

NEWSFLASH

December 2018

21. – 23.5.2019
NÜRNBERG, GERMANY

Digital medicine: MedtecLIVE and MedTech Summit build on Nuremberg's digital expertise

- Digital association Bitkom to contribute to supporting programme

As a place to do business, Nuremberg offers a great deal of digital expertise in healthcare and medical technology. The digital transformation and artificial intelligence are not just the themes of the German government's Digital Summit, which started in Nuremberg today, but are also the focus of the combined MedtecLive trade fair and MedTech Summit congress. This has been underscored by a new collaboration between the digital association Bitkom and MedtecLIVE.

“At MedtecLIVE we are putting the spotlight on the future of medical technology and its suppliers. Helping us achieve this are our partnership with Bitkom, numerous exhibitors from the digital industry, and the programme highlights from the summit on robotics and digital processes,” says Alexander Stein, Director MedtecLIVE at NürnbergMesse. “The high concentration of players in digital health and medical technology in the region and our extensive international network create the ideal scenario for networking between exhibitors, visitors and congress delegates.”

Bitkom: AI-based medical products today and in the future

Bitkom, the German Association for IT, Telecommunications and New Media, is supporting MedtecLIVE with its own sessions in the Forum in Hall 10. The latest issues relating to AI-based medical products will be discussed and various approaches and solutions presented. The roughly half-day programme aims to bring manufacturers and end users together at the trade fair and prompt an implementation-driven discussion.

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Digital hub Nuremberg

The Metropolitan Region of Nuremberg is not just home to a medical technology cluster featuring global players like Siemens Healthineers and a large number of mid-sized enterprises; it also has a vibrant start-up scene ensconced in two medical technology start-up centres and many other locations meanwhile around the city. At the Friedrich Alexander University Erlangen-Nuremberg, academics are conducting interdisciplinary research into medical technology, while the Georg-Simon-Ohm University of Technology in Nuremberg is also training the next generation of medical technology specialists. There are close links with the “digital scene”. Start-up centres like the Zollhof in Nuremberg focus on supporting digital health start-ups and bring together digital inspiration and healthcare expertise. The MedTech Summit programme also explores digital topics, including data protection, secure data transfer routes and Big Data applications.

“In the region itself, MedtecLIVE finds the ideal conditions for providing a platform for genuinely innovative projects and exhibitors. With our distinctive international focus and networking we are creating a unique dialogue and business platform. Thanks to its geographic location at the heart of Europe and good connections by plane, rail and road, MedtecLIVE can easily be reached from all over Europe,” Stein promises.

For more information please go to: www.medteclive.com/en

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 organiser 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.

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