(Photo: Messe Düsseldorf)

MEDICA INNOVATION FORUM

13th MEDICA INNOVATION FORUM

Driving Innovations for a Healthier World
16 – 19 November 2026

www.medica.de/MIF2

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MEDICA INNOVATION FORUM – HIGHLIGHTS 2025

(Photo: Messe Düsseldorf)

+8,500
Attendees from around the world

+120
International speakers

+27
Countries

#1 Hotspot
for key players and innovators in medtech and digital health

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AGENDA OVERVIEW

1 MEDICA INNOVATION FORUM – Key Topics

2 DETAILED PROGRAM STRUCTURE – From 16th to 19th November

3 PARTNER PACKAGES AT MEDICA INNOVATION FORUM

4 ABOUT THE LOCATION

5 CONTACTS

MEDICA INNOVATION FORUM KEY TOPICS

- Smart MedTech for Clinical Settings
- Resilience And Cyber Security
- Hospital @ Home
- AI And Big Data
- Cloud Services and EHDS Update
- Precision Medicine
- Robotics
- Women in Health
- 18th Healthcare Innovation World Cup
- Future of Therapy
- Digital Twins
- HealthTech To Watch
- MedTech Product Development
- Innovation Hubs and Networks

MIF PROGRAM STRUCTURE – MONDAY 16 NOV (Day 1)

MEDICA INNOVATION FORUM

11:00 – 11:10 **WELCOME & OPENING REMARKS**

11:10 – 12:30 **SMART MEDTECH FOR CLINICAL SETTINGS – Reimagining care, technology and patient experience**

- Smart solutions transforming patient care and clinical settings
- Rapid point-of-care diagnostics
- Advanced digital workflows and collaboration tools

12:30 – 14:00 **RESILIENCE IN ACTION – Protecting critical infrastructure from cyber, physical, and safety threats**

- Protecting hospitals and healthcare systems against new threats
- Cybersecurity in smart hospitals
- Best practice blueprints

14:00 – 15:00 **HOSPITAL @ HOME – Delivering hospital level care at home from diagnostics to regeneration**

- Acute-level care in patients` homes
- Market update on smart health tech and medical wearables
- Trusted end-to-end security and data privacy in the Internet of Medical Things

15:00 – 17:00 **18TH HEALTHCARE INNOVATION WORLD CUP – Pitch and award ceremony**

- Top12 Health Techpreneurs 2026 pitching their solutions
- Categories: Smart MedTech devices, wearables, digital biomarkers, intelligent patches, smart implants
- Award ceremony – Announcement of the Top3 Health Techpreneurs 2026

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MIF PROGRAM STRUCTURE – TUESDAY 17 NOV (Day 2)

MEDICA INNOVATION FORUM

11:00 – 13:00 **AI AND BIG DATA – Unlocking the power of healthcare data**

- Panel: AI as a healthcare companion - How AI can support human expertise and decision-making
- Sovereign cloud infastructures
- Quantum AI – Enabling a new era in personalized treatments
- AI challenges – Regulatory approval, Privacy concerns, Limiting beliefs and ethics

13:00 – 15:00 **ROI AND GLOBAL ECONOMY BOOST – Closing the women health gap**

- Key facts & figures of closing the women health gap
- Data gaps and its consequences
- Addressing inequalities from prevention, accessibility, diagnosis, therapy
- Sex and gender responsive healthcare models
- Closing gender gap in funding
- Female MedTech founders present their solutions

Women in Health

15:00 – 16:20 **CLOUD SERVICES AND EHDS UPDATE – Shaping the future of data exchange in healthcare**

- Challenges for Secure, scalable, and compliant health data exchange and platforms
- European health data infrastructure, interoperability standards (e.g., HL7 FHIR), cybersecurity and data protection
- Implementation challenges in hospitals

16:20 – 17:05 **DIGITAL TWINS – Engineering the future of the human body**

- Virtual patient models for diagnostics, treatment and drug testing
- Organoid engineering and human-on-a-chip solutions
- AR/XR for surgery, rehabilitation and immersive medical training

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WOMEN IN HEALTH – TUESDAY 17 NOV (Day 2)

Women in Health

10:30 – 11:30 **WOMEN IN HEALTH ROUNDTABLE: Closing gender gaps in healthcare (HIGH CALIBER ROUNDTABLE)**

- 15 Global female leaders in healthcare agree on a joint agenda for closing gender gaps in healthcare (invite-only)
- The result will be laid down in a manifesto and published during MEDICA 2026

11:30 – 12:30 **EXPERT TABLE NETWORKING (NETWORKING)**

Meet at curated roundtables hosted by table captains – inspiring experts guiding focused discussions on AI; Innovation & entrepreneurship; Gender medicine, diversity und leadership; Medical device certification & regulation; Funding & investment; and Personal branding. A unique chance to network meaningfully and exchange ideas in a relaxed, open format. Registration link available soon.

