1 and 2 will be accommodated in modern temporary halls at favourable locations on the trade fair ground for MEDICA 2018.



MEDICALLIANCE TAKES OFF

ALL SET FOR NEW GROWTH MARKETS

The umbrella brand MEDICALliance was presented at MEDICA 2017 and bundles the expertise of the world's leading trade fairs MEDICA, REHACARE and COMPAMED. In this way, the organiser's competence along the entire value-creation and supply chain for medical care and rehabilitation as well as corresponding supplier products and services will be pooled in future – and spread across growth markets around the globe. The new label provides exhibitors and trade visitors with guidelines for familiarising themselves with and establishing themselves in new markets.

The concept draws on the competence of Messe Düsseldorf and its subsidiaries in the service business and is a reliable guarantee for successful events abroad. These include the trade fairs MEDICAL FAIR in Mumbai, New Delhi, Singapore, Bangkok, Suzhou as well as MEDICAL MANUFACTURING ASIA (Singapore) and INTEGRATION (Moscow). Strategic partnerships with events such as HOSPITALAR (São Paulo), ZDRAVOOKHRANENIYE (Moscow) and MEDITECH (Bogotá) round off the MEDICALliance. Our experience will show you the way to new markets!



You will find more information relating to MEDICALliance here:

medicalliance.global

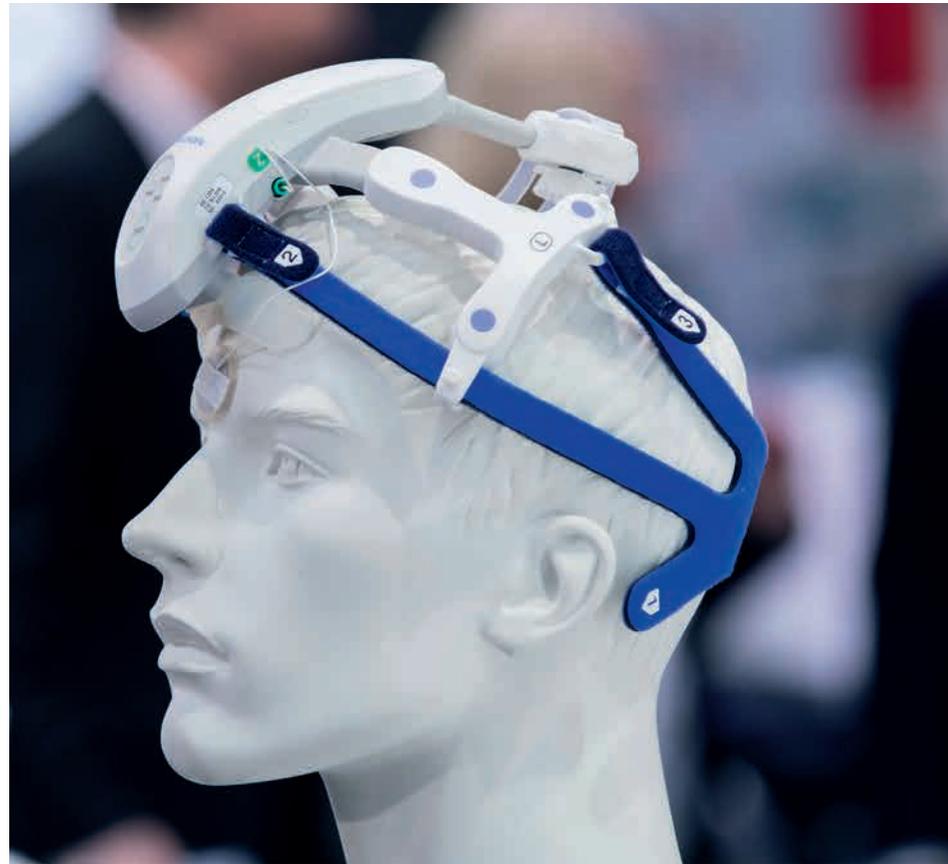




MEDICA 2018

MAIN PRODUCT CATEGORIES

- Electromedicine / medical technology
- Information and communication technology
- Laboratory equipment/diagnostics
- Physiotherapy / orthopaedic technology
- Commodities and consumer goods
- Medical services and publications



