



Member of  MEDICAlliance

# YOU & MEDICA

LET'S TALK ABOUT YOUR NEWS...

ISSUE 1/2018

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THAT WAS MEDICA 2017:

## Digitalisation shapes the healthcare sector

As Deputy Director Global Portfolio Health & Medical Technologies at Messe Düsseldorf, Christian Grosser has been primarily responsible for MEDICA and COMPAMED for over one and a half years. In an interview with the editorial team, he comments on the results of MEDICA 2017 and the industry trends.

### How do you assess MEDICA 2017?

More than 60 per cent of trade visitors from 130 countries as well as the large number of international exhibitors attest to the fact that this internationality remains our key to success. Just how important this is for our exhibitors is shown by the fact that the sectors involved hope above all for disproportionately high sales growth in the international markets, while domestic growth is likely to be significantly lower.

The MEDICA START-UP PARK in Hall 15 and the MEDICA LABMED FORUM in Hall 18, which were new formats in 2017, immediately met with a great response. This means that we have further expanded our successful combination of trade fair, congresses and forums. The interlinking of contents provides synergy effects to all parties involved.



"Internationality remains the key to MEDICA's success", Christian Grosser, Deputy Director Global Portfolio Health & Medical Technologies. Photo: © Messe Düsseldorf ctilmann

### How does the simultaneous scheduling of MEDICA and COMPAMED affect the participating industries?

In this combination, which is unique around the world, MEDICA and COMPAMED cover the entire process chain and the complete range of medical products, devices and instruments - from development and manufacture right up to marketing and post-commissioning services in practices and clinics. Many MEDICA exhibitors are customers of COMPAMED exhibitors; some companies present their products and services at both trade fairs. The diverse interrelationships lead to synergy effects on the part of exhibitors and trade visitors.

With around 800 exhibitors from 35 nations, COMPAMED has further strengthened its position as the leading international event for the supplier market of medical technology manufacturing in 2017. In particular, the thematic focus was on sensors, rechargeable batteries and radio chips as miniaturised components such as those required as parts of wearables or implants, for example.

### What trends currently characterise international medical technology?

The topic of digitalisation plays a dominant role in the health sector.

Keywords such as "networking", "big data" or "artificial intelligence" not only characterise the technical discussion, but also product development. In the field of medical imaging, the first applications based on artificial intelligence are about to be launched on the market. "Virtual Reality" (VR) or "Augmented Reality" (AR) are also advancing into medical technology.

Furthermore, economic efficiency and easy handling of medical technology products and applications are a guarantee for success. Mobile computing applications including apps were in high demand, for instance. Innovations are increasingly taking place in the software sector. Both ensure that information is quickly available at the point of care.

### Are there any new features for MEDICA 2018?

We will definitely continue and further develop the formats MEDICA LABMED FORUM and MEDICA START-UP PARK, which were successfully introduced in 2017. We will then provide information about further new features in the course of the year.

### How is the new umbrella brand MEDICAlliance being perceived?

We presented the MEDICAlliance with the new umbrella brand logo at MEDICA at a deliberately open stand with dominant white surfaces in Hall 10. My colleagues from the MEDICA team report on many intensive discussions with interested parties.

Our exhibitors recognise and take advantage of the opportunities for international growth that we offer them with our successful healthcare events worldwide. Under the new label, we now offer global organiser competence along the entire value and supply chain of medical care and rehabilitation as well as corresponding supplier products and services.

## Telematics Infrastructure (TI): Connector approval on time for MEDICA

"The approval of all CGM components shortly before the trade fair brought the TI trade fair team numerous meetings on the four MEDICA days. At a total of eight workstations, doctors, representatives and entrepreneurs were not only able to see the TI components, but also to directly experience their interaction live. Health insurance cards of different statuses were read out and, if necessary, directly updated. Whether connector, VPN access service, eHealth card readers or secure online access: in intensive discussions, every interested party could be informed competently and place their orders directly. Doctors, who were unable



to obtain information live at MEDICA, received comprehensive advice from the TI-Infoline on +49 261 8000 2323. The current offer can be ordered at [www.cgm.com/wissensvorsprung-bestellung](http://www.cgm.com/wissensvorsprung-bestellung)."

Andreas Koll, Area Vice President Telematik, CompuGroup Medical.

Photo: © Andreas Koll

### Registered immediately for next year

"COMPAMED 2017 was once again very successful for the exhibitors at the joint IVAM stand. This is particularly evident from the fact that a large number of the exhibiting companies have registered for a renewed participation in 2018, either on site or right after the trade fair. More than 95 per cent of the exhibition area was already taken up at the end of November. The exhibitors particularly appreciate the high level of internationality of the trade visitors and the opportunities for exchange amongst themselves. Trend topics in the product market and the forum were manufacturing methods for individualised medical devices, such as new approaches in the field of 3D printing, but also smart and miniaturised components for portable diagnostic and monitoring devices as well as components for implants."

