

Press release

MEDICA 2023 + COMPAMED 2023 on schedule – hot phase of registration and theme planning running with momentum

Increased synergy effects of both events caused by developments on the market

With a notable increase in the number of exhibitors and a strong boost in the amount of visitors, in November 2022, the internationally leading trade fairs for the medical technology sector and its suppliers, MEDICA and COMPAMED in Düsseldorf, were able to send an important message signalling a new dawn for the market after months of restrictions caused by the pandemic. And they are carrying this momentum into the new year of events (trade fairs will be held on 13–16 November 2023). “The rate of repeat bookings is very high, reflecting customer feedback immediately following MEDICA and COMPAMED 2022. For many companies, contact with international professional medical suppliers is of enormous importance, to give just one example. And this target group has demonstrated a renewed presence among visitors again”, explains Christian Grosser, Director Health & Medical Technologies at Messe Düsseldorf.

Christian Grosser goes on to emphasise a certain unique characteristic of MEDICA and COMPAMED which the over 5,000 exhibiting companies at the latest trade fairs are deeming more and more important: “Both events with their unique mutual influence are the location where we focus on the topic of the entire supply and value chain of medical technological products – including their assembly parts and product development, aspects of manufacture, up to and including downstream services over the lifetime of the product. One factor here is business and reliable partnerships within the medical technology industry. In the face of current global political challenges, this has become very important. The necessary goal is to create a secure foundation for your own business.”

The mutually increasing synergy effects of both events are confirmed by the numbers. In 2022, more than half of the professional visitors with a



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primary interest in MEDICA also visited the parallel trade fair COMPAMED. In 2010, this figure was still around 30 percent.

Trend topics in the focus of the supporting programme

Food for discussion is bound to be supplied in Düsseldorf at the trade fair dates in mid-November by multiple trends which characterise the market and its dynamics at the time, and which will be addressed not only by the novel presentations at both professional trade fairs, but also in the comprehensive programme supporting the events.

One example is the growing “out-patientisation” of care. This sets the focus on products and services for the so-called “point-of-care”, that is on patient-oriented diagnostics and treatment, but also on telemedical applications for optimal, cross-sector networking among all people involved in the care process. Another trend is solutions based on Artificial Intelligence and supporting systems, for example robotic systems or VR/AR applications. The implementation of sustainable processes is a goal that by now has become one of the highest priorities in companies and institutions across all sectors of industry – including the health sector. This includes a holistic view of economic processes to maintain a lasting ability to compete, without a negative social or environmental impact. All parts of the supply and value chain are evaluated closely for their potential for optimisation.

“Our comprehensive programme of professional forums and parallel conferences as well as the digital talk format MEDICA DEEP DIVE, which will recommence before summer, will reflect these trends. Suitable themes are already being eagerly planned. The current projects of health start-ups are something to really look forward to. At the professional trade fair, at MEDICA START-UP PARK and in the accompanying programme, there will be many interesting things to report on this topic”, promises Christian Grosser with a view to finding answers and solutions for all questions that are on the mind of the industry right now.

Among the professional forums integrated into the MEDICA professional trade fair are the MEDICA CONNECTED HEALTHCARE FORUM (digital connectivity), the MEDICA HEALTH IT FORUM (IT issues), the MEDICA



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TECH FORUM (trends within medical technology) as well as the MEDICA LABMED FORUM (innovations in laboratory medicine).

Some examples of the accompanying conference programme are the 46th German Hospital Day, the leading event for the top management of German hospitals (being held at CCD Süd this time), the Conference on Disaster and Military Medicine DiMiMed, the MEDICA MEDICINE + SPORTS CONFERENCE for the international professional sports medicine and sports science scene (also both being held at CCD Süd).

The focus segments of the MEDICA trade fair are as follows: Laboratory Technology and Diagnostics, Medical Technology and Electromedicine (Imaging and Diagnostics/Medical Equipment and Devices), Commodities and Consumables, Physiotherapy and Orthopaedic Technology as well as IT Systems and IT Solutions.

Trend updates for suppliers

For trend updates concerning the preceding development or manufacturing processes of the medical technology industry, COMPAMED remains a must (with over 700 participating exhibitors). This is where supplier companies present a cornucopia of high-tech and service solutions. Components, microsystem technology, material processing and coating, additive manufacturing/3D printing, manufacturing engineering and machines as well as packaging and services are focal points which are reflected in the programmes of two integrated professional forums.

A first look at the content of COMPAMED 2023 will be offered at the digital COMPAMED Innovation Forum 2023, held in cooperation by Messe Düsseldorf and the International Microtechnology Business Network (IVAM) on 12 June. The content will focus on innovations in the field of sensor technology and their contribution regarding modern yet cost-efficient diagnostic and therapeutic procedures.

In the year before, MEDICA and COMPAMED recorded a total of 81,000 visitors (2021: 46,000) with an international proportion of 75 percent.



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All the current information is available online at: <https://www.medica-tradefair.com> / <https://www.compamed-tradefair.com>.

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