



11th MEDICA INNOVATION FORUM

Driving Innovations for a Healthier World
11 – 14 November 2024

www.medica.de/MIF2

MEDICA CONNECTED HEALTHCARE FORUM – HIGHLIGHTS FROM 2023



INNOVATION
FORUM



+8,500

Attendees from around the world



+120

International speakers



+27

Countries



#1 *in health startups*

Hotspot for innovators and techpreneurs

(Photo: Messe Düsseldorf)

1 MEDICA INNOVATION FORUM – Key Topics

2 DETAILED PROGRAM STRUCTURE – From 11th to 14th November

3 PARTNER PACKAGES AT MEDICA INNOVATION FORUM

4 ABOUT THE LOCATION

5 CONTACTS

MEDICA INNOVATION FORUM KEY TOPICS

13th MEDICA Start-up COMPETITION

16^h Healthcare Innovation World Cup

GenAI, AI and big data

XR, digital twins and more

3D printing

Mobile health

Diagnostics and monitoring

Connected medical things

Robotics

Wearables and HealthTech

Elderly care

Future hospitals

Female MedTech founders

International health innovation hubs

DETAILED PROGRAM STRUCTURE – MONDAY 11 NOV (DAY 1)

11:00 – 12:30 h **MOBILE HEALTH – Improving healthcare delivery at home and at the point of care**

- New approaches in mobile health monitoring of vital parameters
- Mobile health in prevention of chronic diseases
- Alternative care delivery models through mobile health

12:30 – 14:00 h **CONNECTED MEDICAL THINGS – Advancing future healthcare with connected systems**

- Smart connected medtech
- Connectivity and interoperability
- Trusted end-to-end IoT security and data privacy

14:00 – 15:00 h **GENAI, AI AND BIG DATA – Shaping a new era in healthcare**

- Panel discussion: How will the use of GenAI and AI shape healthcare systems?
- AI-powered chatbots and virtual healthcare assistants
- Precision medicine and personalized care with AI
- AI challenges – Privacy concerns, ethics, and the need for effective regulation

15:00 – 17:00 h **16th HEALTHCARE INNOVATION WORLD CUP – Pitch and award ceremony**

- Top12 Health Techpreneurs 2024 pitching their solutions
- Categories: smart medtech devices, wearables, digital biomarkers, intelligent patches, smart implants
- Award ceremony – Announcement of the Top3 Health Techpreneurs 2024
- Panel discussion: Trends shaping the future of the internet of medical things



DETAILED PROGRAM STRUCTURE – TUESDAY 12 NOV (DAY 2)

11:00 – 12:30 h **XR, DIGITAL TWINS AND MORE – Exploring the healthcare potential within the metaverse**

- Panel discussion: What are the best practices and the outlook of the metaverse in healthcare?
- Augmented medical education and decision-making
- AR and VR in surgery – Real-time digital guidance
- AR/VR/XR – New approaches to medical education, therapy, and diagnostics

12:30 – 13:30 h **FEMALE MEDTECH FOUNDERS – Empowering women to drive healthcare innovation**

- Panel discussion: How do women contribute to innovation in healthcare?
- The transformative impact of women in healthcare on preventive care and health initiatives
- Innovation-driven companies by women
- WomenTech founders

13:30 – 15:00 h **WEARABLES AND HEALTH TECH – Predicting, developing devices, and exploring new technologies**

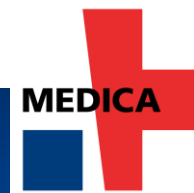
- Market trends in the medical wearables
- Wearable technologies in the clinical practice
- Augmentation of humans by Intelligent wearable tech

15:00 – 17:00 h **13th MEDICA Start-up COMPETITION pitch and award ceremony**

- Top 12 Medical Start-ups 2024 pitching their solutions
- Categories: AI in healthcare, health apps, lab diagnostics, robotics & others
- Award ceremony: Announcement of the Top3 Medical Start-ups 2024
- Panel discussion: Which factors contribute to the success of healthcare startups?



DETAILED PROGRAM STRUCTURE – WEDNESDAY 13 NOV (DAY 3)



INNOVATION
FORUM

11:00 – 12:30 h **3D PRINTING – Individualizing medical tools and devices through advanced technology**

- Medical tools and devices through 3D printing
- Regenerative medicine with 3D bioprinting
- 3D printing for implants and prosthetics

12:30 – 14:00 h **FUTURE OF THERAPY – Exploring new therapies and personalized treatment solutions**

- Gene-based therapies
- New treatment approaches for chronic diseases
- Personalized therapy

14:00 – 15:30 h **FUTURE OF ELDERLY CARE – Addressing challenges in a complex caregiving environment**

- Innovative targeted treatments for ageing-related diseases
- Virtual hospitals and healthcare assistants
- Remote care powered by at-home technologies

15:30 – 17:00 h **ROBOTICS – Driving innovation in surgical, rehabilitation and hospital robots**

- Robotic advancements in surgical precision
- Robotic solutions for hospital and care center automation
- Elevating patient recovery with robotics in rehabilitation