**IVAM Association for Microtechnology.**

Dr. Thomas Dietrich, Managing Director IVAM  
Photo: © Messe Düsseldorf



### Independent appearance of GTAI a complete success

For the first time, Germany Trade & Invest (GTAI) presented its comprehensive range of information on its own at MEDICA 2017: "The specialist presentations by GTAI industry experts and external speakers at the stand were very well received and attracted over 300 visitors. Further discussions and promising contacts were established with numerous international visitors," said Dr. Marcus Schmidt, Director Healthcare at GTAI.

GTAI informs companies about export markets and is the first point of contact for foreign companies wishing to obtain information about investment opportunities in Germany.

Dr. Marcus Schmidt, Director Healthcare at GTAI  
Photo: © GTAI



### TRAINING WITH ICAROS SYSTEMS:

## Do not just dream of flying

With ICAROS systems, users can fly, drive or dive through virtual reality worlds - and at the same time playfully train different muscle groups. At the premiere at MEDICA 2017, many stand visitors gained an impression of this device, which is now also used in rehabilitation, training and therapy.

The company's founders are the industrial designers Michael Schmidt and Johannes Scholl. The two of them came up with the idea for ICAROS in 2011 and created their first designs on the computer. Since 2015, they have presented their training equipment at sports and gaming fairs all over the world.

In discussions with physiotherapists, further target groups emerged: ICAROS as a training device in rehabilitation clinics, in physiotherapy or for training athletes. Sports scientists at the TU Munich are investigating the effects of training with ICAROS. Tests are also being conducted at the Cologne Sports University.

The device is freely movable. Movement sensors measure the movements of the user and thus enable interaction with the virtual environment.



Marius Trudewind (ICAROS) shows the training possibilities with ICAROS to a trade fair visitor. Sitting at the table: Company owner Michael Schmidt with a visitor. Photo: © Messe Düsseldorf

By shifting the centre of gravity you control the flight. Maintaining your balance is real physical work. Schmidt sees the participation at MEDICA as a consistent and successful step in the company's development.

### Gained many valuable contacts

"MEDICA was a complete success for us. We were very curious to see how the visitors of MEDICA would react to ICAROS and were welcomed with open arms. We

managed to establish many new and valuable contacts with therapists and doctors. We also received several orders and requests for joint research. The very positive feedback confirms our plan to enter the field of therapy even more intensively. We will definitely be returning to Düsseldorf again in 2018." The complete development and production of the ICAROS is done in Germany. The device, which is shipped all over the world upon request, costs around 7,900 euros. The software is developed in-house and adapted to the needs of different user groups: "We are currently working on self-learning software: The patient could thus become more active in a reactive system, and the therapist could save time," Schmidt concludes.

For more information: [www.icaros.com](http://www.icaros.com)

#### ICAROS GmbH facts

- » Founded: 2011
- » Headquarters: Planegg near Munich
- » Employees: 15



Muscle training and coordination improvement "in flight". Photo: © Messe Düsseldorf

### +++ NEWS +++ NEWS +++ NEWS +++

+++ According to the motto "Diplomats Meet German Companies at MEDICA 2017", 31 diplomats from all over the world spent a day at MEDICA. Several visits to exhibiting companies as well as a detailed exchange of ideas were on the agenda.

+++ During MEDICA, CEO of Corferias Bogotá López-Valderrama and Werner Matthias Dornscheidt, President and CEO of Messe Düsseldorf, signed a contract for the strategic cooperation at MEDITECH International Health Fair in Bogotá, Colombia, which will take place from 03 to 06 July 2018.

+++ High-ranking politicians used MEDICA 2017 to gather information and hold technical discussions. For example, Pat Green, Minister of State for Trade, Employment, Business, EU Digital Single Market and Data Protection of Ireland. Prof. Dr. Andreas Pinkwart, Minister of Economics, Innovation, Digitalisation and Energy, Karl-Josef Laumann, Minister of Labour, Health and Social Affairs, and Isabel Pfeiffer-Poensgen, Minister of Culture and Science, came from the State Government of North Rhine-Westphalia.

+++ The interlinking of trade fairs, conferences and forums had also generated great interest amongst the trade visitors at MEDICA 2017. During the six conferences and nine forums, more than 12,000 listeners attended the over 1,000 lectures. One of the top themes was cyber security and medical technology.

+++ The fifth MEDICA MEDICINE + SPORTS CONFERENCE was attended by 255 international participants from the industry and practice of sports medicine. Almost half of them used the Guided Innovation Tour to obtain information from selected MEDICA exhibitors.

