

MEDICA celebrates successful anniversary - Companies present a sparkling array of product innovations plus tailor-made services

The specialists from hospitals and doctors' surgeries obviously did not want to miss out on the 40th anniversary of MEDICA. Over the four days of the event this, the world's largest medical trade fair (from 18 to 21 November 2009), registered almost 138,000 trade visitors from over 100 countries (previous year: 137,000 visitors). 45% of visitors came from abroad (2008: 42%), a particularly high number also travelled to Düsseldorf from the Asian growth markets and the Arab region. 4,324 exhibitors (2008: 4,279) from around 60 nations offered them a clearly segmented line-up with a plethora of new products, systems and services for the entire process chain in both in and out-patient care. Commenting on the continued good response from both exhibitors and visitors, Wilhelm Niedergöker, Managing Director at Messe Düsseldorf said: "The short innovation cycle in this industry is a crucial success factor of the world's No.1 event for the sector - MEDICA. After all, the most exciting innovations are presented here year after year. The second economic stimulus package initiated by the Federal German Government with its associated investment aid to the tune of EUR 1.4 billion for German hospitals attracted to MEDICA a high number of decision-makers, also from domestic hospitals, after several years of "abstention"."

The developments emerging in the field of imaging, in particular, prompted plenty of conversation topics among MEDICA visitors. Worth mentioning here is a new generation of ultrasound devices designed for diagnostic purposes with nerve diseases. Special surface ultrasonic probes make it possible to not only image the nerve but also the surrounding tissue structures. This makes nerve tumours, nerve inflammations or injuries visible.

Beyond this, the numerous innovations launched at MEDICA 2009 have also confirmed the continued trend towards home health care and telemedical applications. While in the past electronic thermometers were

the only medical devices to be found in private homes, these days we see the advent of measuring devices for a wide variety of vital data such as mini ECG sets, for instance. On show at MEDICA 2009 were various heart monitoring systems that are incorporated in clothing. These systems are currently still in the experimental stage. They are comfortable to wear and make for uncomplicated patient monitoring over extended periods of time.

The MEDICA Congress once again had a wide range of topics in store this year. The international continuous medical education module in English, which was included in the programme for the first time, attracted a great deal of attention. Here integral diagnostics and therapy in the fields of oncology, patient monitoring at ORs/ICUs and trends in the area of heart surgery were the focal themes that met with professional delegates' avid interest.

"Hospital Policy after the General Elections" was the theme guiding the 32nd German Hospital Conference. 2,215 participants gathered information on the latest planned health policies of the different political parties in the German Parliament for the 17th legislative period and their potential financial impact on hospitals.

COMPAMED 2009 attracted over 16,000 visitors

Even more visitor attention was attracted by COMPAMED 2009, the trade fair starting in parallel with MEDICA and drawing to a close on Friday (20 November). Over 16,000 of the 138,000 trade visitors took a special interest in the subjects covered by the leading international trade fair for supplies to medical manufacturing. In Halls 8a and 8b a total of 518 exhibitors from 35 nations provided insights into their product and development know-how: from components and individual assemblies, micro system technology and nanotechnology applications to solutions for custom manufacturing. A focal theme of the product marketplace called "High-Tech for Medical Devices" organised by IVAM, the Professional Association for Micro-Technology, and the COMPAMED Forum were aspects of product development and high-technology components for processing medical products.

Dates for MEDICA 2010: 17 to 20 November in Düsseldorf

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Information on MEDICA online: <http://www.medica.de>

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