



Health Technology Trade Mission to MEDICA 2019 – World Forum for Medicine

November 18-21, 2019

Düsseldorf, Germany

Call for expressions of interest

The Alberta Government is seeking expressions of interest for an Alberta Health Technology Trade Mission to MEDICA. Alberta companies would have the opportunity to promote their products, services and technologies.

Alberta is open for business and we are letting the world know through our presence as part of the Canadian Pavilion, networking receptions and targeted business-to-business meetings.

MEDICA – World Forum for Medicine

MEDICA is the world's largest event for the medical sector. For more than 40 years it has been firmly established on every expert's calendar. There are

many reasons why MEDICA is so unique. The event was the largest medical trade fair in the world in 2018. It attracted more than 5,200 exhibitors from 66 countries in 17 halls and counted approximately 120,000 visitors. Each year, leading individuals from the fields of business, research, and politics attend this top-class event — naturally alongside tens of thousands of national and international experts and decision-makers from the sector, such as yourself. An extensive exhibition and an ambitious program — which together present the entire spectrum of innovations for outpatient and clinical care — await you in Düsseldorf.

Watch this short video to learn more about MEDICA:
<https://www.youtube.com/watch?v=mFZ4yWP9FQ0>

Participation at MEDICA 2019

Your participation may include:

- Co-exhibitor space at the Alberta Booth, part of the Canadian Pavilion, leveraging the Alberta booth as a home-base to work the trade show and conduct meetings.
- Inclusion of your company profile and logo in the Alberta exhibitor brochure.
- Pre-show and at-show B2B matchmaking services.
- Display of your company brochure material at the Alberta Pavilion.
- Participation in networking events and market information sessions according to program.

Cost:

The cost to participate in the mission as a co-exhibitor in the Alberta booth is \$300 per company.

In addition, each participant is responsible for airfare, hotel expenses, entrance pass to MEDICA, insurance and all other expenses while on the mission to Germany.

Key Topics at Medica 2019

- Electromedicine, Medical technology
- Laboratory Equipment/Diagnostics
- Information and Communication Technology
- Physiotherapy/Orthopedic Technology
- Disposables, commodities and consumer goods

Several conferences, forums and special shows on varied medical-technological topics are concisely presented in the halls as an attractive complement to the trade fair. These include:

Forums

- MEDICA Health IT Forum
- MEDICA LABMED Forum
- MEDICA Connected Healthcare Forum
- MEDICA Tech Forum
- AMED High-Tech Forum
- COMPAMED Suppliers Forum

Conferences

- MEDICA Medicine & Sports Conference
- MEDICA Physio Conference
- International Conference on Disaster and Military Medicine

Special shows and sessions

- Wearable Technologies Show
- Start-up Park 2019
- Export Cafe on Nov. 18 and 19, organized by the Canadian Trade Commissioner Service

Compamed 2019 – High Tech Solutions For Medical Technology

Embedded in MEDICA, this trade fair for suppliers and manufacturers of medical technology showcases products for pre-production from over 700 exhibitors from around the world.

MEDICA Newsletter

We encourage Alberta companies to sign up for the MEDICA newsletter to get first-hand information on trends and opportunities prior, at and after the trade show.

How to express your interest

We are looking for an expression of interest from Alberta companies in order to develop a complete participation package. This mission requires a minimum of eight participating companies.

If you are interested in participating, please contact Svenja Chenikel no later than Tuesday, August 13, 2019.

Svenja Chenikel, Senior Trade and Investment – Europe, Middle East, India and Africa
Alberta Economic Development, Trade and Tourism
+1-780-427-0472
svenja.chenikel@gov.ab.ca