+++ Approximately 8,000 visitors attended the fourth MEDICA CONNECTED HEALTHCARE FORUM. Here, international companies and innovative start-ups presented their latest findings, technologies and solutions for networked and mobile healthcare.

**BUSINESS AND PASSION:**

## HUR gains new customers at MEDICA

HUR is one of the world's leading manufacturers of pneumatic training equipment. At MEDICA 2017, the Finns presented new integrated rehabilitation concepts for cardiological rehabilitation, fall prevention, hypertension and diabetes 2-patients, and hip/knee rehabilitation.

HUR (Helsinki University Research) has started with its training programmes in the areas of fitness and wellness and is now developing medical concepts for the healthcare sector. "During MEDICA 2017, we gained 30 new customers and closed five new business cases," commented Lena Karjaluo, Executive Vice President. In addition, ten potential sales partners from different countries have been contacted. The proportion of German trade fair visitors has decreased in comparison to previous years. "Probably because MEDICA is running during the working week," Karjaluo continued. All exhibition days were extremely busy. Not only because of the new contacts, but also because HUR took advantage of the opportunity to familiarise worldwide sales with the new concepts and products.

Arto Hautala is responsible for development and further training at HUR: "We use MEDICA to introduce our new training concepts and learn from the feedback of our customers." Hautala also participated as a speaker at the MEDICA

MEDICINE AND SPORTS CONFERENCE. His presentation focused on the impact of individual rehabilitation training on health-related outcomes such as cardiorespiratory fitness and resting blood pressure as well as the introduction of strength training as a strategy to optimise these outcomes. "In addition, we have just published a scientific study that shows that special training in cardiological rehabilitation reduces health care costs in Finland," Hautala continues.

### Scientific facts for designing individual training programmes

Based on the evidence-based facts of such studies, HUR develops software programmes which, in combination with the HUR devices, enable individual training programmes for patients in rehabilitation and also take into account the needs of an ageing population. "Prevention, rehabilitation and maintaining strength within the context of active ageing are our goals from the users' point of view. At the same time, we are striving to reduce costs for our customers and society as a whole," says Karjaluo, describing the corporate strategy.

However, it is not only about business but also about passion: "It is fulfilling to help people. Like the young Vietnamese man who was unable to walk after a terrible



Introduced new HUR training concepts with their team (from left to right): Lena Karjaluo, Executive Vice President, Mats Manderbacka, CEO and founder of the company. Photo: © Messe Düsseldorf

accident. Thanks to our training programme, he got back on his feet and got married. No one had previously thought he could provide for a family," says Karjaluo of a special case of application. It is essential to spread this attitude throughout the company: "It is important that all our employees know how we can help people with our activities. This is also what I tell all employees in the welding shop who build our training equipment," explains Karjaluo, describing how business and passion come together at HUR.

For more information: [www.hur.fi](http://www.hur.fi)

#### Ab HUR Oy facts

- » **Founded:** 1989 as a result of a project of the Helsinki University of Technology
- » **Headquarters:** Kokkola, Finland
- » **Employees:** 75
- » **Subsidiaries in the USA, Germany, Australia and Russia**
- » **Sales in more than 50 countries**
- » **Export ratio:** 90 per cent
- » **Largest markets:** USA, Japan, other Asian countries

**IDCP INNOVATIVE DIGITAL CONSUMER PRODUCTS:**

## All good things come in threes



For the first time represented with their own stand at MEDICA: IDCP with Director Jan Boers (on the right) and Daniëlle van Duijvenduijk in conversation with stand visitors. Photo: © IDCP

For the third time, IDCP from the Dutch town of Naarden presents medical technology products at MEDICA: in 2017 for the first time at an own stand in Hall 13.

Jan Boers, director and co-founder of the company, is satisfied with the success of the trade fair: "Medica 2017 gave us a variety of perspectives and enabled us to talk to many existing customers."

Among other things, IDCP imports and distributes dermatology products such as DERMENGINE and Dino-Lite USB microscopes. The aim is to reduce the flood of patients in waiting rooms who need a dermatological diagnosis. Using the devices in combination with a smartphone, patients can take pictures of areas of the skin that they do not consider normal and place them on a platform via telemedicine so that their dermatologist can assess

them and determine how to proceed. The result is a fast diagnosis and, in case of emergency, immediate medical assistance without having to sit in the waiting room for diagnosis. IDCP has had the necessary certifications for the distribution of medical technology products for five years now.

### The special environment of MEDICA

Of course, we also regularly present ourselves at dermatology congresses. At MEDICA, however, we find a completely different environment to arouse interest amongst potential customers. Here, we are not one of many specialists, but rather more noticeable. When a dermatologist walks through the exhibition hall, he is delighted to see that we are showing interesting products. We find it easier to get into conversation and hopefully also do business," says Boers, describing the advantages of the MEDICA participation for his company.

