

MEDICA**YOU & MEDICA**

LET'S TALK ABOUT YOUR NEWS...

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ROBOTIC SYSTEMS FOR MINIMALLY INVASIVE SURGERY**How AKTORmed makes use of MEDICA**

AKTORmed at MEDICA 2018. Image: © AKTORmed GmbH

AKTORmed, a manufacturer of robotic systems for minimally invasive surgery, has been participating in MEDICA since 2013. In 2019, the trade fair stand will be three times larger than it was the first time they participated.

"Our robot-supported assistance systems enable the surgeon to perform minimally invasive operations with high precision and maximum relief. We see ourselves as

network of cooperations. The customers are seen partners, with whom the company seeks shared success. The goal is not short-term profit, but long-term cooperation.

Expanding the international network

Due to the fact that distribution abroad is carried out only via exclusive distribution

partners, AKTORmed will be informing the partners about new products and expand the international network at MEDICA. "We are interested in B2B relationships. It is therefore only possible to assess the success of our MEDICA contacts after one to two years. Looking back on the first years of our trade fair participation, we are very satisfied," states Geiger.

At this year's MEDICA, in addition to the SOLOASSIST II robotic camera guidance system and the Endofix EXO passive support arm, AKTORmed will be presenting two new products that help surgeons guide the endoscope. "Up to now, we had been placed in Hall 15. This hall is not one of the most heavily frequented. However, as we had an open headstand on three sides and were targeted by many visitors, this was not really a problem for us. At MEDICA 2019, we will be moving to Hall 10 and thus moving into the heart of the electromedicine and medical technology section," says Geiger, looking forward to the new location.

You will find more information at: www.aktormed.info

AKTORmed GmbH facts:

- » Headquarters: Barbing near Regensburg
- » Management: Dipl.-Ing. Robert Geiger
- » Number of employees: 16
- » Turnover 2015: 3.7 Mio. Euro
- » Products: Assistance systems for minimally invasive surgery
- » Clinics in 35 countries are supported by international sales partners



Looking for new B2B contacts: Managing Director Robert Geiger. Image: © AKTORmed GmbH

market leaders in the field of robotic camera control," says Robert Geiger, Managing Director of AKTORmed. According to company statements, innovative products of the highest precision are created by implementing above-average development expenditure, a high degree of know-how and a broad



AKTORmed products in use. Image: © AKTORmed GmbH

THIS IS WHAT DS-TECHNOLOGY OFFERS ITS CUSTOMERS

Speedy market launch

DS-Technology GmbH will participate in MEDICA for the first time in 2019 and will also be represented at COMPAMED, which will take place at the same time, at the stand of Harro Höfliger Verpackungsmaschinen GmbH.



"Networking is the DS Technology's objective at MEDICA", Stefan Bernsau, Business Development XTray®. Image: © DS-Technology GmbH

DS-Technology GmbH facts:

- » Headquarters: Winnenden near Stuttgart
- » Founding year: 2015
- » Number of employees: 10
- » Products: Plastic thread carrier XTray® for surgical sutures
- » International sales



The thread carrier system XTray®. Image : © DS-Technology GmbH

Stefan Bernsau, Business Development XTray®, explains the young company's business model: "We offer innovative technologies and intelligent licensing and usage models to our customers in the area of medical technology. In this manner, they can reduce time-consuming and cost-intensive development and achieve faster market access with their products." The consultants accompany the customers from the idea to project planning right up to technical use. DS-Technology also benefits from its partners in automation technology such as Harro Höfliger Verpackungsmaschinen GmbH as well as from an extensive network that includes comprehensive know-how in all necessary process areas and technologies.

At its premiere at MEDICA, the company aims to increase awareness for the company and of the XTray® thread carrier system. "We want to expand our network and establish new customer contacts,"

says Bernsau. For this purpose, contact is primarily sought with manufacturers of surgical sutures, who would like to switch to plastic carriers or to cover several needle-thread combinations with one platform. The XTray® is a ready-developed plastic tray for the thread carrier for surgical sutures. With the appropriate production machines from Harro Höfliger Verpackungsmaschinen GmbH, this thread carrier can be used in a highly flexible way for different needle-thread combinations. Bernsau explains the advantages: "Our customer has access to comprehensive documentation that is required for market approval. Instead of the usual three individual parts, the XTray® consists of only two parts, the actual plastic tray (underside) and the paper lid (top). Therefore, the production is more cost-effective."

