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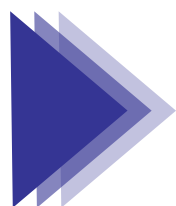
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Beyond the Exhibition Stand: Measuring the Real Value of Medical Trade Shows



Baldo Pipitone
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In 2026, trade shows remain an important platform for business development in the medical industry. However, as companies face increasing pressure to manage their budgets efficiently, participation in exhibitions is being assessed with greater attention to measurable results. Renting exhibition space, organizing logistics, covering travel expenses, and assigning staff all require a significant investment.

At the same time, digital marketing and artificial intelligence (AI) offer new ways to identify potential customers, reach decision-makers, and evaluate commercial opportunities at lower costs. Consequently, businesses are moving beyond traditional indicators such as visitor numbers and brand visibility, focusing instead on qualified contacts, sales opportunities, and long-term commercial value.

Despite these changes, professional exhibitions continue to attract interest because they provide opportunities for direct interaction with customers, distributors, manufacturers, and industry partners. This is particularly relevant in the healthcare sectors, where purchasing decisions often involve technical evaluations, product demonstrations, and a high level of trust between suppliers and buyers.

Face-to-face meetings allow companies to explain complex solutions, answer questions immediately, and establish relationships that may be difficult to develop through digital communication alone. Nevertheless, exhibitions are not equally effective for every objective. Online channels can be more suitable for reaching broad audiences, generating initial interest, and collecting information about prospective customers. Physical events are therefore becoming increasingly focused on meaningful business conversations rather than simply attracting large numbers of visitors. The challenge for exhibitors is to understand where personal interaction can make the greatest difference and how participation can support clearly defined business priorities.

Artificial intelligence and market intelligence are further transforming the way companies prepare for industry events. Businesses can now use digital tools to identify promising prospects, analyse market developments, recognize purchasing signals, and prioritize organizations with genuine commercial potential. Rather than approaching an exhibition without a clear strategy, sales teams can arrive with a defined list of target companies and meetings already scheduled. Combining data-driven preparation with face-to-face engagement makes it possible to use exhibition time more effectively, turning general networking into a more targeted business development activity. This approach is also increasing the appeal of smaller, regional, and specialized events. For companies serving specific medical markets, exhibitions with a concentrated audience of relevant professionals may generate better opportunities than larger gatherings with thousands of visitors but fewer meaningful connections. Major international trade shows nevertheless retain an important role, particularly for businesses seeking to enter new markets, appoint distributors, establish partnerships, or

meet international decision-makers in one place. Their value depends, however, on careful planning. Identifying priority accounts, arranging appointments in advance, and setting clear commercial objectives can make participation more productive. Budget considerations are also changing the way companies allocate their exhibition spending. Large stands, generic sponsorship packages, and promotional activities chosen simply because they have traditionally been part of the marketing calendar are becoming harder to justify. Businesses are increasingly prioritizing investments that support specific goals, such as strengthening customer relationships, introducing new products, identifying qualified prospects, or exploring markets with promising growth potential. This does not mean that visibility has lost its importance, but that visibility alone is no longer sufficient. Companies need to understand what they want to achieve, which audiences they need to reach, and how success will be evaluated after the event.

The broader shift is clear: medical trade shows are moving from a model based primarily on presence and exposure towards one centred on business value. Success is increasingly determined by the quality of relationships established, the relevance of the contacts generated, and the opportunities developed after the exhibition. Effective follow-up is therefore essential. Conversations initiated at an event must lead to further discussions, commercial proposals, product evaluations, or lasting partnerships if the initial investment is to produce meaningful returns. Market intelligence can strengthen this process by helping companies understand where investment is growing, which organizations are expanding, and which markets offer the most promising opportunities. With better information, businesses can select the exhibitions most closely aligned with their objectives and concentrate their resources on the right prospects. The combination of AI, reliable market data, targeted meetings, and personal interaction offers a more strategic approach to exhibition participation. For medical companies, the goal is no longer simply to attend the most prominent events or secure the largest exhibition space. It is to identify the environments where valuable professional relationships and sustainable business opportunities are most likely to emerge. As digital technologies continue to reshape communication and customer engagement, companies that successfully integrate technological capabilities with the human dimension of business will be better positioned to compete internationally. Understanding these developments is also essential to anticipating the future direction of the medical industry. Through its “Voices from the World” column, Infomedix International brings together the experiences, perspectives, and insights of dental experts from around the globe, offering an international perspective on emerging challenges, new opportunities, and the forces shaping the industry's future.

