



13-16 NOVEMBER 2017
DÜSSELDORF GERMANY

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Press release

The New MEDICA LABMED FORUM focuses on the latest trends in laboratory medicine in Hall 18

Spotlight on digital start-ups in Hall 15

The latest trends in laboratory medicine will be zoned in on and discussed at the new MEDICA LABMED FORUM at the world's biggest medical trade fair, MEDICA, from 13 to 16 November 2017 in Düsseldorf. Under the key theme "The Interdisciplinary Fascination", laboratory medicine, molecular pathology, microbiology, medical technology and life sciences present themselves as drivers of innovation, producing new stimuli for the entire medical sector.

Four themed days proffer a range of exciting presentations and panel discussions on the following highlights: Preventive screening tests for cancer, cardiac and circulatory conditions, innovative diabetes diagnostic tools, infection and migration. The events all take place between 11 A.M. and 4 P.M. and are free for trade fair visitors with MEDICA tickets. The Cooperation Partner for the content for the MEDICA LABMED FORUM in Hall 18 is the medical publisher Trillium.

Hall 18 is a modern structure created from lightweight materials, located centrally between Halls 10 and 16. This temporary structure was specifically constructed for exhibitors from the MEDICA sectors of laboratory technology and diagnostics, who have been located in Halls 1 and 2 up until now. Background information: The South Entrance to the Messe Düsseldorf trade fair centre is being completely renovated, due for completion in summer 2019. Equally, the old Halls 1 and 2 will be replaced by a new-build hall. The new Hall 1, measuring 158 metres in length and 77 metres in width, with over 12,000 square metres of floor space, will be around the same size as Halls 8a and 8b once it is completed.



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FKM – Gesellschaft zur
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Messe- und Ausstellungszahlen

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Extensive infrastructural remodelling is also occurring in the world of healthcare, and not just in Germany. The digitalisation of medical care processes is gaining significant momentum. More and more healthcare applications are available for smartphones, tablets and wearables, and are being used more and more often. 45% of German smartphone owners are already using health apps and another 45% can see themselves using them. Furthermore, 60% of Germans approve of the concept of an electronic patient file that could be used to store their medical data centrally (Source: Bitkom/ Bayerische TelemedAllianz BTA).

These favourable starting points for new eHealth applications have produced exciting business options, especially for creative start-ups, whatever their focus: innovative services, smart products or software applications. The new MEDICA START-UP PARK in Hall 15 brings founders of innovative businesses together with potential business partners, investors and distribution partners. A maximum of 40 start-ups can book their slot in a total area of 500 square metres to participate in MEDICA at an attractive one-off price (apply via email to exhibitor@medica.de).



Given the successful development of the previous years, it is assumed that over 5,000 exhibitors will be a part of MEDICA 2017. Last year, there were 127,800 trade visitors from 135 countries at MEDICA and the supplier trade fair COMPAMED, which was held simultaneously.

Dates of the next MEDICA + COMPAMED in Düsseldorf: 13 - 16 November 2017

Information is available online at:

<http://www.medica-tradefair.com> / <http://www.compamed-tradefair.com>

Messe Düsseldorf provides extensive information on the building work as well as many images and animations online:

<http://www.messe-duesseldorf.de/bau> (German);



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<http://www.messe-duesseldorf.com/construction> (English)

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