13:00 – 15:00 **ROI AND GLOBAL ECONOMY BOOST – Closing the women health gap (STAGE)**

- Key facts & figures of closing the women health gap
- Data gaps and its consequences
- Addressing inequalities troughout the full pathway of care from awareness, prevention, accessibility, diagnosis, therapy
- Sex and gender responsive healthcare models
- Closing gender gaps in funding
- Female MedTech founders present their solutions

15:00 – 17:00 **MEDICA TOUR or MEDICA Start-up COMPETITION (Hall 12)**

17:15 – 18:30 **WOMEN IN HEALTH x MEDICA Start-up NIGHT (NETWORKING AND PARTY)**

Launched in 2024, Women in Health is a global initiative that connects and empowers female leaders who are shaping the future of healthcare. Visitors of MEDICA can join an inspiring one-day program filled with networking, innovation, meaningful panels and talks at the MEDICA INNOVATION FORUM.

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MIF PROGRAM STRUCTURE – WEDNESDAY 18 NOV (Day 3)

MEDICA INNOVATION FORUM

11:00 – 11:30 **DIGITAL HEALTH – Meeting the Healthcare Innovators Circle**

- Mobile health and medical apps
- Telemedicine

11:30 – 13:00 **ROBOTICS – Enhancing healthcare with intelligent automation**

- Panel discussion: Human-robot interaction – Enhancing collaboration in healthcare
- Robotic breakthroughs in surgery, rehabilitation, and laboratory automation
- AI driven robotics improving precision and autonomy in surgery and rehabilitation

13:00– 14:00 **HEALTH TECH TO WATCH – Transforming healthcare through intelligent devices**

- Wearable health tech from wristables, to smart patches to intelligent implants
- Wearable world´s firsts at MEDICA
- Tech enabling the next generation of healthcare solutions (photonics, quantum computing, and more)

14:00 – 15:30 **ADVANCING HEALTH PRODUCTS – Developing, producing and realizing successful solutions**

- How to advance development and production with new approaches
- Smart factories, automation of production, outsourcing
- Digitization and AI based processes

15:30 – 17:00 **PRECISION AT SPEED – Advancing diagnostics and AI for early disease detection and health tracking**

- How algorithms and AI advance diagnostics and personalization in healthcare
- Next-generation monitoring technologies for early disease detection
- Advancements in lab diagnostics

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MIF PROGRAM STRUCTURE – THURSDAY 19 NOV (DAY 4)

New this year: For exhibitors!

11:00 – 12:00 **CYBER SECURITY – Protecting networks, devices and data**

- Trust by design - Securing AI-powered healthcare from hospital to home
- Status update and outlook on cyber security regulations
- Practical takeaways to strengthen the cyber security setup regardless company size

12:00 – 12:40 **ACCELERATING SALES IN HEALTH – Unlocking the next level**

- Sales boost for MedTech companies – Unlocking the next level
- The importance of After Sales - Building a long-term customer relationship
- Field Readiness – Turning commercial strategy into customer Impact

12:40 – 13:20 **DIGITAL TRANSFORMATION – Future-proofing your business**

- Strategies to digitalize - Without slowing down day-to-day business
- Smart, connected processes – How to create a real competitive edge

13:20 – 13:30 **CLOSING REMARKS AND OUTLOOK 2027**

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BE PART OF MEDICA INNOVATION FORUM (MIF)

1. Gold Partner MEDICA INNOVATION FORUM
2. Partner MEDICA Start-up COMPETITION / Healthcare Innovation World Cup
3. Speaking at MEDICA INNOVATION FORUM*
   ** Speakers and topics are subject to approval by expert committee*
4. Counter MEDICA START-UP PARK (Hall 17)
5. Counter MEDICA START-UP PARK (Hall 17)

Preliminary - new design planned (Photo: Messe Düsseldorf)

1 GOLD PARTNER MEDICA INNOVATION FORUM

GOLD Partner Package

- Stage branded with your logo on all 4 days
- Representative on stage for welcome on the 1st day (16 November)
- Speaking slot at the MEDICA INNOVATION FORUM*
- Online publication in MIF in event database and program display
- Company logo and link in MEDICA trade fair channels (website, social media, speaker database)
- 4 one-day MEDICA tickets