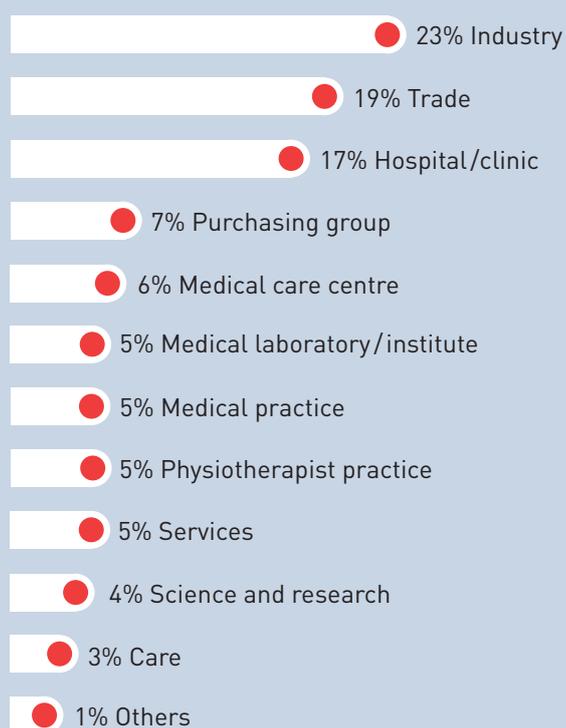
MEDICA 2018

VISITOR TARGET GROUPS

- General practitioners
- Hospital doctors
- Hospital managers
- Hospital nursing staff
- Hospital technical managers
- Laboratory managers
- Physiotherapists
- Medical trade
- Medical industry
- Medical assistants (hospital, doctor's surgery, laboratory)
- Cost units
- Purchasing group
- Hospital operators



Field of speciality of visitors 2017



EXHIBITOR AND VISITOR STATEMENTS ON MEDICA 2017

ALL-ROUND POSITIVE ATMOSPHERE

” 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 flow of visitors at their booth H9/D34: “The trade fair is perfect for meeting new customers from new countries,” says the Italian.



” 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.”

” 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.”



” 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.”



” The company **GluStitch** arrived from Canada. The manufacturer and distributor of medical/dental adhesives can be found in Hall 16/G 50. “We like it here,” says **Jamie Sisler**. A trade fair like MEDICA is important because the “medical industry is becoming more and more global.”

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

THE FORUMS

KEEPING YOUR FINGER ON THE PULSE OF EXPERT KNOW-HOW

Numerous forums deal with current market developments and present trends and top topics in their programme. These platforms are at the heart of trade fair activities and encourage the exchange between exhibitors and visitors in a matching thematic context. A great opportunity to keep up-to-date and make new contacts.



More information,
reviews and previews about
the forums:

medica.de/forums





MEDICA TECH FORUM

This forum stands for market-relevant topics from the fields of technology, science, regulations and politics on all aspects of medical technology, all of them presented by experts. This includes the new European medical devices ordinance with its consequences for the industry, as well as the development of new export markets. medica.de/MTF2



MEDICA HEALTH IT FORUM

This platform offers 40 individual sessions with 130 top-ranking speakers from all fields of healthcare discussing the latest trends and trailblazing developments in healthcare IT with representatives from cutting-edge research. Examples include industry trends, levels of digitalisation and innovative solutions for new, IT-based business and care models. medica.de/MHIF2



MEDICA CONNECTED HEALTHCARE FORUM

International companies and innovative start-ups present their latest findings, technologies and solutions for networked and mobile healthcare. Visitors can get an initial impression of what a networked future could look like and how new approaches could turn tomorrow's medicine upside down. medica.de/MCHF2



MEDICA WOUND CARE FORUM

This platform places the spotlight on modern wound care. The German Institute for Wound Healing/Deutsches Institut für Wundheilung provides all the information needed for the correct treatment of patients with acute and chronic wounds. The focus is on the latest developments for bedsores and diabetic foot, special dressings, compression therapies and much more. medica.de/MWCF2



MEDICA ECON FORUM BY TK

The TK health insurance company (Techniker Krankenkasse) organises the forum for a dialogue on health policy together with Messe Düsseldorf. Renowned speakers from politics, science and research will discuss the new digital world, the need for reform in the German health system, as well as financing, care and the future of the hospital sector. The focus is also on the latest developments and new trends in healthcare. medica.de/MEF2



MEDICA LABMED FORUM

Laboratory physicians, pathologists, in-vitro diagnosticians as well as doctors in clinics and surgeries are addressed in this forum with topics such as: What is state-of-the-art in laboratory technology? Which new analysis methods are being researched? What role do biobanks play? These and other questions from the world of medicine and research will be discussed intensely for four days. medica.de/MLF2



THE CONFERENCES

MAJOR TOPICS ON A MAJOR STAGE

The MEDICA conferences are renowned meeting places for specialised medical and healthcare contents. Experts and decision-makers swap their know-how on the special platforms, present new findings to their public and discuss the big questions in their sectors.





