



Presseinformation / Press release / Communiqué de presse /  
Comunicato stampa / Nota de prensa

Nuremberg, 18.5.2018

## **MedtecLIVE: THE platform of the future for medical technology**

- **First edition of MedtecLIVE exhibition in Nuremberg from 21 to 23 May 2019**
- **Theme: “Connecting the medical technology supply chain”**
- **Bavarian Minister of Economic Affairs Franz Josef Pschierer welcomes new exhibition format**

“There is a definite need in Europe for a medical technology platform that provides a smart combination of industry themes in an exhibition setting and scientific questions in an accompanying congress. MedtecLIVE will provide that added value,” said Dr Roland Fleck, CEO NürnbergMesse Group, at the press conference for the official launch of the new exhibition format. MedtecLIVE will benefit from the experience of two of the world’s leading exhibition companies: UBM, the organiser for many years of the former Medtec Europe in Stuttgart, and NürnbergMesse, which previously organised MT-CONNECT, will combine their professional skills in the service of their customers with MedtecLIVE, and will establish a joint subsidiary company for the purpose.

“The plan underlying MedtecLIVE emphasises development and innovation, excellent service and a top-level supporting programme – in line with our shared guiding values of ‘Innovate’, ‘Connect’ and ‘Do Business’,” says John van der Valk, Managing Director UBM EMEA Amsterdam. An important element in the plan is the parallel MedTech Summit Congress, with the MedTech Pharma Forum acting as honorary sponsor for both the exhibition and congress.

NürnbergMesse GmbH  
Unternehmenskommunikation  
Messezentrum  
90471 Nürnberg  
Germany

T +49 911 86 06-82 48  
F +49 911 86 06-12 82 48

presse@nuernbergmesse.de  
www.nuernbergmesse.de

Vorsitzender des Aufsichtsrates  
Chairman of the Supervisory Board  
Dr. Ulrich Maly  
Oberbürgermeister der  
Stadt Nürnberg  
Lord Mayor of the  
City of Nuremberg

Geschäftsführer  
CEOs  
Dr. Roland Fleck  
Peter Ottmann

Registergericht  
Registration Number  
HRB 761 Nürnberg

Mitglied der  
Member of

 European Major Exhibition  
Centres Association

 The Global Association of  
the Exhibition Industry

Beginning with its launch event in 2019, MedtecLIVE will enter the market as Europe's second-largest medical technology exhibition. The event concept behind MedtecLIVE aims to network all players in the medical technology sector, from suppliers to manufacturers. As a result, the exhibition, congress and "matchmaking event" will become an innovation hub for participants from throughout Europe and beyond.

### **Bavarian Economic Affairs Minister Pschierer welcomes new format**

"Bavaria's medical technology sector is a technology-intensive high-tech industry and an important driver of innovation and growth," says Bavarian Minister of Economic Affairs Franz Josef Pschierer. "Bavaria enjoys a leading position in the medical technology field, not just in Germany but throughout Europe, with more than 1,000 innovative companies and about 80,000 highly qualified employees. The state's medical technology manufacturers, mostly small and medium-sized enterprises, make more than 70 percent of all electronic medical devices and 20 percent of all medical technology in Germany. More than three percent of the medical technology used around the world has its origin in Bavaria. The industry has an export rate of 75 percent. Bavaria also provides a strong base for research institutes and start-ups in this field. I am pleased to see that MedtecLIVE in Nuremberg will provide the key stimuli for the industry in future. Starting in 2019, we are therefore sending out a global invitation to come to Bavaria and discover the latest trends in medical technology." Pschierer added that the Bavarian state government expressly welcomed the new exhibition format.