You will find more information at: www.d-s.technology

MEDICAL FAIR BRASIL

A new member of the MEDICAlliance

With the new MEDICAL FAIR BRASIL, which will take place for the first time at the Expo Center Norte in São Paulo from 5 to 8 May 2020 and thereafter annually, Messe Düsseldorf Group is refocusing its activities on the healthcare market in Brazil. MEDICAL FAIR BRASIL is carried out in cooperation with the Brazilian Association of Medical Device Manufacturers ABIMO. The foreign representation of Messe Düsseldorf in Brazil is responsible for organising the event on location.

The focal points of MEDICAL FAIR BRASIL are as follows: Medical technology/medical products, laboratory technology and diagnostics, health IT, physiotherapy and orthopaedic technology as well as medical services. With this offer, the event is primarily aimed at doctors, physicians and managers of health facilities as well as experts from science, politics, trade and industry and service providers in the health sector. "With Messe Düsseldorf and ABIMO, two strong partners are working towards the common goal of establishing MEDICAL FAIR BRASIL as



Wolfram Diener, Managing Director at Messe Düsseldorf GmbH, and Malu Sevieri, CEO at Emme Intermediação de Negócios Ltda signing the partner contract for the MEDICAL FAIR BRASIL. Image: © Messe Düsseldorf

Brazil's leading event platform," explains Wolfram Diener, Managing Director of Messe Düsseldorf. "Positive growth prospects and Brazilian business partners who, in our experience, are reliable and sincere, are the ideal basis for the establishment of top business", is how Horst Giesen, Global Portfolio Director Health & Medical Technologies at Messe Düsseldorf, points out the importance of this commitment. Paulo

Fraccaro, Superintendent at ABIMO, is also looking forward to the cooperation: "The cooperation between ABIMO and Messe Düsseldorf will create a strong alliance. Together, we create the ideal platform for companies to present innovations and reach relevant decision makers."

You will find more information at: www.medicalfair-brasil.com

+++ NEWS +++ NEWS +++ NEWS +++

+++ **MEDICA 2019** has a new structure. The **information and communication technology** segment of MEDICA will be regrouped from **Hall 15 to Hall 13** with direct access to the halls for medical technology and electromedicine (Halls 9 to 14). The communication and information platforms **MEDICA CONNECTED HEALTHCARE FORUM** and **MEDICA HEALTH IT FORUM** will also be located in Hall 13. This also applies to the **MEDICA START-UP PARK**, the joint stand of the **Wearables Technologies Show** as well as the joint stand of the **ENTSCHEIDER-FABRIK (DECISION-MAKERS FACTORY)**.

+++ The final rounds of the **MEDICA App COMPETITION** and the **INNOVATION WORLD CUP** (category: Healthcare) are scheduled for the first two days of MEDICA. The best international health app solutions will be presented by their development teams and awarded prizes on Tuesday, November 19, 2019, starting at 1 p.m. in the pitch of the eighth MEDICA App COMPETITION (MAC) in Hall 13. Applications can still be submitted until **18 September 2019**.

+++ **MEDICA** supports the **DxPx Conference**, the first international partnering conference **focusing on diagnostics and the research tool industry**. It is organised by **SilverSky LifeScience** in order to jointly develop Düsseldorf into the leading business location for the market area of diagnostic and research applications. In addition to MEDICA, sponsors of the DxPx Conference include Roche Diagnostics, Sonic Healthcare's Bioscientia, the business intelligence provider Research Analytica, Pillar Biosciences and Medcover, and Europe's leading start-up investor Hightech-Gründerfond.

+++ **Health for people worldwide** – the core of the work of **action medeor** is also the focal point of the trade fair stand at this year's MEDICA. For more than 50 years, action medeor has been committed to the health of people worldwide as the world's emergency pharmacy. The vision: No human being in this world should die of treatable diseases. The trade fair stand is provided free of charge by Messe Düsseldorf.

+++ More than thirty **start-ups** have already registered for the **MEDICA START-UP PARK** in the **area of digital health** in **Hall 13**. Six of them will benefit from the support of the Merck Group's global accelerator programme. The company supports start-ups with the objective of entering into a partnership with them. In addition to obtaining financing, it offers access to facilities and premises in the Merck Innovation Center and the opportunity to become part of a network of more than 50,000 experts and alumni in 67 countries.