DETAILED PROGRAM STRUCTURE – THURSDAY 14 NOV (DAY 4)

11:00 – 12:00 h **DIAGNOSTICS AND MONITORING – Pushing the frontiers of monitoring and diagnostics**

- Development and implementation of new monitoring technologies
- Remote monitoring through new wearable devices
- Precision in diagnostics and therapy through nanotechnology

12:00 – 13:30 h **FUTURE HOSPITALS – Advancing outpatient, clinical processes, and experiences**

- Digital transformation of clinical processes
- New sustainable approaches for hospitals
- Virtual hospitals

13:30 – 14:30 h **INTERNATIONAL HEALTH INNOVATION HUBS – Europe**

- European health hubs and their start-ups
- Start-up incubators in Europe
- Accelerator programs

14:30 – 15:30 h **INTERNATIONAL HEALTH INNOVATION HUBS – Americas, Asia, India**

- International health hubs and their start-ups
- Start-up incubators
- Accelerator programs



BE PART OF MEDICA INNOVATION FORUM

1

Gold Partner MEDICA INNOVATION FORUM

2

Partner MEDICA Start-up COMPETITION

3

InnoHub Partner MEDICA INNOVATION FORUM

4

Speaking MEDICA INNOVATION FORUM

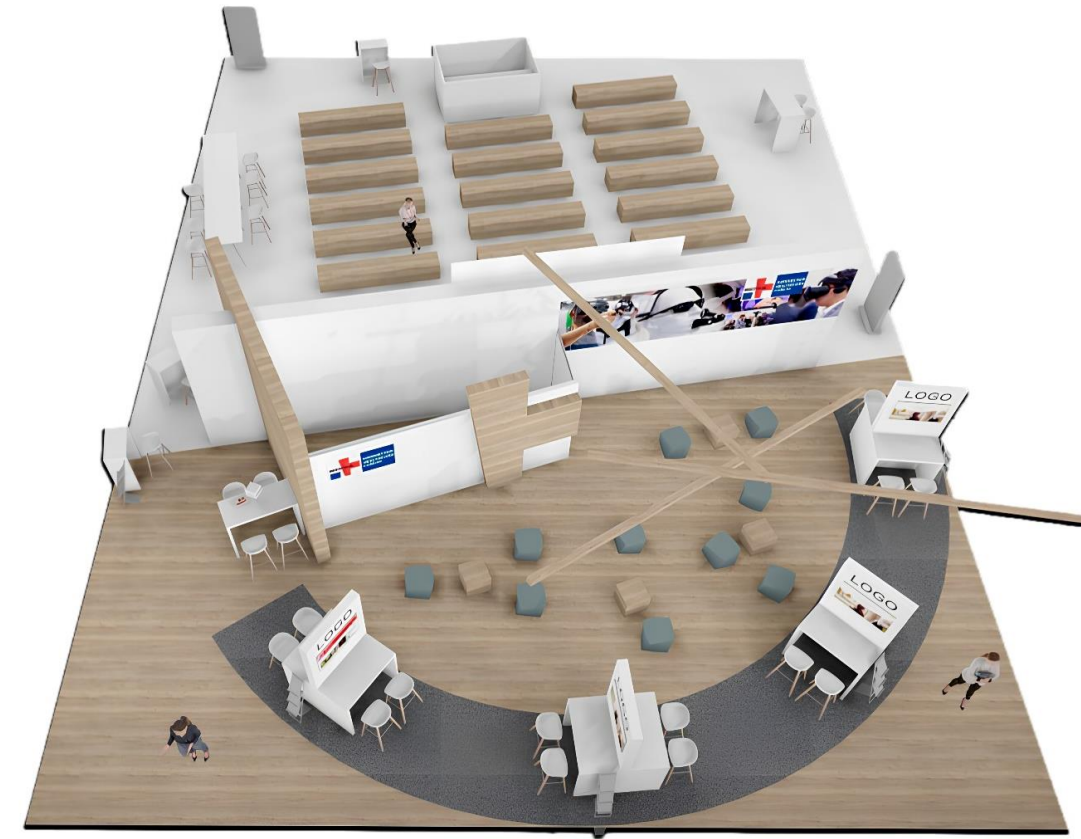
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Branded exhibition counter MEDICA INNOVATION FORUM

6

Counter MEDICA START-UP PARK (with / without speaking slot)

Our Partner Packages (limited availabilities - first come, first served)



(Photo: Messe Düsseldorf)

GOLD Partner Package:

- Speaking slot at the MEDICA INNOVATION FORUM
- Stage branded with your logo on all 4 days
- Online publication in MIF in event database and program display
- Integration in MEDICA trade fair channels (website, social media)
- 4 one-day MEDICA tickets

8,900 EUR (excl. VAT)*(Photo: Messe Düsseldorf)*

Partner package MEDICA Start-up COMPETITION:

- Access the Innovation World Cup database entries in all categories
- Company representative in jury (online and onsite)
- Speaking slot at the MIF (short)
- Online publication in MIF in event database and program display
- Integration in MEDICA trade fair channels (website, social media)
- 4 one-day MEDICA tickets
- Logo on roll-up at stage (1 day)