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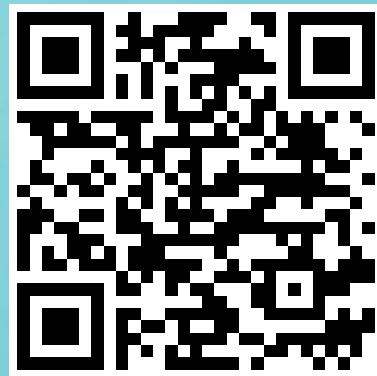
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[1]



Oxidative stress

[1]



Microcirculation

[2]



Mitochondrial activity and ATP production

[3]

CMF NEXT® focuses on four interconnected areas of biological interest: inflammation, oxidative stress, microcirculation and mitochondrial activity, including cellular energy metabolism and ATP production.

Beyond rehabilitation: regenerative medicine, prevention and longevity

Research into tissue function, cellular energy metabolism and physiological balance also raises questions relevant to broader areas of contemporary medicine. Regenerative medicine investigates mechanisms and strategies that support tissue repair and functional recovery. Preventive medicine aims to preserve health and reduce disease risk, while longevity medicine focuses on maintaining health and physiological function throughout ageing.

Technology and clinical practice

CMF NEXT® is of interest in physiotherapy, physical and rehabilitation medicine, pain management and sports medicine. Its applications should be considered in accordance with the device's intended purpose, instructions for use and available scientific evidence.

When indicated by a healthcare professional, the technology may be integrated into an individualised treatment pathway. It does not replace clinical assessment; rather, it forms part of an approach in which technological innovation, professional expertise and scientific research contribute to the exploration of new therapeutic possibilities.

Selected references

- [1] Int. J. Mol. Sci. (2023), 24(2), 1754. <https://doi.org/10.3390/ijms24021754>
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- [3] Int. J. Mol. Sci. (2024), 25(14), 7783. <https://doi.org/10.3390/ijms25147783>



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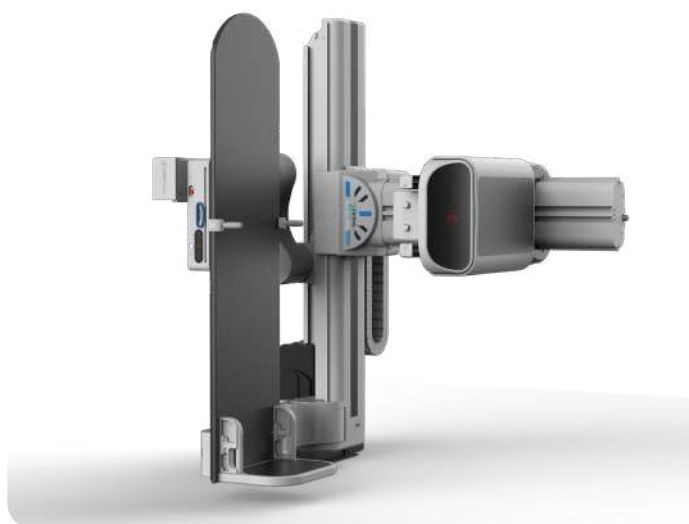


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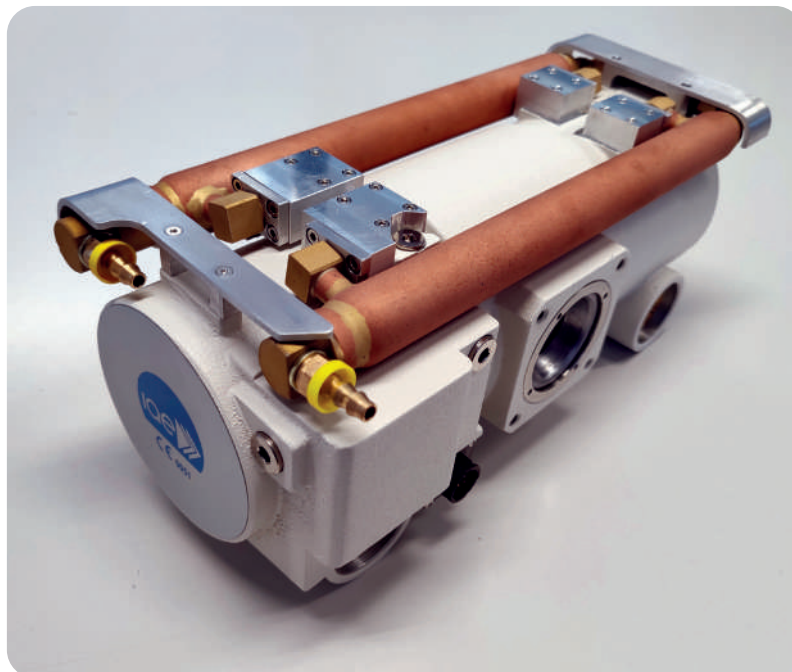
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A recently developed product is a rotating anode x-ray unit, suitable for C-arms; it features a compact design with miniature high voltage connectors and a single-piece cast aluminium body.

