

PRESS RELEASE

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Impressive launch for MedtecLIVE: Exhibitors and visitors are happy

- **Wide range of presentations: MedTech Summit and CARAT**
- **Save the date: MedtecLIVE 2020, Nuremberg, 31 March-2 April**

The goal was to make it the second-largest meeting place for the medical technology industry and its suppliers in Europe. And it succeeded extremely well: between 21 and 23 May, the combination of MedtecLIVE and MedTech Summit attracted 4,573 trade visitors from 50 countries to the Exhibition Centre Nuremberg. “We are happy with the success of MedtecLIVE 2019, the first event in this new series,” comments Dr Roland Fleck, CEO of the NürnbergMesse Group. “The numbers, and the feedback from exhibitors, partner entities and trade visitors in particular, clearly demonstrate that we are on the right track with the design of this event, and that we can take this as a solid foundation to build on in 2020.”

A total of 402 exhibitors from 30 countries were on hand to display their products and services. Half of the exhibiting companies travelled from outside Germany, the majority from Europe, but with others from the US, Japan, China and Singapore. The clear international orientation of MedtecLIVE, in particular, made it an attractive meeting place, with an appeal extending beyond the limits of the local market: market opportunities and international market entry strategies were a popular theme at the exhibition, which was reflected in other areas such as the exhibition forums. The organizers would like to build on this position in coming years: “Our partners and the supporting associations are impressed by the strong relevance of this event and its forward-looking programme. The signal from this launch is therefore loud and clear, in terms of the direction we should take in developing MedtecLIVE in the coming years,” promises Alexander Stein, Director MedtecLIVE at NürnbergMesse.

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MedTech builds on successes from previous years

Dr Rainer Sessner, CEO of Bayern Innovativ GmbH, which has held the internationally highly regarded and successful MedTech Summit congress for many years, looks back on a successful event: “We can see from the work we do that networking, discussion and knowledge transfer are the best ways to encourage innovation. The MedTech Summit performed this task to the full. We observed the formation of partnerships in both the networking and partnering areas.” About 500 participants in total visited the congress and the B2B Matchmaking Event “Partnering”. CARAT, the applied x-ray technology conference that launched at this year’s event, also enjoyed a successful start with 90 participants and an attractive programme.

Like the trade exhibition, the MedTech Summit also enjoyed strong international participation: congress delegates travelled from 25 countries, many from Switzerland and Austria, as well as Japan. The congress lived up to its aim of creating a link between medical technology development and application in diagnostics and therapy: participants included doctors and scientists, as well as suppliers, manufacturers, service providers and representatives of the Notified Bodies. “The care put into preparing and coordinating everything that went into the congress paid off,” says Dr Monika Mügischl-Scharf, programme director for MedTech Summit. “We are impressed by the quality of the presentations and expert contributions in the interactive event formats like World Cafés and hands-on pitches.” This view is corroborated by Dr Ilja Hagen of Biopark Regensburg GmbH: “I have been attending the MedTech Summit since it started, and this year, once again, I can return home to Regensburg happy in the knowledge that I have acquired new insights and made new contacts.”

Top-notch: Start-ups provide a glimpse into the future of medical technology

The Innovation Market Place was once again in strong demand: innovations were on display from 43 start-ups, 30 of which had applied in advance to take part in the new start-up contest. A pre-selection process by the jury narrowed the field to ten young companies, which presented their developments in the competition at MedtecLIVE. They stood to win support

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and advice on launching their products on the market and overcoming regulatory hurdles, and more besides: the winner – HydruStent from Portugal – will also enjoy EUR 12,000 in prize money, a 12 m² exhibition stand at MedtecLIVE 2020, and six months in an office in Erlangen or Paris. HydruStent develops customised, biodegradable, antibacterial stents for use in urology.

Second-placed Munevo, from Germany, receives a cash prize of EUR 6,000 and a 9 m² exhibition stand at MedtecLIVE 2020, and also benefits from four months in an office in Erlangen or Paris. Munevo set itself the challenge of making wheelchair control systems easier: the result, munevo DRIVE, is a unique wheelchair control system that enables users to operate their wheelchairs using head movements. The system offers four additional functions, including emergency notification. Third placed was STIL, from the Netherlands, which takes away EUR 3,000, a 9 m² exhibition stand at MedtecLIVE 2020, and two months in an office in Erlangen or Paris. STIL develops wearable devices that utilise the concept of noise cancelling to suppress tremor – in Parkinson's patients, for example. Wearing an anti-vibration device on their arm actively counters shaking and stabilises the patient's hands.

All the prize money was made available by eitHealth, the working spaces were provided by Neighborhood and Medical Valley EMN, and MedtecLIVE contributed the exhibition stands for next year, rounding out the partnership covering all aspects of the Innovation Market Place.

Exhibitors highly satisfied

The exhibitors were happy with premiere of MedtecLIVE. "MedtecLIVE 2019, our success factor," says Ersan Bayram, representative of Stuttgart-based PEMAX Kunststoff GmbH, enthusiastically: "Projects and prospects to dream of ... we'll be back again in 2020!" Fabiola Hartung-Linz of seleon GmbH agrees: "For us, MedtecLIVE 2019 was an outstanding success. Our expectations in terms of quality and quantity were fully met. We are already looking forward to MedtecLIVE 2020."

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Belgian exhibitor Sterisys is also making firm plans to take part in MedtecLIVE again next year: “The premiere of MedtecLIVE in Nuremberg was a complete success, and we are looking forward to attending again as exhibitors again next year!” says Mandy Hübeler. Phil Brown, Director Technical and Regulatory at the Association of British HealthTech Industries, is similarly enthusiastic: “For me, the best session at the exhibition was the one on the implementation of the MDR. There was a lively debate, which made clear the public’s concerns about the MDR coming into force. Contributions from the most recently certified Notified Body were also extremely welcome, even though they represented a major challenge for the manufacturers in terms of scheduling and the necessary interactions.”

About MedtecLIVE and MedTech Summit

MedtecLIVE is a leading networking platform for the international medical technology community. The trade exhibition’s offering covers the full process chain in the production of medical engineering equipment, from prototypes to ready-for-market products. Leading companies, associations and institutions will engage in networking at MedtecLIVE to cultivate contacts, share ideas and create new innovations. At the prestigious MedTech Summit Congress & Partnering, experts and scientists will discuss future industry trends on an interdisciplinary basis. MedtecLIVE and MedTech Summit will be held from 21 to 23 May 2019 in the Nuremberg Exhibition Centre. The exhibition organizer is MedtecLIVE GmbH, a joint venture of NürnbergMesse and UBM. The MedTech Summit is organized by the Bavarian State Ministry for Economic Affairs, Energy and Technology, and run by Bayern Innovativ. Forum MedTech Pharma e.V. is the honorary sponsor of MedtecLIVE and MedTech Summit. The next MedtecLIVE will be held at the Exhibition Centre Nuremberg from 31 March to 2 April 2020.

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