MEDICA PHYSIO CONFERENCE

Experts address professional physiotherapists, sports doctors and orthopaedic surgeons with therapy-oriented lectures. Physiotherapy knowledge is taught for two days on a specific topic, for which participating physiotherapists are awarded advanced training points. medica.de/MPC2



MEDICA MEDICINE + SPORTS CONFERENCE

The event concentrates on prevention and sports medicine treatment concepts and is especially for experts from these fields: Sports doctors from around the world, professional athletes as well as the sports goods and medical-technology industry interact to further develop medicine and innovative technologies. medica.de/MS2



DIMIMED – INTERNATIONAL CONFERENCE ON DISASTER AND MILITARY MEDICINE

The event focuses on with missions in war zones and disaster situations and is of great topical importance on account of the world's numerous crisis-ridden regions. International representatives from the military and healthcare sectors will hold talks on innovations in military medicine. Interested exhibitors are invited to present their products and solutions. medica.de/DiMiMED2



DEUTSCHER KRANKENHAUSTAG

The German Hospital Conference is the leading event for German clinic management and topics range from health policy questions, aspects of financing and controlling clinic services, right through to the presentation of best-practice projects for clinic IT. The 41st event will once again attract hundreds of hospital decision-makers, doctors and medical experts. medica.de/DKT2



More information, reviews and previews about the conferences:

medica.de/conferences

THE SPECIAL SHOWS & SYMPOSIA

THINK TANKS & INSPIRATIONS

The special shows and symposia focus on special topics for particular target audiences. These highlight creative ideas from smaller sectors and innovative developments for important professional groups – compact, practical and as an attractive complement to the trade fair.

MEDICA ARZT IM FOKUS (MEDICA DOCTOR IN FOCUS)

Doctors' surgeries, potential and challenges: a new special area will deal with the challenges and problems facing doctors in surgeries. Top-ranking experts will examine topics such as sources of professional fees, possibilities for professional practice, the opportunities and risks of registration or, for downshifters, the best way to find a successor for the surgery. The exchange takes place in a relaxed atmosphere and the evenings are given over to arranging get-togethers for participants, particularly doctors. medica.de/MAIF2

MEDICA START-UP PARK

New start-ups have long played an important role in modern approaches to medicine, for example with respect to digitalisation. They have now been given a fitting platform, offering the creative minds behind these the opportunity to present themselves to a wider public. The company founders and their small teams of developers are brought together with potential business partners, investors or sales partners from around the world. medica.de/MSUP2



More information,
reviews and previews about
the special shows & sessions:

medica.de/SOND2

THE COMPAMED

THE ENGINE FOR MEDICAL-TECHNOLOGY PRODUCT DEVELOPMENT

The demands placed on medical technology are steadily growing, something that is reflected by the successful course of COMPAMED – the leading event for the suppliers' market for medical-technology products. In 2017, almost 20,000 trade visitors sought solutions and innovations in halls 8a and 8b. The demand for the smallest components continues to be on the rise, because medical technology is calling for increasingly smarter solutions. These were provided by the nearly 800 exhibitors and left plenty of room for close cooperations between the two inseparable industries. Apart from the presentation of components and materials through to extensive services for the medical-technology industry, COMPAMED has developed into a hotspot for complex high-tech solutions for buyers, production managers and developers but also research.



COMPAMED HIGH-TECH FORUM by IVAM

Highly qualified specialists and experts present new trends and products from the fields of new materials, production technology, nanotechnologies and microsystem technology. Leading international firms and institutes present their material and process solutions on the neighbouring joint booth with the IVAM product market "Hightech for Medical Devices". compamed.de/CHTF2

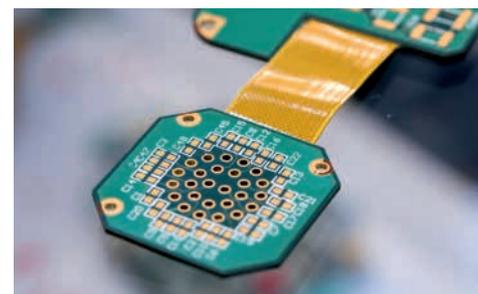


COMPAMED SUPPLIERS FORUM by DeviceMed

Speakers from leading international companies and organisations discussed a wide range of topics for four days at this forum such as regulations, 3D-printing, digitalisation or wearables, thus reflecting the great innovative strength of the supplier industry. Key points include market opportunities for photonics, cyber-security, novel elastomers and intelligent textiles for medical applications. compamed.de/CSF2