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Dual Energy: the new frontier of CBCT imaging

• CEFLA

As of today, NewTom 7G integrates the Dual Energy (DE) system, resulting in even greater performance through the use of two different radiant energies that acquire two sets of images of the same anatomical area.

The result of a continuous quest for patient wellbeing and ever-greater diagnostic precision, Dual Energy uses two different radiant energies to identify any pathologies with greater clarity and precision.

Reconstruction of the information from the low and high energies is instantaneous. The special DE software developed by NewTom allows real-time selection of energy levels during display. This means you can access a vast spectrum of information, making pathology detection more effective and reliable.

Particularly effective, therefore, for obtaining superior quality visualisation of cortical bone, trabecular bone and significantly better quality soft tissue images, Dual Energy is also capable to mitigate beam-hardening artifacts, are a recurring problem in tomography which makes difficult to make a diagnosis.

By being able to reconstruct virtual monochromatic images at several keV levels, Dual Energy improves soft tissue visualisation, reduces metal artifacts and provides a basis for tissue characterisation for unparalleled image quality.

NewTom's Dual Energy software enables users to perform semi-automatic tissue segmentation and the application of colour-coded images streamlining the differentiation of materials within the scanned area. This allows rapid and straightforward detection of potential pathologies.

Quantitative tests have demonstrated that Dual Energy protocols improve - compared to single-energy CBCT exams - HU accuracy, contrast resolution and image homogeneity.

One of the causes of image quality decay is the appearance of artifacts caused by patient movement. NewTom has developed an algorithm that corrects any movement induced distortions. It does this on each axis, offsetting any shifts, rotations or variations in distance from the panel. The result is uncompromising quality.

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So, the new features enable weighted blending of high- and low-energy imaging. The resulting images combine the low noise, typical of high-energy acquisition, with the high contrast resolution of the low-energy image set.

Conclusion

NewTom's Dual Energy technology provides unique clinical information that lets you highlight, characterise, quantify and distinguish tissues, which have different sensitivities to different energy levels, of the areas being scanned, thereby obtaining more information about the chemical composition of the materials in the area being examined.



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Villa Sistemi Medicali S.p.A. and CFD S.r.l. join forces: "An all-Italian synergy"

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Villa: "How we are enhancing the value of expertise and know-how on the international stage".

A shared commitment to shaping a new approach to global markets goes beyond a conventional acquisition, bringing together the credibility of established names with the potential and know-how of smaller companies

"The Italian radiology industry is one of the best in the world, with expertise, know-how and innovative capabilities that are unmatched internationally. But to compete in today's and tomorrow's markets, we need to build synergies to avoid being overwhelmed by major foreign players that are taking a keen interest in these businesses," says Davide Baratto, CEO of Villa Sistemi Medicali, outlining the philosophy behind an

initiative intended to be more than a conventional acquisition. "The acquisition of a 70% stake in CFD brings together two complementary industrial backgrounds: two distinct identities, one shared vision. We have no intention of erasing or absorbing their identity; on the contrary, we want to help them expand internationally. The Italian radiology industry has grown and become what it is today thanks to generations of entrepreneurs, engineers and technicians who have transformed specialist expertise into equipment used worldwide. Today, to continue innovating in an increasingly demanding market, that expertise needs resources, organisational support and long-term prospects," Baratto explains.

The product portfolios of Villa Sistemi Medicali SpA and CFD Srl complement each other perfectly, making the decision to join forces an almost natural step for the two

companies. Villa is a long-established company, well known and highly regarded in the medical sector, with a longstanding focus on the development and manufacture of radiology systems ranging from digital radiography rooms to remote-controlled tables for radiography and fluoroscopy. International markets account for more than 85% of its revenue. CFD is a younger company, but one with substantial know-how: over twenty years in business, it has specialised in the design and manufacture of X-ray monoblock units and generators, selling thousands of units for medical and veterinary applications. It also has expertise in portable systems, mobile systems for ward use and C-arms. "The two brands will continue to operate with their own identities, and Cerqua will remain at the helm of CFD. This commitment to continuity recognises the value of the people, relationships and technical expertise developed over time. Our ambition is more than simply to become bigger: we want to bring together what each company does best, preserving their identities and creating the conditions for innovation and growth," Baratto concludes.

