



Alberta Health Technology Trade Mission to MEDICA 2018 – World Forum for Medicine

November 12-15, 2018

Düsseldorf, Germany

The Alberta Government, Economic Development and Trade is organizing an Alberta Health Technology Trade Mission to MEDICA in November 2018. Alberta companies are invited to promote their products, services and technologies at MEDICA 2018.

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 is the largest medical trade fair in the world – In 2017, it attracted more than 5,100 exhibitors from 70 countries in 17 halls. 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>

Participate in the Alberta Pavilion at MEDICA 2018

The Alberta Government invites Alberta companies to participate in showcasing their products, technologies or services at a dedicated 9-square-metre Alberta Pavilion, part of the Canada Booth, at MEDICA 2018.

Alberta ■

The booth will be equally shared among the Alberta co-exhibitors at no additional cost and participation includes:

- Presentation of the company profile and logo in the Alberta exhibitor brochure.
- Use of the Alberta Pavilion as a marketing tool, base of operation and contact point.
- Pre-show and at-show B2B Matchmaking Services.
- Display of your company brochure material at the Alberta Pavilion.
- Participation in Networking Events & Market Information Sessions according to program.

Cost:

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

Financial Support:

- Alberta SMEs may be eligible to receive financial support through the Export Support Fund of the Alberta Export Expansion Package to subsidize costs.
- To review eligibility criteria and approved items for subsidy, and to apply, please visit <https://www.alberta.ca/export-support-fund.aspx>

Key Topics at Medica 2018

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

Several **conferences** and **forums** and several 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 and App competition
- MEDICA Wound Care Forum
- COMPAMED High-Tech Forum
- COMPAMED Suppliers Forum

Conferences

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

The special show section includes the “**Wearable Technologies Show**”, which offers both established companies as well as newcomers to the industry a unique platform to present their latest developments in the field of healthcare.

Compamed 2018 – 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.

Svenja Chenikel

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Yes, please include my company information in the Alberta Company Directory.

No, please do not include my company information in the Alberta Company Directory.

Deadline for company and B2B profiles, images and logo: October 1, 2018.

COMPANY AND PARTICIPANT PROFILE

Company Name

Address

City

Province

Country

Postal Code

Email

Website

Company Profile (150 words)

(Please include your competitive advantage as well as a description of the products and services you offer.)

Business Objectives (50 words)

(Please include a call to action and the type of organizations/companies/contacts you wish to connect with.)

COMPANY LOGO AND PHOTOS

- Please attach a **300 dpi** colour company logo in jpg or **eps vector** format.
- Please attach one 300 dpi photo of your company's product/service to support industry promotional material.

Photo Credit Line *(Please include a description of the image.)*
Inclusion of the credit line in industry promotional material is not guaranteed.

(Please note: you will be able to attach your company logo and photo after you click the "Submit" button below.)

COMPANY REPRESENTATIVE

Name

Signature

Title

Date

SUBMIT

If you are unable to submit your form by clicking the "Submit" button, please save a copy and email it directly to svenja.chenikel@gov.ab.ca along with your company logo and photo.

For more detailed information and registration, please contact:

Svenja Chenikel, Trade and Investment – Europe, Middle East, India and Africa

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