More information,
reviews and previews
about COMPAMED:

compamed-tradefair.com



EXHIBITION CENTRE DÜSSELDORF

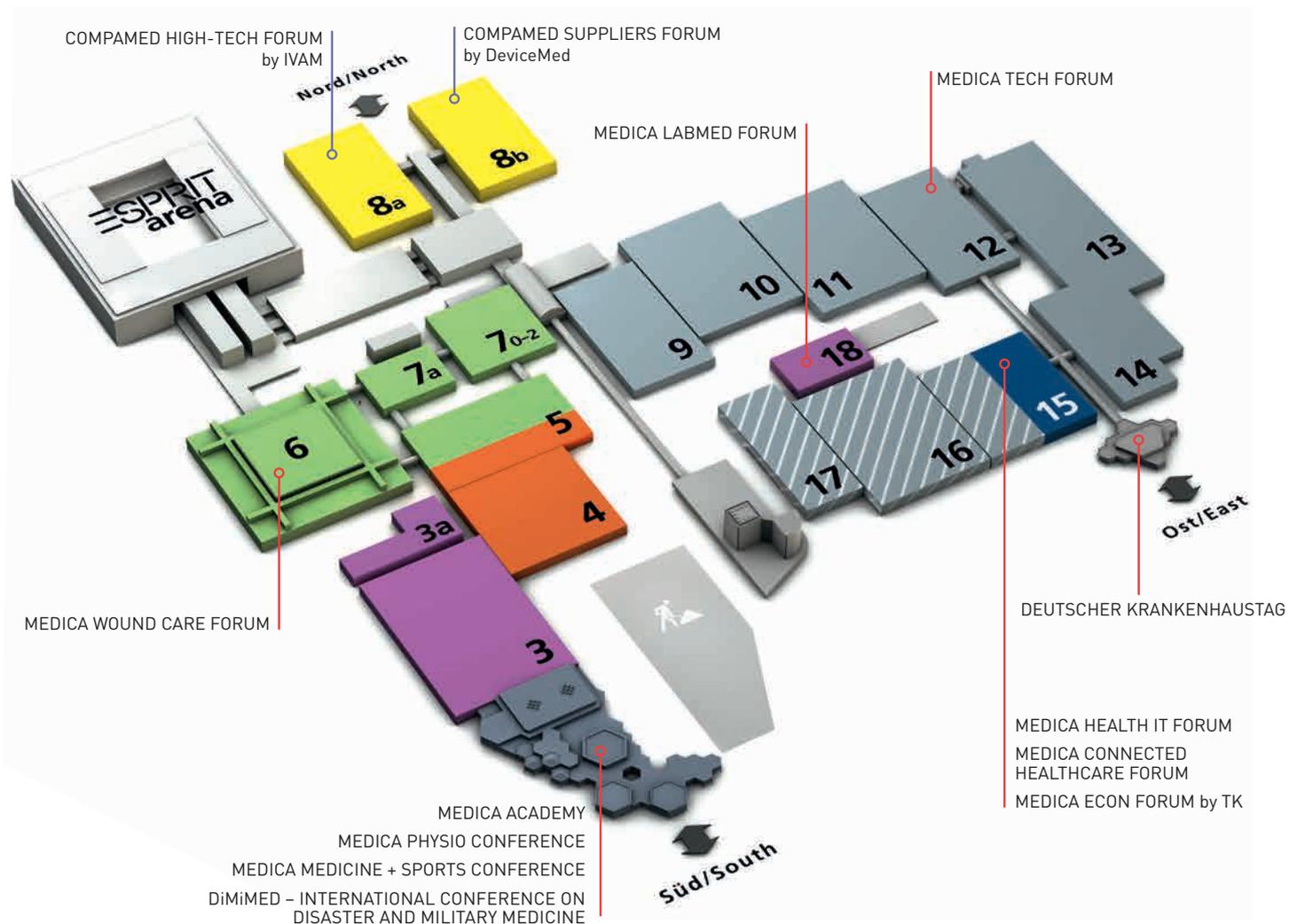
CLEARLY STRUCTURED

MEDICA Trade fair

	Halls 3, 3a, 18 Laboratory equipment/diagnostics
	Halls 4, 5 Physiotherapy/orthopaedic equipment
	Halls 5, 6, 7.0, 7.1, 7a Commodities and consumer goods
	Halls 9 – 14 Electromedical equipment/medical technology
	Hall 15 Information and communication technology
	Halls 15, 16, 17 Electromedical equipment/medical technology National and international joint participants