His words are echoed by Daniele Cerqua, CEO of CFD: "For us, joining forces opens up opportunities for collaboration in design, procurement, manufacturing, quality and market access," he explains. "Villa's international network will help bring CFD solutions to a wider audience, enabling us to diversify our applications and markets. We have built this company by investing in expertise, products and close customer relationships. This new chapter with Villa allows us to take on more ambitious technological and commercial challenges while continuing to value our identity and the people who work here."

It is therefore a decision that embraces both the needs of today and continuity, bringing a shared dream ever closer: passing Italian industrial know-how on to new generations and turning it into innovation.

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Sectra Signs Partner Agreement to Bring Enterprise Imaging to Brazil

International medical imaging IT and cybersecurity company Sectra has signed a partner agreement with S&S Partners, marking Sectra's entry into Latin America's largest healthcare market. The initial commercial focus will be on Sectra's enterprise imaging platform Sectra One Cloud, providing Brazilian hospitals access to a unified imaging environment that reduces operational complexity and supports improved diagnostic care.

SECTRA

About Sectra

Brazil has approximately 7,100 hospitals, with the private sector accounting for the majority of advanced imaging investment. The market is shifting away from on-premise capital purchases toward cloud-based platforms with subscription economics, driven by demand from major private hospital groups for more scalable and operationally efficient imaging solutions.

S&S Partners brings executive-level experience from the medical technology sector in Latin America, with established relationships across Brazil's leading private hospital groups and a track record of building healthcare technology businesses in the region. The company has already initiated commercial activity, including marketing activity ahead of the Brazilian Radiology Congress that reached approximately 3,000 users across Brazil's top hospital accounts.

Sectra's enterprise imaging solution provides a unified strategy for all imaging needs while lowering operational costs. The scalable and modular solution, with a VNA at its core, allows healthcare providers to grow from ology to ology and from enterprise to enterprise.

With over 30 years of innovation, Sectra manages 170 million annual imaging exams and is a leading provider to health systems worldwide. Imaging modules for radiology, cardiology, pathology, orthopaedics, ophthalmology, and genomics, as well as a robust VNA and an optimized workflow engine, form an integrated enterprise diagnostic solution designed to support both human driven and AI driven clinical workflows. In 2026, Sectra won 7 Best in KLAS awards for the highest customer satisfaction. Visit Sectra's website to read more about Sectra and why it's top-ranked in "Best in KLAS". <https://medical.sectra.com/>

source: radiologynews.com/sectra-signs-partner-agreement-to-bring-enterprise-imaging-to-brazil/



Generative AI may help scientists connect the many layers of cancer

A new ‘Perspective’ article says generative AI may help scientists read cancer’s hidden complexity across images, molecules, and clinical data, opening a possible new path to smarter diagnosis, discovery, and treatment.

A recent Perspective article published in the journal *Cell* argues that generative models could help address the complexity of cancer.

The “Hallmarks of Cancer” provided a framework to systemize the understanding of cancer biology. They proposed a set of principles dictating the transformation of normal cells into malignant cells and subsequent cancer progression. The hallmarks represent a reductionist framework that has unified diverse observations, yielding valuable insights.

The development of deep convolutional neural networks has significantly improved image classification performance. Examples include breast cancer detection using mammographic data, skin cancer classification using lesion images, and lung cancer detection using computed tomography data. Further, many advances in understanding cancer biology have resulted from improvements in its molecular characterization.

As the value of epigenomics, proteomics, transcriptomics, and other -omics measures has become clear, there is growing interest in characterizing their high-dimensional outputs using AI. In this context, foundation models represent a key area of development. Single-cell RNA foundation models use single-cell RNA sequencing data to extract relevant biological signals for downstream tasks.



However, an intentionally simple framework cannot adequately explain the multifaceted mechanisms of cancer. Thus, complementary tools are required to capture the complex, multiscale, and multimodal nature of cancer. In this paper, the authors proposed that generative models built on advances in artificial intelligence (AI) can address the complexity of cancer.

AI for Cancer Detection and Biological Understanding

AI has achieved significant strides in its ability to model complex patterns over the years. Advances in learning algorithms, data availability, and processing power have led to human-level or even higher accuracy in some tasks. The applications of AI to cancer include understanding, detection, and intervention. Much of the progress in AI for cancer has been in detection.