+++ The **accelerator programmes** of **Merck** and **Bayer G4A** are representative of a whole series of such funding initiatives. A new highlight for the start-ups will be the **reverse pitch** at MEDICA 2019. It will take place following the final round of the **MEDICA App COMPETITION** on November 19, starting at 3 pm on the stage of the **MEDICA CONNECTED HEALTHCARE FORUM**. In this context, companies advertise their accelerator programmes for the attention of start-ups.

Sebastian Helwig

New to the MEDICA team



Sebastian Helwig (35) joined the Düsseldorf MEDICA Team on 24 June 2019. He is the contact person for electromedicine and medical technology exhibitors in Halls 9 to 12. Born in Solingen, Germany, he completed an internship at Messe Düsseldorf Asia in Singapore and then worked abroad for several years as an account manager.

Image: © Messe Düsseldorf GmbH

FAMDENT SHOW MUMBAI 2019

Satisfied exhibitors and visitors

The 15th FAMDENT Show Mumbai in 2019 recorded a significant increase in both exhibitors and visitors.

From 07 to 09 June 2019, the Bombay Exhibition Centre in Mumbai was transformed into a showcase for the latest in progressive clinical dentistry. On a gross area of 10,000 square metres, it displayed technology and solutions from the 400 brands participating in FAMDENT SHOW MUMBAI 2019. More than 13,000 visitors came to the Bombay Exhibition Centre during the three days of the trade fair.

The scientific conference programme, the practical workshop and the live demonstrations by more than 100 top

Indian and international speakers from the Dental Association in front of 1,500 participants just as well as all the exhibits met with great interest.

This year, up to 18 CDE points (Continuous Dental Education) were awarded for FAMDENT by the MSDC. More than 40 delegates attended the Paper & e-Poster presentations. Under the motto "Beyond Dentistry", talented doctors presented their artistry from the dental practice. Exhibitors and visitors were very satisfied and are looking forward to FAMDENT Hyderabad Show in September 2019.

You will find more information at www.famdent.com

MEDICAL FAIR CHINA 2019

Together again at the Global Device Week



Image: © MEDICAL FAIR CHINA

MEDICAL FAIR CHINA will take place at the International Exhibition Centre Suzhou from 05 to 07 September 2019. Combined with Global Device Week, Medical Fair China is expected to attract more than 15,000 top medical experts.

Global Device Week was first launched in 2018 by the China Service Alliance of Medical Devices Innovation and its partners. The objective is to bring together global innovation talents, projects, products and resources in one location. It is also the aim to promote international innovation and cooperation, to accelerate

the achievements of research into medical devices and instruments, to create a new environment for innovation in medical devices and to creatively develop China's medical device industry.

MEDICA's only satellite trade fair in China, Medical Fair China 2019, is organised by Messe Düsseldorf (Shanghai) Co. in cooperation with China Service Alliance of Medical Devices Innovation.

You will find more information at www.medicalfair-cn

MEDICAL FAIR THAILAND 2019

For the first time at the Bangkok International Trade & Exhibition Centre BITEC



Image: © MEDICAL FAIR THAILAND

The dynamic medical and healthcare market of the region with its strong growth prospects is the focal point of MEDICAL FAIR THAILAND 2019, of the Community Care Pavilion and of the Start-up Park.

Over the course of three days, 1,000 companies from 60 countries will present more than 10,000 innovations from the areas of medicine and healthcare. 20 national pavilions and country groups from all over the world will be represented. The two-day 4th

Advanced Rehab Technology Conference (ARTeC) includes presentations, panel discussions and demonstrations by opinion leaders from the USA, Canada and Thailand. 11 September is also the date of the 35th WT | Wearable Technologies Conference 2019 ASIA, where visitors will learn how wearables are digitalising the healthcare industry and discover the new era of fitness wearables and technologies.