COMAPMED Trade fair

	Halls 8a, 8b High-tech solutions for medical technology
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THE RECONSTRUCTION WORK

WE ARE BUILDING FOR YOU – LABORATORY EQUIPMENT AND DIAGNOSTICS IN HALLS 3A AND 18

In most cases, changes are initially met with scepticism. This was also the case with the reconstruction work by Messe Düsseldorf, who are adapting the presentation options to the demands of the future. This is why exhibitors from the fields of laboratory equipment/diagnostics in halls 1 and 2 had to move into temporary halls for MEDICA 2017. Thanks to these well-lit, temporary halls we were able to satisfy the demand for exhibition space. The atmosphere that developed there was excellent and very conducive to business – despite the altered circumstances. The new hall will be ready in time for MEDICA in 2019.



Note: The former halls 1 and 2 will be replaced by the temporary halls 3a and 18 during MEDICA 2018.

MEDICA.DE

THE POPULAR, YEAR-ROUND INFORMATION AND COMMUNICATION PORTAL

- 11 million site views, 2 million visits, 1.2 million visitors in 2017

Interest growing in MEDICA / COMPAMED app pages

- App: 1 million page views, 90,000 visits, downloads 2017: 6,600 iOS/4,900 Android, a total of 41,000 updates/users

As a MEDICA exhibitor you also profit from:

- Worldwide emailing campaign for visitors, weekly industry newsletter with over 1.5 million contacts a year
- The MEDICA channels in the social media communities with increasing hit rates
- Intense online advertising by means of Google campaigns, MEDICA branded eBlasts with partners as well as banners on selected websites



Here you will find information on Düsseldorf and overnight accommodations:



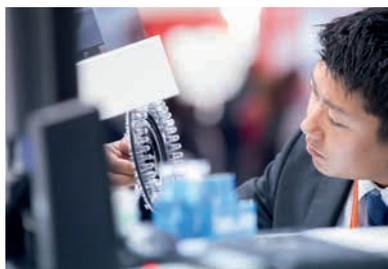
Düsseldorf Tourismus GmbH
duesseldorf-tourismus.de/en/tradefair/medica/



MEDICA/
COMPAMED App
for Android
[Google Play](#)



MEDICA/
COMPAMED App
for iOS
[iTunes Store](#)



BE PART OF THE NO. 1!

Become an exhibitor
of MEDICA!

We are delighted by
your interest in
attending the next
MEDICA 2018
as an exhibitor.

Register quickly and conveniently online!

Be a part of MEDICA by registering
online as an exhibitor by 1 March 2018 at:

medica.de/2330

Participation fees

Row stand (1 side open)	242.00 €/m ²
Corner stand (2 sides open)	251.00 €/m ²
Front stand (3 sides open)	254.00 €/m ²
Block stand (4 sides open)	263.00 €/m ²
Outdoor section	158.00 €/m ²



MEDICAlliance

WHERE HEALTHCARE IS GOING

MEDICA DÜSSELDORF 12 – 15 November 2018

COMPAMED DÜSSELDORF 12 – 15 November 2018

REHACARE DÜSSELDORF 26 – 29 September 2018

INTEGRATION MOSCOW June 2019

MEDICAL FAIR ASIA SINGAPORE 29 – 31 August 2018

MEDICAL FAIR CHINA SUZHOU 6 – 8 September 2018

MEDICAL FAIR INDIA MUMBAI 16 – 18 March 2018

MEDICAL FAIR INDIA NEW DELHI 21 – 23 February 2019

MEDICAL FAIR THAILAND BANGKOK 11 – 13 September 2019

MEDICAL MANUFACTURING ASIA SINGAPORE 29 – 31 August 2018

MEDICAL WORLD AMERICAS HOUSTON 2 – 3 October 2018

Strategic Co-operations:

HOSPITALAR SÃO PAULO 22 – 25 May 2018

MEDITECH BOGOTÁ 3 – 6 July 2018

ZDRAVOOKHRANENIYE MOSCOW 3 – 7 December 2018

JOIN MORE
THAN 400 000
MEDICAL EXPERTS
AT OUR TRADE FAIRS
WORLDWIDE

medicalliance.global

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