Furthermore, AI can be promising in assisting cancer intervention by guiding or optimizing risk stratification, therapeutic decisions, and patient management. For example, biomarker-guided treatment selection models incorporate clinical, imaging, and genomic features to identify patients who may benefit from intensified treatment.

Generative Models Beyond Cancer Hallmarks

The Hallmarks of Cancer constitute a reductionist framework, trading off nuance and complexity for structure. This means that a complex system can be approximated by simpler models, assuming that the latter capture enough of the original system’s variation and dynamics to be both predictive and intelligible. However, this tension between comprehensibility and complexity remains a fundamental challenge.

In contrast, generative models take an opposite



stance to reductive models, prioritizing accuracy and complexity over understanding. The authors propose that generative models could be vital complementary tools to the Hallmarks of Cancer, as they can learn the complex dynamics and patterns of cancer directly from data. They argue that general-purpose generative models can address multiple tasks concurrently, potentially achieving better performance than specialized models.

The argument is based on capabilities already shown by large generative models: unstructured input processing and in-context learning, incomprehensibly complex pattern recognition, and multimodal fusion. While multimodal generative models could have a significant impact in the long term, they could also achieve near-term successes, especially in screening, diagnostic testing, and the design of biological, therapeutic, and biomarker discovery pipelines.

The authors also note that current cancer AI systems remain limited, often because they do not yet integrate modalities well, rely on narrow task-specific fine-tuning, and still require rigorous validation, uncertainty assessment, and human oversight.

Generative AI Implications for Cancer Care

Together, generative models represent an emerging paradigm for cancer research by integrating diverse data sources, modalities, and contextual information. They operate as a constructionist system that extends, and ultimately exceeds, the capacity of the Hallmarks of Cancer framework. Progress in understanding, detecting, and intervening in cancer

highlights the potential for AI to augment diagnostic, therapeutic, and prognostic decision-making.

Further, multimodal generative models could support mechanistic hypothesis generation, in silico perturbations, and experimental prioritization. With increased integration, defining metrics for success will be essential. The impact of AI in the clinic could be evaluated through outcomes like patient quality of life and survival rates. The efficiency of experimental pipelines could reflect the success of generative models at the translational level.

Nevertheless, addressing ethical and practical challenges beyond the development of generative models will be crucial to realizing their utility in cancer care. By navigating challenges and incorporating feedback, generative models could provide new signatures of cancer, principles inferred from experiments, real-world data, and clinical decisions, and expose where existing technologies are insufficient.

The paper emphasizes that these systems should function as decision- and discovery-support tools, not as autonomous replacements for clinicians or researchers, and that their successful adoption will also depend on factors such as infrastructure, workflow integration, privacy, bias, and equitable access.

Source: Written by Tarun Sai Lomte Reviewed by Su-sha Cheriye-dath, M.Sc.

taken from: <https://www.news-medical.net/news/20260419/Generative-AI-may-help-scientists-connect-the-many-layers-of-cancer.aspx>



Radiology saves lives: ESR celebrates successful EU Screening Week campaign

Following a week-long awareness campaign highlighting the role of radiology in prevention and early detection, the European Society of Radiology (ESR) has concluded its activities for the first EU Screening Week, which took place from 28 September to 4 October 2026.



The EU Screening Week was launched as a European initiative to raise awareness of preventive healthcare, screening and early detection.

Under the message “Radiology saves lives. Get screened.”, the ESR developed a distinctive visual campaign covering cardiovascular health and breast, lung and prostate cancer. The campaign highlighted how medical imaging and the radiologists’ expertise can help identify disease and risk earlier, including before symptoms become apparent.

Across the ESR’s social media channels, dedicated content was published throughout the week, explaining

cardiovascular risk, cancer screening, imaging examinations and the role of radiologists in an accessible, public-facing format. **The campaign achieved a social media reach of more than 300,000**, helping bring these messages well beyond the radiology community.

Additionally, the ESR launched a **landing page**, providing accessible information on cardiovascular risk and breast, lung and prostate cancer screening. The page explains the role of radiology and radiologists, what patients can expect from imaging examinations and where they can find further patient-focused resources.

www.myesr.org/eu-screening-week



Regenerate to Live Better From Cells to Organoids, the Revolution of Personalized Medicine



Personalized regenerative medicine is reshaping modern healthcare by focusing on cellular health, tissue repair and healthy longevity. In line with the World Health Organization's definition of health as a state of complete physical, mental and social well-being, this evolving field aims to restore cellular and molecular homeostasis through advanced diagnostics and individualized therapeutic strategies.

