



Leading International Trade Fair
DÜSSELDORF, GERMANY
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**World
Forum for
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MEDICA 2021 + COMPAMED 2021: For the restart as an in-person event, participations reflect the optimism of the medical technology industry

The exhibitor database, interactive hall plan and the ticket shop are already up and running



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The medical technology industry and its suppliers are looking forward to heading to the world's leading industry platforms, MEDICA 2021 and COMPAMED 2021, with optimism. The booking figures for both events confirm this. Almost all of the halls (excepting halls 13 and 14) at the Düsseldorf Trade Fair Centre will be occupied from 15 to 18 November, with trade fairs will be held on-site once more. "Despite the planning time frame for companies becoming far slanted due to the pandemic, a total of over 2,500 exhibitors from 68 nations was attained three months before the trade fair started. In particular, bookings from co-exhibitors on the big joint stands are still being snapped up like hotcakes", reports Christian Grosser, the Director for Health & Medical Technology at Messe Düsseldorf. He believes that this is proof

of MEDICA and COMPAMED's internationally prestigious position, despite the tough conditions in which they are taking place.

Due to their high level of global attraction, both events are also on the list of the selected trade fairs that the German Federal Ministry for Economic Affairs and Energy (BMWi) in conjunction with AUMA (The Association of the German Trade Fair Industry) are supporting. These bodies have recently jointly set up an assistance programme to support innovative small and medium-sized companies (headquartered in Germany) in participating in trade fairs. This assistance comprises a grant of up to 12,500 Euro to cover costs for stand rental and stand construction. Objective: To reinforce export marketing in order to gain new customers and tap into new markets. Apply now or lose your chance! To receive a grant to participate in MEDICA 2021 or COMPAMED 2021, the grant application must be submitted to the German Federal Office for Economic Affairs and Export Control (find more information at: <https://www.bafa.de>; to contact the MEDICA and COMPAMED team: exhibitor@medica.de) by the relevant exhibitor (following registration) by 15 September.

Innovations, trends and topics dedicated to the pandemic

The corona pandemic has pushed the healthcare sector firmly into the spotlight and has shown up weak points in our care system. Hospitals, outpatient service providers and care institutions have an increased need for medical and laboratory technology, a wide variety of medical products and personal protective equipment, and in particular new digital healthcare solutions or point-of-care telemedical applications, due to the pandemic. The exhibitors will present many innovations focused on these themes, and the specialist forums and accompanying conferences on these will amplify the expert dialogue and transfer of knowledge, the content of both of which will be perfectly tailored to the needs of the important target groups in the healthcare industry.

Once again, CompuGroup Medical (CGM) will be one of the biggest exhibitors at MEDICA. They are an international provider of medical software solutions that is addressing trending topics. Michael Franz, Head of Brand Communication at CGM SE & Co. KGaA, is excited about the upcoming trade fair: "CGM is delighted to be able to take part in MEDICA once again, at long last. From our point of view, this new hybrid concept helps to fulfil our high expectations for trade fairs, even during a pandemic. Trade fairs should stimulate interactive exchange between all participants, across all sectors. We will be able to demonstrate this to our customers and interested parties with aplomb at the biggest healthcare trade fair in the world. All of the current digital themes are shown using hands-on use cases, covering the patient's entire journey."

The theme segments of MEDICA are oriented towards the complete needs of outpatient and inpatient care. An overview of their allocation to the trade fair halls is available online (link: <https://www.medica.de/sitemap2021>). The MEDICA segments are: Lab technology & diagnostics, electrotherapy and medical technology, disposables and consumables, information and communication technology (digital health) and physiotherapy and orthopaedic technology. Fittingly, the exhibitors at COMPAMED (approx. 400 exhibitors) will showcase the entire range of products and services that the supplier market provides for medical technology: from individual components and parts to high-tech solutions, innovative materials and packaging to complete contract manufacturing.

The digital services launch was a success!

The profiles of all exhibitors admitted to date can be looked up online on the "Companies & Products" database, and can be filtered using a variety of criteria, on the industry portals MEDICA.de and COMPAMED.de. The interactive hall plans provide information on the exact stand locations of the exhibitors in the individual halls (link: https://www.medica.de/de/interaktiver_hallenplan). The [ticket shop](#) has also been launched. In line with the hybrid event concept of MEDICA and COMPAMED, tickets can now be purchased either as a hybrid ticket for a one-day visit on site and parallel use of the extensive digital services (45 euros) or as a pure digital ticket (without a visit on site/ 30 euros).

All of the specialist forums which are integrated into the themed segments of the trade fair, such as the MEDICA CONNECTED HEALTHCARE FORUM (including the MEDICA Start-up COMPETITION and the Healthcare Innovation World Cup), the MEDICA HEALTH IT FORUM and the MEDICA LABMED FORUM, are some of the programme items that are offered both on-site and online and can be accessed with the appropriate ticket. The COMPAMED HIGH-TECH FORUM by IVAM (the International Medical Technology Business Network) and the COMPAMED SUPPLIERS' FORUM by DeviceMed are special COMPAMED highlights.

In addition to these highlights, there will also be a programme of on-stage events at the epicentre of the trade fair. In parallel, speeches, discussions and even the award ceremonies can be viewed via live stream on the industry portals MEDICA.de and COMPAMED.de with the right ticket (link to overview of all forums and their themes for 2021: <https://www.medica-tradefair.com/forums>).

Further highlights of MEDICA 2021's programme include the 44th German Hospital Conference (as a live stream) and the English language conferences DiMiMED and MEDICA MEDICINE + SPORTS CONFERENCE. They bring together the best of the best from the fields of international military and disaster medicine, and sports medicine and sports science, in Düsseldorf and can be followed with one of two tickets: either live in-person, or as a live stream.

The trade fair halls are open from 10 a.m. to 6 p.m. on all days of the trade fair. All visitors and exhibitors must comply with the the 3G rule (they must be vaccinated, recovered or tested: this is what the three Gs stand for in German) in order to enter the trade fair premises. Tickets can be purchased exclusively online.

All information, for example current news on the hygiene and infection protection concept at MEDICA 2021 and COMPAMED 2021, can be viewed online at: <https://www.medica-tradefair.com> / <https://www.compamed-tradefair.com>.

Caption: CGM is once again one of the largest exhibitors this year and is right on trend with its digital health solutions (c: Constanze Tillmann/ Messe Düsseldorf).

- [Home link to the MEDICA web portal](#)
- [Press services of the MEDICA](#)
- [Press services of the COMPAMED](#)
- [Logos & banners](#)
- [All forums and conferences of MEDICA + COMPAMED at a glance](#)
- [Hall overview of MEDICA 2021 + COMPAMED 2021](#)

#PROTaction - Information on Messe Düsseldorf's hygiene and infection control concept

- [RTF](#) [Download of this press release](#)
- [JPG](#) [Photo CGM's exhibition stand at MEDICA 2019 \(c: Constanze Tillmann\)](#)
- [PDF](#) [Download of this press release](#)

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