



**MEDICA®**



## Post Show Report: MEDICA 2011

**14 – 17 Nov 2012**

**Düsseldorf · Germany**

[www.medica.de](http://www.medica.de)



Messe  
Düsseldorf



# Post Show Report: MEDICA 2011

A complete success and a great atmosphere



## Thousands of guests from all over the world met in Düsseldorf

MEDICA 2011 – good atmosphere, brisk business

134,482 trade visitors from all over the world mixed with 4,571 exhibitors to make Düsseldorf the focal point of the entire medical world. Some 1,000 presentations, countless business contacts and large numbers of deals prepared turned MEDICA 2011 into a magnificent event.

The positive and relaxed atmosphere in the halls at MEDICA 2011 was also reflected outside: the continuous November sun enabled the Rhine metropolis to show itself in the very best light.



Interest, curiosity, stimulating discussions – these are the aspects that typified business at MEDICA 2011. Brisk business developed around thousands of new medical products that were presented in the exhibition halls under the umbrella of the MEDICA brand.



## 49% international visitors





# Prominent visitors to MEDICA 2011

North-Rhine Westphalia, London and the European Union

Not just your involvement but also the presence of prominent health payers made MEDICA 2011 a highly interesting event. The EU Health Commissioner, John Dalli from Malta, was welcomed to the North-Rhine Westphalia stand in Hall 3 together with NRW Minister Angelica Schwall-Düren. The British Trade Minister Lord Green also paid a visit to MEDICA and learned about innovations in the industry.

## Visitors from 120 nations



German Health Minister Daniel Bahr, Patron of the MEDICA EXCELLENCE AWARD, Angelica Schwall-Düren, North-Rhine Westphalia Minister for Federal Matters, Europe and Media, Stephen Green, Baron Lord of Hurstpierpoint, British Trade Minister, and John Dalli, EU Health Commissioner.

Dr. Heiner Garg (Minister for Employment, Social and Health Affairs of the Federal State of Schleswig-Holstein)



Jens Spahn (Health Policy Spokesman for the CDU/CSU parliamentary party in the German lower house)



Opening of the Wireless Health Pavilion of the company CTIA





# MEDICAs curious visitors 2011

People from all over the world came to Düsseldorf

## 116,000 m<sup>2</sup> of exhibition space



**Lily and Roy from China**

Lily (35) and Roy (41) from China are in Germany for the first time and have not seen much so far. But MEDICA trade fair

already convinced them: „The fair provides a good opportunity to meet other companies and to inform about other products on the market. In China we produce disposable products and look for international contacts in the industry here.“



**Mr. and Mrs. Nwokedi from Nigeria**

Mr. (54) and Mrs. (44) Nwokedi from Nigeria are medical laboratory scientists and veterans of MEDICA trade fair.

Unfortunately until now they could not admire much of the German touristic attractions but one they remember well: „The Cologne Cathedral, which we visited two years ago, made a lasting impression on us. It is a remarkable building.“



**Jeffrey Stein from Minnesota/USA**

Jeffrey Stone (50) from Minnesota, USA, just looks around at the trade fair. His company exhibits also at the MEDICA 2011: „Our company manufactures medical lasers, so I look for other exhibitors who are active in this industry and collect important contacts.“



**Ellen Meng from California/USA**

Ellen Meng (40) from California, USA, looks curiously around for interesting technologies, products and companies. However, she is especially glad about the nice weather in

Germany: „It is cold, but fortunately it is not raining, just like the last two times at MEDICA.“



**Sebastian and Poppy from Vienna/Austria**

Sebastian (28) and Poppy (25) from Vienna, Austria, are medical technicians and meet suppliers from around

the world every year at MEDICA: „The exhibition is a perfect platform for a targeted search for specific products or companies.“



**Dr. Ingo Patschke**

Also Doctor Ingo Patschke, the surgeon general and the Inspector of German's Army Medical Service visited the MEDICA this year to get an overview of the innovations from the world of medicine.



# MEDICAs innovative exhibitors 2011

Innovative and international companies

## Exhibitors from 62 nations



**Matteo Negrini of Vigeo srl**

Matteo Negrini, CEO of Vigeo srl (Hall 6/B43) from Italy has an appointment with a customer in a moment:

„MEDICA offers me the perfect opportunity to meet all my international contacts at one place. That is why I am here for eight years in a row and the next year, I will be here too.“



**Dr. Guido Bared and Katrin Welzel of Scienion AG**

The company Scienion (Hall 1/C13) with offices in Dortmund and Berlin (Germany) present their

molecular biological analysis systems at MEDICA: „We came to the trade fair for the last ten years and we always introduce our latest developments,“ says product manager Katrin Welzel.