Among the emerging diagnostic approaches, redox-omics and epigenetic membrane profiling seek to provide insights into cellular function and biological balance. Particular attention is given to oxidative stress, which occurs when the production of reactive oxygen species (ROS) exceeds the body's antioxidant defenses. This imbalance is associated with cellular damage, aging and several pathological conditions, including osteoarthritis and diabetic foot complications. Assessing oxidative stress may therefore contribute to disease monitoring and the development of targeted preventive strategies.



One of the most promising advances in personalized medicine is the development of organoids: three-dimensional, stem cell-derived structures that reproduce selected features of human organs. These models offer valuable opportunities for studying disease mechanisms, evaluating individual drug responses and investigating new therapeutic compounds. The emergence of automated organoid production facilities could further expand their clinical and research applications, supporting the development of increasingly precise, patient-specific treatments.

Regenerative medicine also encompasses a range of therapeutic approaches. TMR® technology uses pulsed magnetic fields and is proposed to support cellular activity, while ozone therapy is investigated for its potential antimicrobial and anti-inflammatory effects. MUSE cells, a distinct population of stem cells, are also being studied for their potential applications in cardiovascular, neurological and other clinical fields. However, the effectiveness and

appropriate clinical indications of these approaches depend on the available scientific evidence.

Other applications include platelet gel and Concentrated Growth Factors (CGF), which are used in selected tissue-repair procedures and are increasingly explored in aesthetic medicine. Their potential applications include skin rejuvenation and the management of certain scars and hair-loss conditions, although outcomes vary according to the indication and supporting evidence. VASER liposuction, which uses ultrasound-assisted technology to selectively disrupt adipose tissue, represents another development in minimally invasive aesthetic surgery.

Chronic pain management is an additional area of interest. Medical cannabis may have a role in selected conditions, including certain cases of neuropathic pain and treatment-resistant epilepsy, subject to clinical guidelines and regulatory requirements. Meanwhile, marine-derived products are attracting attention in nutrition and wellness. Purified seawater products, such as Mhare water, require careful assessment of their mineral composition, microbiological safety and compliance with applicable food regulations before specific health benefits can be established.

Beyond its clinical potential, personalized medicine may help improve treatment selection, reduce adverse effects and avoid ineffective interventions. Although its economic impact is substantial, market forecasts should be interpreted in relation to their methodology and the specific market segment considered.

From cellular research to organoid technology, regenerative medicine represents a rapidly evolving interface between biotechnology, diagnostics and clinical practice. Its long-term promise lies in translating scientific discoveries into safer, evidence-based interventions that support healthier lives and improved patient outcomes.

For further information, please contact:
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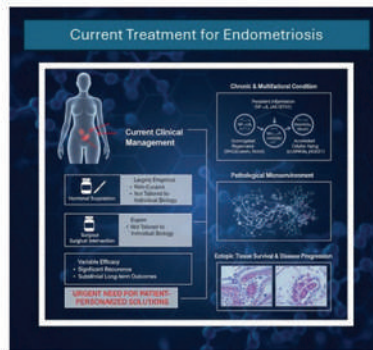


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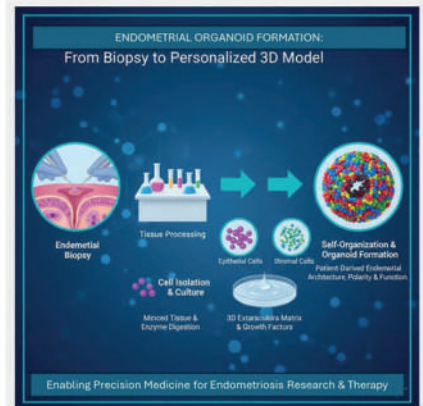


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- Organoids capture disease heterogeneity with superior predictive power.
- Endometriosis exemplifies the need for personalized, biology-driven therapeutic strategies.

DECODING ENDOMETRIOSIS: MECHANISMS AND PERSONALIZED TRANSLATIONAL MODELS

- Inflammation:** NF- κ B and JAK/STAT drive lesion survival.
- Regeneration:** Wnt/ β -catenin, Notch fuel abnormal growth.
- Senescence:** Senescent cells fibrosis, pain, infertility.
- Organoids:** Patient cells form 3D models mimicking real tissue.
- Translation:** Organoids enable personalized therapy testing.
- Targeted Integration:** PI3K/Akt/mTOR, TGF- β /Smad, disease-specific microRNAs, and epigenetic modifiers are explored for precision therapies and non-invasive diagnostics.