### **Platform for discussion and innovation**

The range of products and services at the new MedtecLIVE exhibition covers the whole manufacturing process chain for medical technology, from initial prototypes to market-ready products. The expanded range covers areas like raw materials and components as well as services, e.g. for registration and financing, and downstream processes like packaging. As a platform that strives to promote the latest trends and technologies, MedtecLIVE also offers special opportunities for start-ups and other new and innovative companies to introduce themselves and their products. In addition, the exhibition will include international pavilions to attract global trends and expertise to Nuremberg. Two open professional forums in the exhibition halls will be available for exhibitors to show their products and developments and to enable visitors to expand their knowledge.

Tours and other formats planned in collaboration with partner entities will round out the extensive supporting programme at MedtecLIVE. A “B2B matchmaking event” is also provided to enable exhibitors and visitors to network efficiently.

### **Research and practice closely interlinked**

Research and development are the constant drivers behind the power of innovation in the medical technology sector. It is only logical for MedTech Summit, the best established international congress, to take place in conjunction with MedtecLIVE, thus ensuring that theory and practice are closely interlinked. “Everyone currently involved in developing medical technology products, whether as suppliers, manufacturers, researchers or users, needs know-how that often goes well beyond their own area of expertise,” says Dr Matthias Schier, CEO of Forum MedTech Pharma e.V., Europe’s largest healthcare network and honorary sponsor of MedtecLIVE and the MedTech Summit. “This is the only way to meet the demands of the Medical Device Regulation (MDR), and also challenges like digitalisation and enhanced security requirements. The MedTech Summit provides opportunities for experts to attend lectures, participate in discussions, and establish useful contacts.”

### **In dialogue with the industry**

In addition to the MedTech Pharma Forum, the exhibition will enjoy broad support right from the outset from the key associations and institutions in the medical technology scene: industry associations BVMed (Bundesverband Medizintechnologie, German Medical Technology Association) and ZVEI (Zentralverband Elektrotechnik- und Elektronikindustrie e.V., German Electrical and Electronic Manufacturers’ Association), cluster regions like Medical Valley EMN and industry associations like VDI (Verein Deutscher Ingenieure, Association of German Engineers) will in future help to ensure that MedtecLIVE best serves the needs of the industry while reflecting the interests of the various businesses. An Advisory Board consisting of industry representatives and professional associations will be constituted in the coming weeks.



### **Exhibitors can register from now**

MedtecLIVE will be held at the Exhibition Centre Nuremberg from 21 to 23 May 2019. The organiser is MedtecLIVE GmbH, a joint venture between NürnbergMesse and UBM. Exhibitors can register for MedtecLIVE from now. For contact details and further information, see: [www.medteclive.com](http://www.medteclive.com)

### **About the NürnbergMesse Group**

NürnbergMesse is one of the 15 largest exhibition companies in the world. Its portfolio covers some 120 national and international exhibitions and congresses and approximately 40 sponsored pavilions at the Nuremberg location and worldwide. Every year, around 30,000 exhibitors (international share 41 percent) and up to 1.4 million visitors (international share of trade visitors 24 percent) participate in the own, partner and guest events staged by the NürnbergMesse Group, which is present with subsidiaries in China, North America, Brazil, Italy and India. The group also has a network of around 50 representatives operating in more than 100 countries.

### **About UBM EMEA**

UBM EMEA connects people and creates opportunities for companies across five continents to develop new business, meet customers, launch new products, promote their brands and expand their markets. Through premier brands such as Medtec, CPhI, Food ingredients, IFSEC, MD&M, Cruise Shipping Miami, the Concrete Show and many others, UBM EMEA exhibitions, conferences, awards programs, publications, websites and training and certification programmes are an integral part of the marketing plans of companies across more than 20 industry sectors.

### **Contacts for Press & Media**

Benno Wagner, Simon Kögel  
T +49 9 11 86 06-89 02  
[simon.koegel@nuernbergmesse.de](mailto:simon.koegel@nuernbergmesse.de)

All press releases and more detailed information, video impressions and photos are available from: [www.nuernbergmesse.de/press](http://www.nuernbergmesse.de/press)