

Press release

MEDICA and COMPAMED 2026: New concepts bring innovation closer to patient care

Federal Health Minister Linnemann to attend the opening of the trade fair – strategic repositioning strengthens dialogue with decisionmakers

When MEDICA 2026 and COMPAMED 2026 open in Düsseldorf next Monday (16 November), an important step in their long-term strategic development will become apparent. MEDICA is establishing itself more firmly as an international platform where key players in the healthcare sector discuss challenges and jointly drive forward solutions for patient care. A new thematic structure, additional conference and stage formats featuring more than 900 speakers, and targeted networking opportunities support this ambition. Several thousand companies from around 70 countries will be presenting their latest innovations in healthcare and medical technology manufacturing until Thursday (19 November).

Federal Health Minister Dr Carsten Linnemann, as patron of MEDICA 2026, and **North Rhine-Westphalia Health Minister Karl-Josef Laumann** are expected to attend the opening. They will speak at the opening event of the 49th German Hospital Day in Hall 12. The focus will be on fundamental changes to the hospital landscape and the healthcare sector, which MEDICA and COMPAMED are also addressing through their new strategic direction.

Digitalisation and artificial intelligence are opening up new possibilities for diagnostics, therapy and care. At the same time, a shortage of skilled workers, cost pressures and political reform targets are increasing the need for action. What is therefore required is not just new technologies, but solutions that can be integrated into care processes – and platforms that connect relevant stakeholders.

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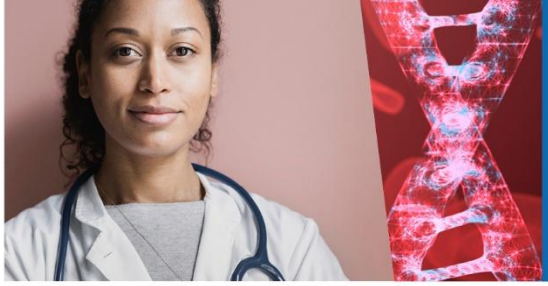
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“Relevance counts for more than sheer size”

As part of the quality initiative, the exhibition areas have been reorganised thematically and curated more closely. The focus is on professional relevance, improved navigation and the quality of interactions between exhibitors and the trade audience.

“For us, relevance counts for more than sheer size. We want to develop MEDICA in the long term into a platform that not only presents innovations but also drives forward their application in healthcare. To achieve this, we need a clear thematic structure, relevant content and, above all, direct exchange between the right stakeholders and decisionmakers. This is precisely what we are consistently focusing MEDICA on,” explains Carmen Berger, Director of MEDICA & COMPAMED at Messe Düsseldorf.

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This further development is based largely on feedback from exhibitors and trade visitors. MEDICA and COMPAMED 2026 mark an important step in a transformation process that is to be consistently continued in the coming years.

Healthcare Transformation Campus brings together future-oriented topics

The new approach is particularly evident in Hall 12. The **Healthcare Transformation Campus** brings together key future-oriented topics and programme offerings. At its heart is the new MEDICA MAIN STAGE, serving as a platform for overarching issues in the healthcare sector. International experts will gather there to discuss AI, resilient healthcare systems and precision medicine.

Speakers include Prof. Dr Leif Erik Sander from Charité, Dr Shachar Shapira from the Sheba Medical Centre and Dr Thomas Frandsen from Rigshospitalet in Copenhagen. Prof. David Matusiewicz will address AI in healthcare, whilst

Prof. Uwe Nixdorff and Prof. Mathias Goyen will discuss the future of precision medicine.

The newly designed **Hospital of the Future** offers a hands-on experience of connected care. In a realistic hospital setting, several manufacturers will jointly showcase their technologies at stations along the clinical patient journey: from admission through diagnosis and treatment to aftercare. Participants include Asanus, B. Braun, Dräger, Getinge, Philips, OR.NET and United Robotics. This will demonstrate how medical technology, digital infrastructure, data and processes interlock.

The **Wearable Technologies Conference Europe** is also taking place for the first time as part of MEDICA. The focus is on clinically relevant applications such as continuous monitoring, digital biomarkers and telemedicine.

New decision-maker formats combine strategy and application

The **Hospital Leadership Summit** on 18 November brings together international hospital management teams to discuss digitalisation, leadership, investment and hospital transformation.

The **Hospital Procurement Summit** on 19 November is aimed at procurement managers and hospital decisionmakers. It covers strategic procurement, resilient supply chains, IT infrastructure and long-term investment decisions.

Both English-language events take place in Hall 12 and combine the exchange of experiences with exclusive guided tours of the Hospital of the Future. In this way, strategic management issues are linked to specific application scenarios and investment decisions.

From AI and robotics to a live hacker attack

At the Digital Health Hub in Hall 17, the new **MEDICA DIGITAL HEALTH STAGE** will focus on applications of AI, robotics, cloud technologies, extended reality, health data and cyber security. To kick things off, a simulated live hacker attack will demonstrate the potential consequences of digital security breaches. Prof. David Matusiewicz and his team are responsible for the programme. Speakers include Prof. Jochen A. Werner, former Chairman of the Executive Board of Essen University Hospital.

In the neighbouring **MEDICA START-UP PARK**, start-ups will meet partners from industry, healthcare provision, research and investment. The final of the MEDICA START-UP COMPETITION will take place on Tuesday afternoon on the MEDICA MAIN STAGE for the first time.

Focus on resilience and hospital reform

With the **1st German Health Resilience Conference** in Hall 11, the resilience of the healthcare system is given its own conference format. Topics include blackout scenarios, cyberattacks, crisis response and critical infrastructure. The conference brings together decisionmakers from healthcare, politics and industry with representatives from disaster management and civil protection.
The 49th German Hospital Day will address funding, hospital reform, structural change and the future of medical services and care.

Further curated events, such as masterclasses and the Investment & Growth Lounge, will complement the exchange at decision-maker level.

From technological development to clinical application

The closer integration of MEDICA and COMPAMED plays a central role. MEDICA showcases medical products, systems and solutions for use in hospitals and medical practices. The more than 700 exhibitors at COMPAMED 2026 will be presenting materials, components, technologies and services for the development and manufacture of modern medical devices in Halls 8a and 8b.

Together, the two events cover the entire medtech value chain: from technological development through to manufacturing, market access and clinical application. In future, this connection is set to become even more visible and beneficial for exhibitors and trade visitors alike.

“MEDICA and COMPAMED are unique in their synergy: COMPAMED showcases the technological foundation – the building blocks, so to speak – whilst MEDICA demonstrates their concrete application in the context of healthcare provision. Our aim is to make this connection even more visible and to turn innovation into concrete implementation,” says Berger, summarising the strategic approach.

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Innovation tour for the media offers a first glimpse

As early as the Sunday before the fair begins, media representatives can discover selected innovations on the MEDICA Innovation Tour. These include an e-health station for telemedicine care concepts, new wearable solutions, robots for medical manufacturing and the newly designed Hospital of the Future.

MEDICA and COMPAMED are aimed exclusively at trade visitors. Opening hours: Monday to Wednesday from 10 am to 6 pm, Thursday from 10 am to 4 pm.

Full details are available online at: https://www.medica-tradefair.com and https://www.compamed-tradefair.com.

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