** Speakers and topics are subject to approval by the expert committee*

14,900 EUR (excl. VAT)

Preliminary - new design planned (Photo: Messe Düsseldorf)

2 PARTNER MEDICA Start-up COMPETITION / HEALTHCARE INNOVATION WORLD CUP

MEDICA INNOVATION FORUM

Partner package MEDICA Start-up COMPETITION / HEALTHCARE INNOVATION WORLD CUP

- Company representative in grand pitch final jury onsite
- Company and jury member in finalist, winner campaigns
- One-on-one introduction to finalists before MEDICA
- Stage presence of jury member at the MIF (e.g. interview and photo shooting)
- Company logo in master presentation / program display
- Integration in MEDICA trade fair channels (website, social media)
- 3 one-day MEDICA tickets

10,500 EUR (excl. VAT)

- **Optional**: Access to database with approx. 200 submissions (on demand, additional fee)

MEDICA Start-up COMPETITION categories:

- AI in healthcare
- Robotics
- Lab diagnostics
- Resilience
- Other

Healthcare Innovation World Cup categories:

- Smart health devices
- Medical wearables
- AR/VR/mixed reality
- Digital biomarkers
- Other

3 BRANDED EXHIBITION COUNTER MIF – Hall 11

Are you looking for exhibition opportunities, matchmaking and networking?

Partner package branded exhibition counter MIF

- 2 exhibitor passes
- Listed as MEDICA exhibitor
- Branded exhibition opportunity
- 1 table, 70 x 120 x 110 cm
- 2 bar stools, graphics
- 1 monitor, Internet access
- Power connection/incl. consumption
- Build up, dismantling and organization of the stand

7,900 EUR (excl. VAT)

(Photo: Messe Düsseldorf)

4 SPEAKING MEDICA INNOVATION FORUM

Are you a healthcare company, investor, innovation center, etc., and want to engage with the connected health ecosystem?

Speaking Slot MEDICA INNOVATION FORUM

- Single speaking slot or panel discussion at MIF (limited, first come first served)*
- Online publication in MIF event database and program display
- Integration in MEDICA trade fair channels (website, social media)
- 2 one-day MEDICA tickets

3,250 EUR (excl. VAT)

Speaking Session Thursday: 30 Minutes

- Bundle of speaking slots for healthcare hubs or startup accelerators (*(limited availability)*

Price on request

(Photo: Messe Düsseldorf)

** Speakers and topics are subject to approval by the expert committee*

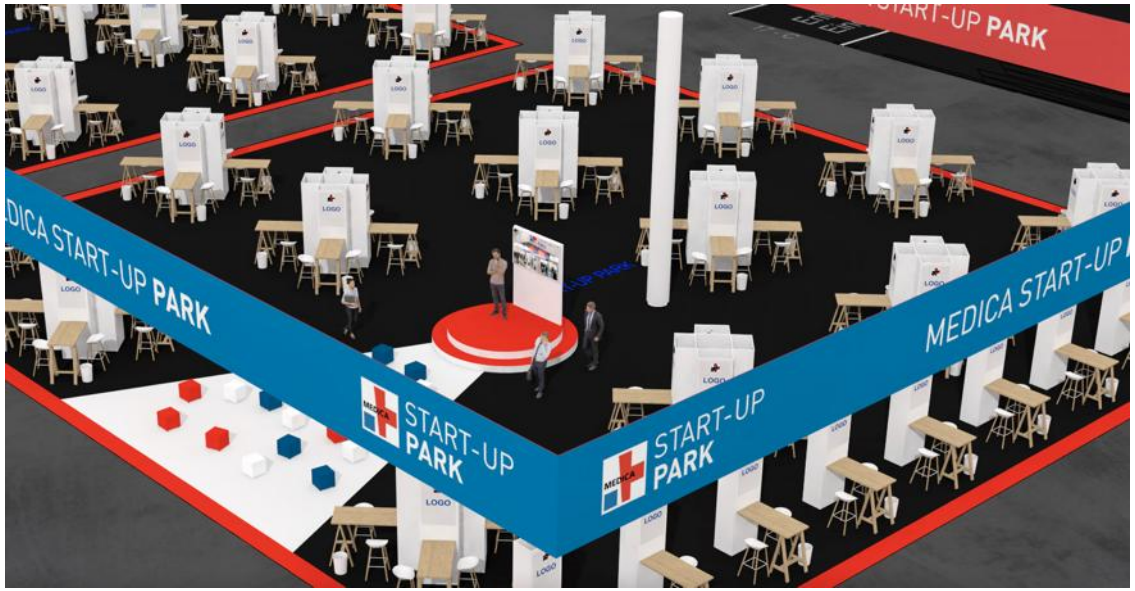
COUNTER MEDICA START-UP PARK – HALL 17

MEDICA INNOVATION FORUM

You are a start-up and want to accelerate your business?
Get involved in the MEDICA START-UP PARK and benefit from our special offer!