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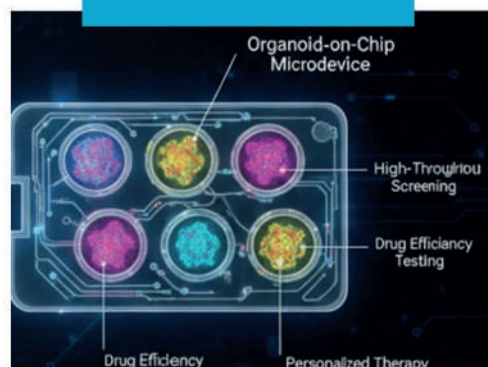
- Clinical Partners: Greater predictability and personalized care.
- Industrial Stakeholders: Lower development risk, faster validation.
- Healthcare Systems: More effective and sustainable therapies.

"LifetAlme turns 3D tissue engineering, bioinformatics, and regenerative medicine into global, deployable solutions."

AI AND ORGANOIDS: SHAPING THE FUTURE OF PERSONALIZED REGENERATIVE MEDICINE

The Organoids Hub embodies LifetAlme's commitment to shaping the future of regenerative medicine through science-driven innovation and strategic vision. By transforming patient biology into predictive and actionable intelligence, LifetAlme is redefining the standards of care for complex diseases and laying the foundation for a new era of personalized healthcare.

Medical Device



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Your Health, Our Priority



Taiwan

Universal Healthcare and Technology at the Heart of Medical Transformation

🕒 7'
Reading time

With more than 23 million inhabitants, near-universal healthcare coverage and one of Asia's most technologically advanced economies, Taiwan represents a particularly interesting case for the medical sector. Population ageing, growing demand for long-term care, an extensive hospital network and the strong integration between the electronics industry and medical technology are progressively reshaping the market, creating an ecosystem in which healthcare, technology and industry are increasingly interconnected.

A small territory with major technological weight

Understanding Taiwan's medical market means starting with a relatively small territory whose economic and technological weight is considerably greater than its size might suggest. At the end of 2025, the registered population stood at 23.3 million, around 101,000 fewer than the previous year. Even more significant is the change in its demographic structure: people aged 65 and over numbered 4.67 million, accounting for 20.06% of the population, while the 0–14 age group represented just 11.51%. Taiwan has therefore now crossed the threshold commonly used to define a super-aged society.

This change is set to have profound consequences for the healthcare system, but it is taking place within a particularly dynamic economy. Data from the Directorate-General of Budget, Accounting and Statistics subsequently revised Taiwan's real GDP growth for 2025 to 8.76%, driven above all by strong international demand related to artificial intelligence, semiconductors, computers and electronics.

Technology is therefore a structural component of Taiwan's economy, and this characteristic takes on particular importance when looking at the medical sector. Expertise developed in electronics, semiconductors, sensors, software and precision manufacturing can also find applications in diagnostics, imaging, patient monitoring and medical devices.

This economic picture is overlaid by a distinctive geopolitical situation. Taiwan has its own institutions and a democratic political system, while the People's Republic of China claims sovereignty over the island. The European Union maintains its "One-China policy", regards Taiwan as a separate customs territory and an economic and commercial entity, and maintains a structured dialogue with Taipei in several sectors, including pharmaceuticals and medical devices. The EU has also expressed concern over tensions in the Strait and opposition to unilateral changes to the status quo, particularly through the use of force.

From a commercial perspective, relations nevertheless remain significant: in 2025, trade in goods between the EU and Taiwan reached €76.2 billion, making Taiwan the Union's thirteenth-largest trading partner.

For the international medical industry, the geopolitical context therefore represents a variable to be taken into account in commercial strategies and supply chains. To understand domestic demand, however, it is necessary to start with one of the country's most distinctive features: its healthcare system.

National Health Insurance, the heart of the system

Taiwan's healthcare system revolves around National Health Insurance (NHI), introduced in 1995 and administered by the National Health Insurance Administration (NHIA), an agency under the Ministry of Health and Welfare.

At the end of 2023, the system covered 23.88 million people, reaching 99.9% of the eligible population. There were 30,838 healthcare facilities contracted with the NHI; considering hospitals and clinics, 23,085 contracted facilities represented 91.6% of the country's medical institutions. In the same year, satisfaction with the system reached 90%.

