

Nürnberg, Germany 2020

MedtecLIVE

Connecting the medical technology supply chain

Im Verbund mit | Together with

MedTech Summit
Congress and Partnering

30.6 – 2.7.2020
THE EVENT
GOES VIRTUAL

PRESS RELEASE

3 July 2020

Virtual MedtecLIVE with MedTech Summit 2020: the European medtech community together for three days in cyberspace

From 30 June to 2 July 2020, MedtecLIVE and MedTech Summit Congress & Partnering held their first purely virtual, live event after this year's on-site edition of the exhibition was unable to take place due to COVID-19. The event – featuring 153 exhibitors, more than 3,000 registered visitors from 62 countries and over 160 speakers in four virtual conference rooms – was a complete success. With so many events being cancelled, it was enthusiastically welcomed by the medical technology community as a long-awaited opportunity for networking and knowledge sharing. Summary: MedtecLIVE and MedTech Summit stand for unique, face-to-face networking, whether digital or on site.

For three days, the medical technology community was treated to a non-stop programme of four simultaneous presentation streams. The sessions were well-attended and offered exciting discussions and virtual networking. MedtecLIVE transferred the essence of a successful event to cyberspace. Of particular importance was the fact that all the participants were able to schedule one-on-one video calls at any time and message other visitors. A matchmaking system shared by MedtecLIVE and MedTech Summit and based on the participants' interests and areas of focus helped them to find the right partners. Thanks to this efficient interaction between visitors, many different contacts could be made and new collaborations established. The approximately 42,000 messages exchanged between visitors, speakers and exhibitors as well as some 3,000 video calls confirm the high demand for networking and exchange within the industry.

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Of the over 3,000 registered visitors, 32 percent were from outside Germany, as were 46 percent of the 153 exhibitors. The countries represented included the U.S., Switzerland, the Netherlands, Japan and France. The 54 first-time exhibitors contributed new impetus and fresh ideas.

The place to be for medtech networking

“It was a truly international networking event with participants from 62 different countries. These days, that’s possible only with a virtual offering. We’re extremely satisfied with how the virtual MedtecLIVE with MedTech Summit turned out, and I’d like to expressly thank all the partners and supporters who enabled us to organize this meeting of the community within a period of only two months,” said Rolf Keller, Managing Director of MedtecLIVE GmbH. “The need for discussion and dialog in the medtech industry was huge,” added Christopher Boss, Director of MedtecLIVE at NürnbergMesse. “MedtecLIVE has successfully proven that it’s the place to be for inspirational, future-oriented networking and for initiating transactions!”

MedtecLIVE supporting programme: from financing to production

MedtecLIVE’s supporting programme featured a mix of user presentations by participating companies, expert presentations and start-up pitches. It was co-designed by leading industry associations and media. For example, BVMed offered a half-day session and panel discussion on surgical robots. The digital association bitkom focused on the topic of “AI in medicine, care and home.” At the virtual live start-up contest, eleven promising young entrepreneurs presented their pitches. The contest was organized by EIT Health, Medical Valley EMN and Voisin Consulting Life Sciences.

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The winners were the start-ups Mowoot (Medtech category) and Mindpax (Digital Health category). Both companies can look forward to mentoring and workshop packages, a booth at MedtecLIVE 2021 and prize money amounting to over 11,000 euros. Second prizes went to Nu-Rise (Medtech) and Allelica (Digital Health), and Visseiro won the audience award. Additional presentations and sessions dealt such topics as financing, recruiting, funding guidelines and the introduction of new technologies and research methods.

MedTech Summit: virtual knowledge sharing and first-class ideas

The MedTech Summit Congress provided first-class medical technology expertise. The congress programme was already established pre-COVID-19 pandemic. Based on current events, the main issues attracting particular attention were digital technologies, clinical innovations, networked health, artificial intelligence, effective manufacturing and regulatory affairs. Via live streaming, 57 internationally renowned experts from the healthcare and medical technology industries shared their knowledge with the community in 12 sessions held over a three-day period and inspired new approaches for meeting the current challenges and initiating future projects. The product presentations were especially well attended, with around 100 listeners per session. During the live transmission, participants were able to ask questions of moderators and speakers via live chat. This option was actively embraced and greatly appreciated by visitors. International visibility was increased by free access to the live streams and the event's English-language orientation.

Dr. Jörg Traub, project manager of MedTech Summit Congress & Partnering, favourably summarized the event: "The MedTech Summit in its first virtual incarnation was a complete success. The intensive preparations for relocating the event to a digital space more than paid off. We especially salute the moderators and speakers who enabled a first-class knowledge exchange as well as the numerous visitors and exhibitors for their lively interaction both during and after the presentations. We're already looking forward to 2021 when the meeting place of the industry will hopefully return to its customary surroundings in Nuremberg."

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All the presentations and sessions are now available online until the start of the next MedtecLIVE in combination with MedTech Summit. Anyone who was unable to attend the virtual MedtecLIVE or any participants who missed individual presentations can connect to the event platform at any time and benefit from bundled knowledge as well as networking with other participants.

MedtecLIVE 2021: NürnbergMesse strengthens its commitment

With the successful completion of this year's virtual MedtecLIVE, NürnbergMesse is assuming overall responsibility for MedtecLIVE, and trade fair specialist Informa Markets will no longer be a member of the joint venture. The two companies jointly launched the event in 2018. "I wish to thank Informa Markets for working so well with us, for their strong commitment and their pioneering spirit in making MedtecLIVE such a success," comments Rolf Keller, Managing Director, MedtecLIVE GmbH. "Nuremberg as a location is both a success factor and the home base for MedtecLIVE. It is therefore only logical that, in addition to its operational activities, NürnbergMesse should also be fully responsible for its conceptual and strategic orientation. By continuing to engage with the MedTech sector in a spirit of partnership, we aim to bolster the position of MedtecLIVE as the international meeting place for the industry, and maintain its high quality aspirations."

Save the date 2021

The next edition of MedtecLIVE in combination with MedTech Summit will take place on 20 to 22 April 2021 at the Exhibition Centre Nuremberg. Exhibitors can already register and reserve their booth space, and the sooner the better: Those who register by 31 October will benefit from an early-bird discount.

About MedtecLIVE and MedTech Summit

MedtecLIVE in combination with MedTech Summit Congress & Partnering 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-

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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 renowned MedTech Summit Congress & Partnering event that accompanies the exhibition, manufacturers, end-users and researchers hold interdisciplinary discussions on the future developments in the sector. This event is organised by the Bavarian Ministry of Economic Affairs, Regional Development and Energy and realised by Bayern Innovativ. The industry network Forum MedTech Pharma is the institutional sponsor of MedtecLIVE and MedTech Summit.

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