**Ludovic Toledo of Serf Dediennie Sante**

Ludovic Toledo represents the company Serf Dediennie Sante (Hall 4/H22) from Lion in France: „Our company is specialized in design, manufacturing and marketing of orthopaedic and dental implants. As an export manager, at MEDICA I am looking for new contacts with customers and partners.“



**Mia Kwon, Bae Kyung Chul and Bae Su-Jin of BNR**

The managers Mia Kwon and Bae Su-Jin together with the director Bae Kyung Chul show the products of the Korean

company BNR (Hall 7a/D04) at the trade fair: „We are for the first time in Germany and we like MEDICA and Dusseldorf very much.“



**Angitta Rose, Sandrina Gundlach and Christina Dubian of RoweMed**

Angitta Rose, Sandrina Gundlach and Christina Dubian represent the company RoweMed AG

(Halle 6/B20), which produces and distributes filter and lines for medical technology: „We are trying to attract new customers at MEDICA and inform us about the latest developments of our competitors.“



**Thomas Lensing of Ultrasound Technologies**

Thomas Lensing presents fetal monitoring systems of the British company Ultrasound Technologies Ltd (Hall 9/D51): „For 20 years we are exhibiting at MEDICA and we will come back again next year.“



# Data on visitor structures MEDICA 2011

## Results of the visitor and exhibitor survey MEDICA 2011

<b>No. of visitors</b>	<b>134,482</b>
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### Origin of visitors

Germany	51 %
Abroad	49 %

### Visitors from Germany

West	49 %
South	17 %
South West	14 %
North	11 %
East	9 %

### Visitors from abroad

<b>Europe</b>	<b>54 %</b>
- EU	77 %
- Non-EU	23 %
<b>Non Europe</b>	<b>46 %</b>
- Asia	57 %
- North America	14 %
- Africa	13 %
- South- and Central America	13 %
- Australia	3 %

### Visitors attendance statistics

Trade visitors	96 %
First time visitors	36 %
Average days spent at MEDICA	1.8 days

### Sector/occupation

Trade	21 %
Hospital/clinic	19 %
Industry	16 %
Medical practise	11 %
Medical laboratory/institute	8 %
Medical Care Centre	8 %
Service	5 %
Physiotherapist practise	5 %
In education/training	2 %
Rehabilitation centre/residential home/government authority	2 %
Public institution	1 %
University/college/techn. college	1 %
Other practise	1 %

### Profession

Visitors with medical and pharmaceutical qualification	36 %
Doctor	15 %
Physiotherapist	8 %
Non medical practitioner	1 %
Others	40 %

### Profile of Doctors/area of activity

<b>In independent practice</b>	<b>46 %</b>
- Specialist	69 %
- General practioner	31 %
<b>Full-time occupation in hospital/clinic</b>	<b>38 %</b>
- Assistant junior physician	40 %
- Assistant senior physician	21 %
- Ward physician	21 %
- Senior physician	18 %
<b>Doctors in other non medical occupation</b>	<b>16 %</b>

### Competence about decisions

Co-decisive authority	38 %
Decisive authority	34 %
Consultative capacity	20 %
Not involved in decision-making	8 %

### Exhibit Area according to interest expressed/visitors interests (more than one response possible)

Electromedicine/medical technology	52 %
Requisites and consumer durables for practices and hospitals	30 %
Information and communication technology	30 %
Physiotherapy/orthopaedic technology	28 %
Diagnostics	27 %
Laboratory technology	22 %
Operating tables, medical support units, medical furniture	21 %
First aid/emergency devices and equipment	13 %
Publications	2 %

### General assessment

Satisfactory	97 %
Less satisfactory	3 %

Compiled by: Messe Düsseldorf, as at 12/2011  
Subject to change without notice

**134,482 visitors**  
**from 120 nations**



# MEDICA EXCELLENCE AWARD

In 2011, MEDICA introduced the "MEDICA EXCELLENCE AWARD" which recognises four categories of innovations aimed at efficient medical care in hospitals or medical care centres.



