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MEDICA
16–19 Nov. 2026
Düsseldorf,
Germany

Press release

Messe Düsseldorf brings Europe's leading wearables conference to Düsseldorf

Wearable Technologies Conference Europe makes its debut at MEDICA 2026 – Wearable Technologies Pavilion showcases the latest innovations

Wearables are rapidly evolving from consumer products into clinically relevant key technologies. From digital biomarkers and smart patches to AI-supported remote monitoring, wearable systems are increasingly transforming diagnostics, prevention and therapy.

MEDICA is responding to this development with a new international programme highlight: the Wearable Technologies (WT) Conference Europe will take place for the first time on 16 and 17 November as part of MEDICA 2026 in Düsseldorf. It will be accompanied by the Wearable Technologies Pavilion (also in Hall 12), which will present the latest product developments and technological innovations throughout the duration of MEDICA (16 to 19 November).

“By integrating the WT Conference Europe, previously held in Munich, MEDICA is consistently expanding its role as an international platform for digital healthcare solutions. The field of wearables is thus moving right to the centre of the global medtech community,” explains Carmen Berger, MEDICA manager at Messe Düsseldorf.

The conference combines technological development, clinical application and industrial scaling. The spectrum ranges from prevention and diagnostics through digital therapy support to AI-based monitoring and personalised medicine.



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From digital biomarkers to “Hospital at Home”

The conference programme demonstrates the significant impact wearables now have across various fields of medicine. Key topics include digital biomarkers, smart patches, FemTech solutions, AI-supported health analytics, continuous patient monitoring, as well as cybersecurity and regulatory requirements for connected medical technology.

Right at the start, representatives from the pharmaceutical industry, medical technology and digital health will discuss how wearables are transforming drug development, prevention and therapy support. This is no longer merely about lifestyle applications, but about clinically relevant health data and new forms of data-driven care.

Dr Karl Sydow, Team Leader for Digital Health/Statutory Health Insurance Care at Pharma Deutschland, sees considerable potential for new care models in this: “We expect MEDICA to create a dynamic platform to foster strategic partnerships between pharmaceutical companies and digital health innovators. Ultimately, we hope to identify new avenues of collaboration that will accelerate the integration of state-of-the-art consumer technologies into daily healthcare.”

Pharma Deutschland is also participating in the conference with high-profile speakers. Lutz Boden, Managing Director of the OTC Market, offers a preview of one of the programme’s key themes: “The focus will be on the interface between smart wearables and responsible self-medication. We will be addressing the question of how continuous health data can help patients make informed decisions about over-the-counter therapies and their general well-being.”

Smart patches and biosensors are driving new therapeutic approaches

A particular focus of the conference is on smart patches and new biosensor technologies. Intelligent patch solutions are increasingly evolving from mere monitoring tools into active therapeutic platforms.





Sessions will address topics including accelerated wound healing, continuous data collection, bioelectronic therapeutic approaches, and the question of how wearable systems can deliver clinically actionable data in real time – as comfortably and discreetly as possible for patients.

New approaches to drug delivery, biocompatible sensor technology, printed electronics and miniaturised optical sensor systems will also be presented.

At the same time, the industrial scaling of such technologies is coming into sharper focus. This is because the path from technological innovation to broad clinical application requires new collaborations across the entire value chain.

Dr Wim Christiaens, General Manager of Quad Industries and both a speaker and an exhibitor, emphasises the importance of exchange within the wearables ecosystem: “The WT Conference brings together key players from across the entire wearable technology ecosystem – from materials innovators and device developers to medtech companies and healthcare providers. For Quad Industries, it is a valuable platform for exchanging insights on the practical challenges involved in scaling wearable technologies for reliable clinical and commercial applications.”

Running parallel to the conference, the Wearable Technologies Show presents the latest solutions and product developments in the fields of smart patches, sensor technology, earables, digital diagnostics and connected health.

AI and continuous monitoring are transforming healthcare systems

Another key theme of the conference is the shift of medical care from traditional clinical settings into patients’ everyday lives. Under headings such as “Hospital at Home” or “Precision Perioperative”, experts will discuss how continuous monitoring with wearables enables new care models.

The focus is on systems that continuously record vital signs and use AI to detect changes in health at an early stage – often before symptoms even





appear. Wearables are thus increasingly becoming tools for proactive medicine.

Samsung Healthcare, for example, demonstrates how consumer biomarkers can be translated into clinically relevant health analyses. Verily explores platforms for predicting diseases before the first symptoms appear. Other presentations address perioperative monitoring, risk stratification and AI-supported real-time decision-making systems.

The convergence of traditional consumer devices with medical applications is also gaining in importance. Audio wearables, smart glasses and ring-based systems are increasingly being viewed as medical assistance systems.

The return of innovative companies to MEDICA also demonstrates the level of interest in such solutions. Cornel Amariei, CEO and founder of .lumen and a speaker at the conference, explains: “Last year, we ran 500 demos at MEDICA and barely had time to catch our breath. This year, we’re returning to raise the bar even higher – and to discuss an uncomfortable truth at the Wearable Technologies Conference: mobility aids for blind people work, but so far, they aren’t scalable. At .lumen, we’re developing the technology to change that.”

Between prevention, longevity and cybersecurity

The scope of the conference extends far beyond traditional medtech applications. A dedicated session block, for instance, explores how wearables can support personalised prevention and longevity concepts in the future. Topics under discussion include sleep tracking, long-term health data analysis and individualised health protocols.

At the same time, regulatory requirements and cybersecurity are becoming increasingly important. The more wearables are integrated into medical processes, the more important data protection, MDR compliance and secure data infrastructures become.





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The sessions on cybersecurity and regulation therefore address topics such as AI-enabled cyberattacks, secure value chains and international regulatory strategies.

Hotspot for wearable and connected health innovations

With its combination of a conference, showcases of new products and an international community environment, MEDICA is also becoming the most relevant hotspot for wearable and connected health innovations. At the interface of medical technology, pharmaceuticals, digital health and AI, the focus is not on abstract visions, but on concrete applications, regulatory challenges and new cooperation models.

The Wearable Technologies Conference Europe also fits into MEDICA's strategic reorientation, which will structure its thematic areas even more closely around concrete care scenarios in future. Wearables are regarded as a key technology for a more interconnected, continuous and prevention-oriented healthcare system.

All information on MEDICA 2026 and the integrated programme formats is available online at <https://www.medica-tradefair.com>. Tickets for conference participation and trade fair admission can be purchased from mid-July via the online ticket shops.

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Düsseldorf, 25 June 2026



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