10,500 EUR (excl. VAT)**MEDICA Start-up COMPETITION categories:**

- AI in healthcare
- Health Apps
- Robotics
- Lab diagnostics
- Others

*(Photo: Messe Düsseldorf)*

***You are an accelerator, incubator, health hub, etc.,
seeking global connections to new markets and opportunities for your start-ups?***

InnoHub Partner package:

- Start-up show case at the MIF including 30 min of pitches
- Online publication in MIF in event database and program display
- Integration in MEDICA trade fair channels (website, social media)
- 2 one-day MEDICA tickets for the partner
- 4 one-day MEDICA tickets for the start-ups

5,900 EUR (excl. VAT)



(Photo: Messe Düsseldorf)

You are a medium size company 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

7,290 EUR (excl. VAT)



(Photo: Messe Düsseldorf)

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

Speaking MEDICA INNOVATION FORUM:

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

3,250 EUR (excl. VAT)



(Photo: Messe Düsseldorf)

1

Key Topics

2

Program Structure

3

Packages

4

Location

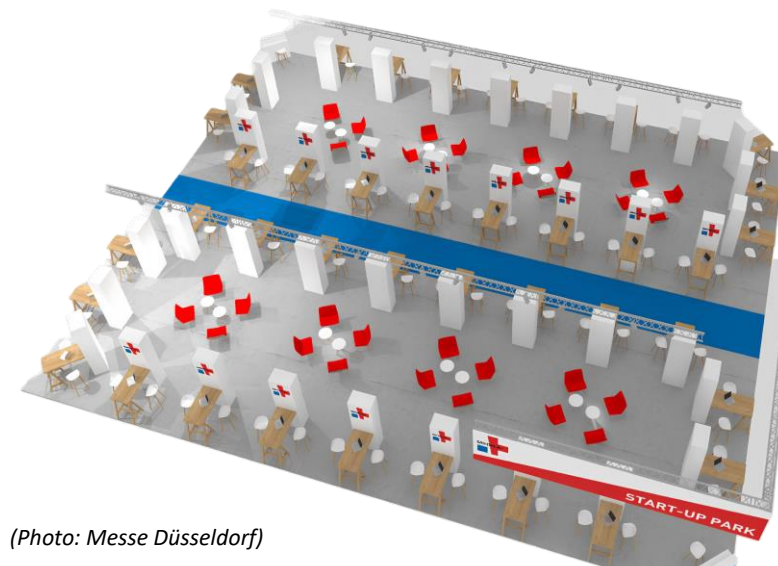
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Contacts

***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 at the 11th MIF (limited, first come first served)



(Photo: Messe Düsseldorf)

With Speaking Slot**3,900 EUR (excl. VAT)****Without****3,700 EUR (excl. VAT)**

1

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WHERE WE ARE



INNOVATION
FORUM

Messe Düsseldorf GmbH

Stockumer Kirchstraße 61, D-40474, Düsseldorf



(Photo: Messe Düsseldorf)

1

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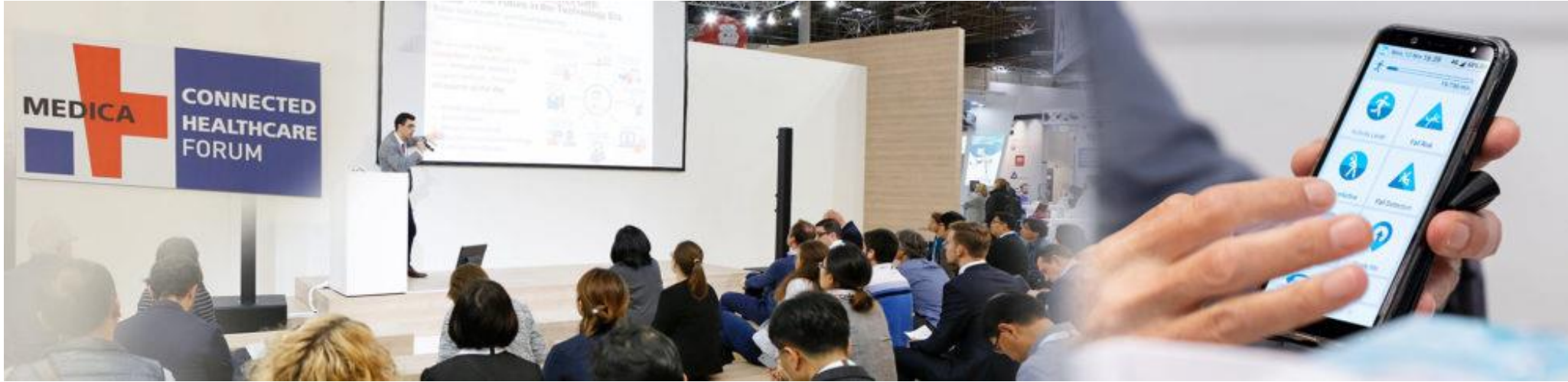
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5

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(Photo: Messe Düsseldorf)

Get in touch with us



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Exhibition opportunities & Program

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