So far, IDCP has been represented twice at MEDICA. We participated in the Dutch joint

INNOVATIVE DIGITAL CONSUMER PRODUCTS. Last year, we got in touch with an international group of companies based in Düsseldorf. This has resulted in a very good business relationship," remembers Boers. What is important for IDCP is the high level of internationality of MEDICA on the exhibitor and visitor side. However, Boers still has one more wish in mind: "Newcomers like us should get the chance to occupy exhibition space sooner."

For more information: [idcp.nl](http://idcp.nl)

#### IDCP BV facts

- » **Founded:** 2001
- » **Headquarters:** Naarden, Netherlands
- » **Employees:** 9
- » **Turnover:** EUR 4 million
- » **Business model:** Import of innovative digital products from the Far East and America for distribution in EMEA (Europe, Middle East, Africa) including branding and marketing

**THE TRADE FAIR STAND AS NETWORKING HUB:**

## OPHARDT hygiene expands international business

OPHARDT hygiene from Issum in the Lower Rhine region has been a MEDICA exhibitor from the very beginning. In 2017, there was a birthday celebration: The Ingo-man dispensing system turned 50 years old.

To celebrate, visitors to the stand could not only enjoy freshly baked waffles with cherries, but also take part in a prize draw. Each participant received a present,

**OPHARDT HYGIENE-Technik GmbH + Co. KG facts**

- » Founded: 1962
- » Headquarters: Issum
- » Further locations in Canada, Belgium, Ireland and Switzerland, in the USA and the Philippines
- » Employees: 450
- » Products: Innovative hygiene and monitoring solutions, Dispensing and disposal systems

the main winner a wellness weekend for two.

"Also in 2017, our MEDICA participation was again a highlight in our trade fair calendar. Our trade fair innovations in the field of hand hygiene attracted a very wide range of international trade visitors. Our stand served as a central 'networking hub' for our national and international customers and partners, who contributed with many new ideas and topics. Particularly noteworthy this year: we were able to further expand our business relations with customers from Israel, the United Arab Emirates and Austria within the scope of MEDICA", says Klaus Zscherpe, Director Dispensing & Disposal Systems at OPHARDT hygiene.

In the field of healthcare, the company offers hygiene solutions for the medical sector with manual and contactless disinfectant dispensers as well as complete hand hygiene monitoring systems. Another innovation in 2017



The MEDICA participation was a highlight: Klaus Zscherpe, Director Dispensing & Disposal Systems at OPHARDT hygiene. Photo: © OPHARDT hygiene

was "the untouchable" - a sensor-controlled fitting system for dosing water, soap and disinfectant.

OPHARDT hygiene is a second-generation owner-managed family business with

450 employees. Incidentally, the product name "Ingo-man" stands for Ingenieur Ophardt manual dispensing system.

For more information: [www.ophardt.com](http://www.ophardt.com)

**PLEASE NOTE:**

## The next MEDICAlliance dates

**MEDICAlliance**

**Our upcoming global trade fairs**

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**MEDICAL FAIR INDIA, MUMBAI 16 – 18 March 2018**  
 Bombay Convention & Exhibition Centre Mumbai, India  
[www.medicalfair-india.com](http://www.medicalfair-india.com)
- 
**HOSPITALAR, SÃO PAULO 22 – 25 May 2018**  
 Expo Center Norte São Paulo, Brazil  
[www.hospitalar.com](http://www.hospitalar.com)
- 
**MEDITECH, BOGOTÁ 3 – 6 July 2018**  
 CORFERIAS – Bogotá International Business and Exhibitions Center  
[www.feriameditech.com](http://www.feriameditech.com)
- 
**MEDICAL FAIR ASIA, SINGAPORE 29 – 31 August 2018**  
 The Sands Expo & Convention Centre Marina Bay Sands, Singapore  
[www.medicalfair-asia.com](http://www.medicalfair-asia.com)
- 
**MEDICAL MANUFACTURING ASIA, SINGAPORE 29 – 31 August 2018**  
 The Sands Expo & Convention Centre Marina Bay Sands, Singapore  
[www.medmanufacturing-asia.com](http://www.medmanufacturing-asia.com)

[medicalliance.global](http://medicalliance.global)

**FEEDBACK:**

## Please give us your opinion

What do you like about the YOU & MEDICA info letter?

Which other topics should we take up?

Do you have any suggestions for improvement or comments?

Please send your opinion to [BonvecchioP@messe-duesseldorf.de](mailto:BonvecchioP@messe-duesseldorf.de) under the heading: "Meine Meinung" (My Opinion).

After all, we produce this info letter for you and your comments and suggestions can help us respond even better to your requests. And, if you would like to say something here about how you make optimal use of MEDICA – best practice – please write us.

Our editorial team will contact you.

**Thank you for your commitment!**

**CONTACT/IMPRINT:**

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



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