Start-up Packages:

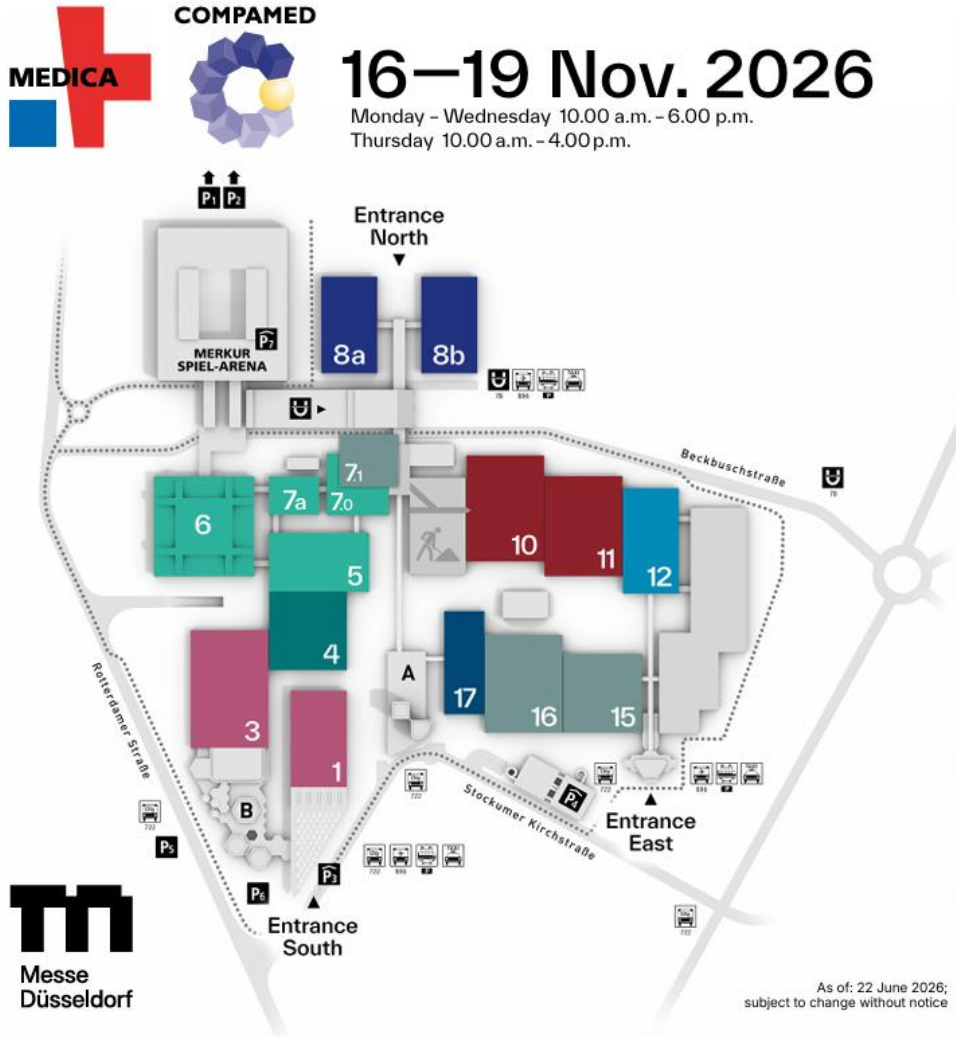
- 2 exhibitor passes
- Listed as MEDICA exhibitor
- Branded exhibition opportunity
- 1 table, 70 x 120 x 110 cm
- 2 bar stools, graphics
- Internet access and power connection/incl. consumption
- Build up, dismantling and preparation of the stand
- Speaking slot Startup Stage (limited, subject to approval)



(Photo: Messe Düsseldorf)

With Speaking Slot	**3,500 EUR (excl. VAT)**
Without	**2,950 EUR (excl. VAT)**

HALL PLAN



Laboratory & Laboratory Diagnostics — Halls 1, 3
MEDICA LABMED FORUM, Hall 1

Sports, Prevention & Rehabilitation — Hall 4
MEDICA INFECTION CONTROL FORUM
MEDICA MEDICINE + SPORTS CONFERENCE
MEDICA SPORTS HUB
6th International Sports Pharmacy Symposium