The winner of the category "Excellence in daily operations": RAUMEDIC AG with the University Hospital of the Saarland



The winner of this year's „MEDICA EXCELLENCE AWARD“:

**category "Excellence in daily operations":** "Telemetry system for ICP measurement", RAUMEDIC AG with the University Hospital of the Saarland

**Category "Successful cooperation":** "Hybrid imaging for minimum-invasive heart valve treatment", Philips Deutschland GmbH with the University Hospital Düsseldorf

**Category "Visionary hospital":** "Moving towards the digital hospital", Siemens AG – Healthcare Sector with the University Hospital Hamburg-Eppendorf

**"Newcomer" Category:** "Navigated laser therapy for treatment of macular oedemas", OD-OS GmbH with the Ludwig-Maximilian University Munich

The winner of the "Newcomer" category: OD-OS GmbH with the Ludwig-Maximilian University Munich



The winner of the "Visionary hospital" category: Siemens AG Healthcare Sector with the University Hospital Hamburg Eppendorf



The winner of the category "Successful cooperation": Philips Deutschland GmbH with the University Hospital Düsseldorf





# Congress, special shows and much more



## MEDICA CONGRESS:

The comprehensive programme of courses and seminars was aimed primarily at doctors and medical assistants in hospitals and medical practices. More than **600 speakers** and some **10,000 congress participants**.



## 160 top decision-makers from European hospitals met at the **FIRST JOINT EUROPEAN HOSPITAL CONFERENCE:**

high-ranking European keynote speakers created an international discussion forum on European health policy.



## Deutscher Krankenhausstag



The “**Deutsche Krankenhausstag**” remains the largest communication platform for German hospitals. **2,400 top decision-makers** devoted themselves to political, medical and economic subject areas, in-patient care, new remuneration systems and optimum patient care.



**A total of more than 1,000 speakers**



# Congress, special shows and much more



Held for the first time in 2011 and an immediate success: the **MEDICA WOUND CARE FORUM**, with a focus on practically-oriented subjects and modern therapy concepts for wound treatment.



“The care and evacuation of trauma patients in crisis areas (Disaster MedEvac)” was just one of the exciting themes at the **MEDICA TECH FORUM** where modern medical technology was presented in practical use – predominantly in English.

A total of more than 1,000 speakers



The **MEDICA MEDIA FORUM** was attended by all groups with an interest in tele-medicine and IT. More than **180 speakers** talked mainly on subjects such as “Mobile health” (mHealth) and “Personalised medicine” and were met with great interest.





# Congress, special shows and much more




**MEDICA VISION FORUM:**  
70 speakers from universities, research facilities and innovation leaders explained how new products can find their way into industrial production and revealed current high-tech projects.

Research meets Business  
Vorlesungs- und Diskussionsforum

Bundesministerium für Bildung und Forschung

## A total of more than 1,000 speakers




Thanks to the extensive database, business partners from all over the world were again able to meet in the **MEDICA BUSINESS CENTER** this year.