You will find more information at www.medicalfair-thailand.com

PLEASE NOTE

Upcoming MEDICAlliance dates



MEDICAlliance



Our upcoming trade shows worldwide

MEDICAL FAIR CHINA, SUZHOU
5-7 September 2019
Suzhou International Expo Centre, Suzhou, China
www.medicalfair.cn



MEDICAL FAIR THAILAND, BANGKOK
11-13 September 2019
Bangkok International Trade and Exhibition Centre Bangkok, Thailand
www.medicalfair-thailand.com



REHACARE, DÜSSELDORF
18-21 September 2019
Exhibition Centre and Congress Center Düsseldorf, Germany
www.rehacare.com



www.medicalliance.global

AT COMPAMED

Evonik presents new product for 3D printing

The specialty chemicals company Evonik will for the first time be exhibiting at COMPAMED in 2019. Its high-performance plastics for medical technology are also of interest to MEDICA exhibitors.



Looking forward to dialogue with MEDICA exhibitors during COMPAMED: Dr. Philip Engel. Image: © Evonik Industries AG

Evonik's Resource Efficiency segment bundles the company's specialty chemicals activities for industrial applications and medical technology. The following high-performance plastics are already established on the market: Poly etheretherketone – VESTAKEEP® implant; typical applications: spine, sports medicine, trauma, CMF, cardiovascular, drug ports, cranio-maxillofacial, orthopaedics.

Evonik Industries AG facts:

- » Headquarters: Essen
- » Activities in more than 100 countries worldwide
- » Number of employees: 32.000
- » Turnover (profit) 2018: Euro 13.3 billion (Euro 2.15 billion)
- » Segment Resource Efficiency GmbH: 10,200 employees, 5.5 billion euros turnover (2018)



VESTAKEEP® implant for a diverse range of application. Image: © Evonik Industries AG

VESTAKEEP® Dental for dental prostheses, VESTAKEEP® Care is a material for catheter production and TROGAMID® Care is a transparent polyamide with excellent chemical resistance that is mainly used in applications where drugs and body fluids come into contact; typical applications: shut-off valves, catheters, hearing aids, casings.

"At this year's COMPAMED, in addition to resorbable materials and special plastics for short-term or permanent body contact, we will present the world's first PEEK filament in implant quality for use in 3D printing," says Dr. Philip Engel, Business Development Manager/Medical Devices & Systems Evonik Resource Efficiency GmbH. This high-performance material may be used in fused filament fabrication technology and is intended to enable the additive production of three-dimensional plastic parts for human

implants. COMPAMED offers Evonik the ideal platform in the centre of Europe to establish contact with all major players in medical technology. Many customers exhibit at MEDICA at the same time. This combination of the two trade fairs gives Evonik experts the opportunity to talk to many decision-makers along the entire value creation chain in a relatively short amount of time. "Therefore, COMPAMED offers a very efficient way for us to establish new business relationships and to intensify existing customer contacts," Engel continues. Participation in the trade fair would then be successful, if new business contacts could be initiated and impulses from the market for product development could be taken up.

You will find more information at: www.evonik.com

10 July 2019 at the Helios Clinic Krefeld

COMPAMED Innovation Forum

Three sessions will be held under the motto "Practice meets Technology". Dr. Thomas R. Dietrich, CEO of the organiser IVAM: "The innovations from micro- and nanotechnology have arrived in market-ready products. For example, there is a great need in the field of digitalisation of medical devices for smart high-tech components that

can support analysis, diagnostics and therapy. For manufacturers and developers of such components, dialogue with the user, in this case the physician or medical staff, is becoming increasingly important. After all, technical developments should be aligned as closely as possible with the needs of future users. This is why we at COMPAMED Innovations Forum

will give technologists and medical staff the opportunity this summer to have their say and discuss sustainable concepts and products in a practical way – "on location in the hospital".

You will find more information at: www.ivam.de oder www.compamed.de

CONTACT/IMPRINT

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



Paolo Bonvecchio (Account Manager)
Phone: +49 211 4560-483
Email: BonvecchioP@messe-duesseldorf.de

Company details:

Messe Düsseldorf GmbH
Messeplatz, Stockumer Kirchstr. 61
40474 Düsseldorf

Phone: +49 211 4560-01
Fax: +49 211 4560-668
www.messe-duesseldorf.de
info@messe-duesseldorf.de

District Court Düsseldorf HRB 63

Management:
Werner M. Dornscheidt (President/CEO),
Wolfram N. Diener, Hans Werner Reinhard,
Bernhard Stempfle

Board Chairman:
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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 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!