Home Care, Consumables & Hygiene — Halls 5, 6, 7a, 7.0

COMPAMED Health Tech — Halls 8a, 8b
COMPAMED HIGH TECH FORUM by IVAM, Hall 8a
COMPAMED SUPPLIERS FORUM by DeviceMed, Hall 8b

Healthcare Delivery & Clinical Excellence — Halls 10, 11
MEDICA INNOVATION FORUM, Hall 11
MEDICA ECON FORUM BY TK, Hall 10
MEDICA EMERGENCY & CRITICAL CARE FORUM, Hall 11
MEDICA TECH FORUM, Hall 10
MEDICA WOMEN'S HEALTH, NEONATOLOGY & PAEDIATRICS FORUM, Hall 11
1st German Health Resilience Conference, Hall 11

Healthcare Transformation Campus — Hall 12
MEDICA HOSPITAL OF THE FUTURE
MEDICA MAIN STAGE
WT CONFERENCE EUROPE
WT I WEARABLE TECHNOLOGIES PAVILION
Deutscher Krankenhaustag
Hospital Leadership Summit
Hospital Procurement Summit

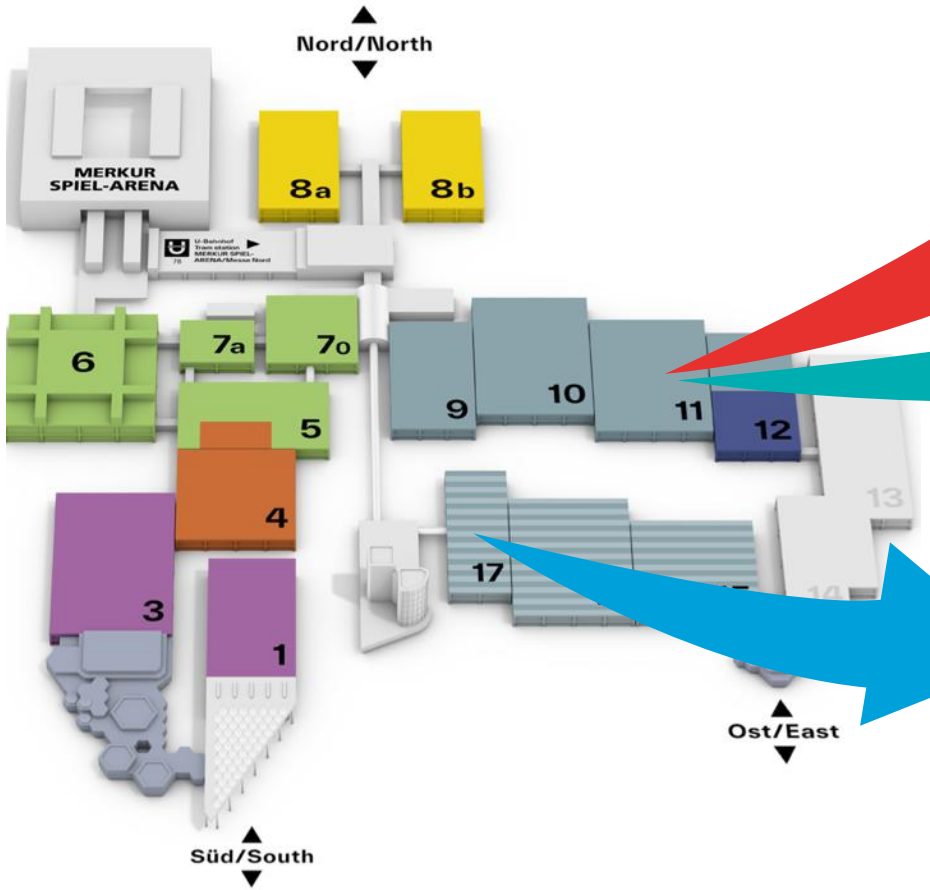
Internationalisation & Country Pavilions — Halls 7.1, 15, 16
MEDICA MARKET ENTRY STAGE, Hall 15
European Pavilions, Hall 15
International Pavilions, Hall 7.1, 16

Digital Health, Innovation & Start-ups — Hall 17
MEDICA DIGITAL HEALTH STAGE
MEDICA START-UP PARK & STAGE
Investors Lounge

WE ARE IN THE CENTER OF THE HIGHLIGHT HALLS 10-12

Messe Düsseldorf GmbH

Stockumer Kirchstraße 61, D-40474, Düsseldorf



MEDICA INNOVATION FORUM (HALL 11)

Women in Health

MEDICA START-UP PARK (HALL 17)

(Photo: Messe Düsseldorf)

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Get in touch with us!

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