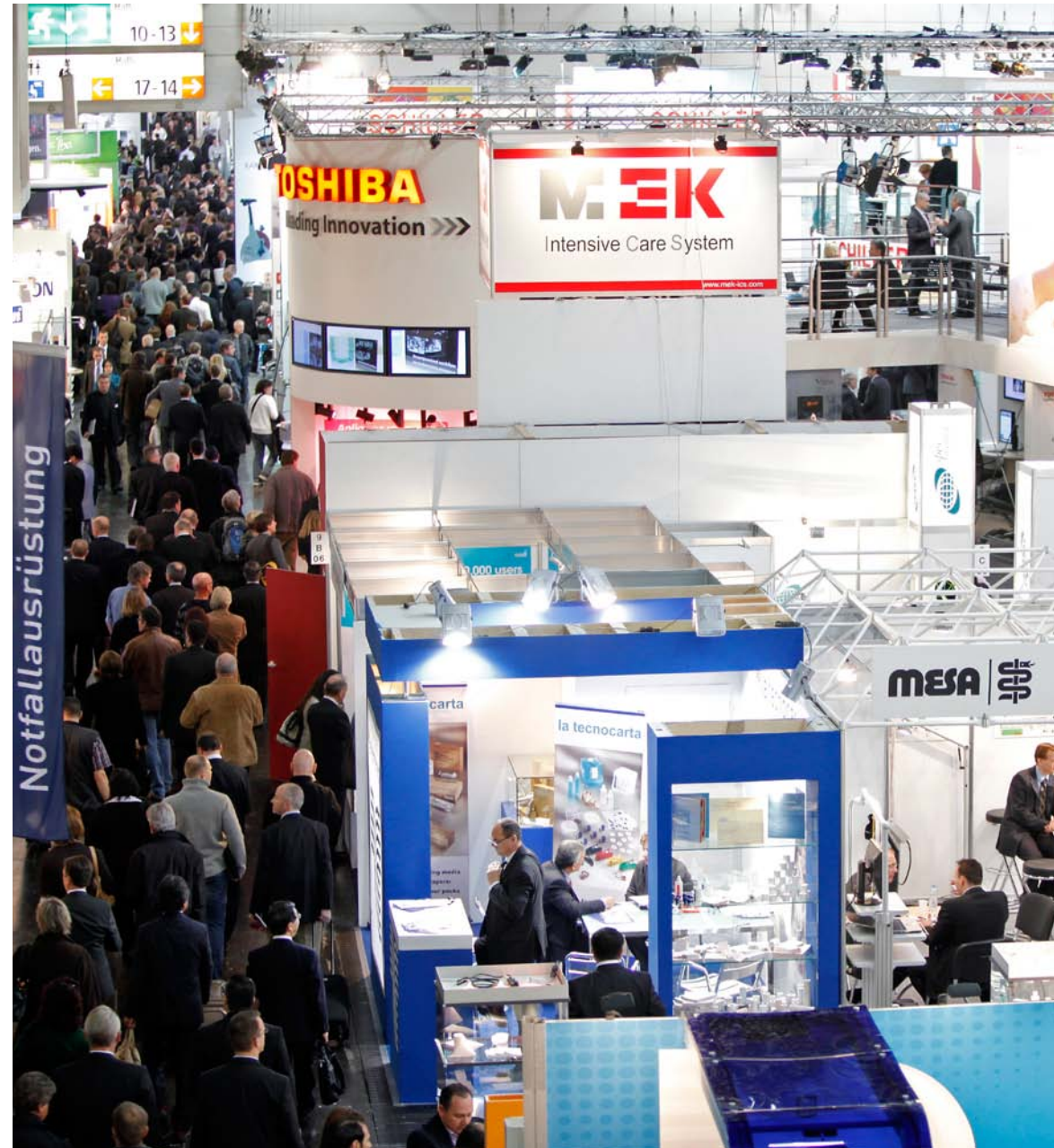
The **MEDICA PHYSIO FORUM** – as always, a magnet. Over **800 participants** listened in on what professional associations and therapists had to report in terms of new information.



MEDICA.de – your information and communication portal

12,000,000 page impressions in one year

MEDICA is of importance to you for more than just four days a year. The medical technology portal **www.MEDICA.de** is open 365 days a year, 24 hours per day and at every location in the world. Keep up to date – via business news, interviews, background reports or video films. Visit MEDICA.de regularly – there is always something new to discover!





## With you, MEDICA is the No. 1 medical event

We wish to take this opportunity to offer our thanks. Because you – be it as visitors, exhibitors or as congress participants – have enriched MEDICA 2011 and contributed towards ensuring that MEDICA remains the No. 1 event in the industry.

This year, MEDICA was again characterised by high professional expertise, an international atmosphere and decision-making powers. And not least, the medical trade fair again stood out with a large number of products and innovations as well as high-quality, industry-oriented professional forums, congresses and special events. Your dynamism and esprit are typical of an industry that, in all modesty, can describe itself as an industry of the future.

On behalf of ourselves and all colleagues from the MEDICA team, we thank you most sincerely and personally for your participation in MEDICA 2011 and look forward to having the pleasure of welcoming you again in 2012. Take your positive impressions and your newly acquired knowledge back with you to your company, your country and your daily work – and remain part of MEDICA.

### Be part of it – MEDICA 2012

**Your MEDICA Team**

**Further information is available here:**

**Visitor service:**

→ [www.medica.de/2100](http://www.medica.de/2100)

**Exhibitor service:**

→ [www.medica.de/2300](http://www.medica.de/2300)

**Special shows:**

→ [www.medica.de/special\\_shows](http://www.medica.de/special_shows)

**MEDICA EXCELLENCE AWARD:**

→ [www.medica.de/award2](http://www.medica.de/award2)

**FIRST JOINT EUROPEAN HOSPITAL  
CONFERENCE:**

→ [www.medica.de/ehc2](http://www.medica.de/ehc2)

## Simple and comfortable online registration

If you would like to present your company and your products at MEDICA 2012, kindly register online by 1 March 2012 at [www.MEDICA.de/2330](http://www.MEDICA.de/2330)

**Closing date  
for registration:  
1 March 2012**

# Be part of it!

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