These figures help illustrate how deeply the NHI is integrated into healthcare in Taiwan. In 2023, 380.56 million outpatient visits and 3.50 million hospital admissions were recorded. Taking Western medicine, traditional Chinese medicine and dentistry together, the average number of outpatient visits was 16.1 per person over the course of the year.

The accessibility of the system does not, however,

mean an absence of financial pressure. In 2022, National Health Expenditure had reached NTD 1.695 trillion, compared with just over NTD 1.008 trillion in 2012. Over the same period, national health expenditure per capita rose from NTD 43,337 to NTD 72,687.

Sustainability is therefore becoming a central issue, particularly as population ageing increases the need for continuous care. Taiwan's model has to maintain a delicate balance: guaranteeing very broad access for the population while, at the same time, supporting a system increasingly required to manage older patients and predominantly chronic conditions.

For the medical industry, this aspect is fundamental. The market cannot be interpreted solely through the number of hospitals or the country's purchasing power: a significant share of demand exists within a system in which NHI reimbursement decisions and public health policies can have a concrete impact on technology adoption.

An extensive healthcare network

The African continent is one of the most heterogeneous areas in the global healthcare landscape. Rather than a single market, it is a set of deeply different regulatory and infrastructural systems.

An important reference for understanding healthcare



Country Comparison

	TAIWAN	U.S.A.
Healthcare spending as % of GDP	73%	18%
Life expectancy at birth	80.2 years	78.5 years
Public insurance coverage	100%	36%

	TAIWAN	
Maternal mortality rate	14 deaths per 100,000 live births	48 in Western Pacific region
Infant mortality rate	430 deaths per 100,000 live births	410 in high-income countries
Share of population suffering from mental health	12%	16% in high-income countries

Source: *International Health Care System Profiles: Taiwan (Commonwealth Fund, May 2026)*. <https://doi.org/10.26099/R631-C728>

dynamics in the continent is the Abuja Declaration of 2001, through which African Union member states committed to allocating at least 15% of public expenditure to healthcare. Initially aimed at combating HIV/AIDS, tuberculosis, and malaria, the initiative later evolved toward strengthening national healthcare systems.

Although the target has not yet been fully achieved, the declaration remains a benchmark for the evolution of African healthcare systems, helping to strengthen public investment and attract international funding.

For European exporters of medical devices, these dynamics—between healthcare policies, demographic growth, and regulatory evolution—are key elements in identifying high-potential areas. In some markets, however, access is not achieved exclusively through direct commercial channels, but also through programs funded by international organizations and NGOs, often via international tenders.

North Africa: Structured Markets with Strong Import Demand

Taiwan's healthcare infrastructure reflects the breadth of the system. In 2023, the country had 476 hospitals and 23,420 clinics, as well as 8,887 pharmacies. There were approximately 138,700 hospital beds, of which 101,417 were general inpatient beds and 37,244 were dedicated to various forms of specialised care.

In the same year, the registered healthcare workforce included a total of 78,184 physicians, considering Western medicine, traditional Chinese medicine and dentistry, as well as 187,725 nurses, 36,726 pharmacists, 10,491 medical laboratory technologists and 7,541 medical radiologic technologists.

The network is therefore highly developed, but resources are not distributed perfectly evenly. Ru-

ral areas, outlying islands and some more remote communities face greater difficulties in accessing specialist services. To address this issue, Taiwan has progressively used telemedicine as a tool to connect peripheral facilities with major hospitals.

Since 2021, the project dedicated to telemedicine infrastructure in remote areas has involved referral hospitals providing teleconsultations for emergencies such as trauma, cardiovascular conditions and stroke. In 2023, 119 healthcare facilities participated in the programme. Under NHI programmes dedicated to areas with fewer healthcare resources, 7,992 specialist telemedicine visits and 858 remote emergency consultations were also carried out in the same year.

Telemedicine in Taiwan should therefore not be interpreted merely as technological experimentation: in some contexts, it is already being used as a practical tool to address concrete inequalities in the distribution of healthcare.

From acute medicine to chronic disease management

Demographic change is simultaneously reshaping the nature of healthcare demand.

In 2023, the five leading causes of death were malignant neoplasms, heart disease, pneumonia, cerebrovascular disease and diabetes mellitus. Overall, the ten leading causes accounted for 75% of deaths and were predominantly associated with chronic conditions.

Cancer remains a particular healthcare priority. Taiwan has developed organised screening programmes for several cancers, including breast, cervical, colorectal, oral and, more recently, lung cancer. In 2023, these included approximately 2.15 million cervical screenings, 923,000 mammograms and 1.29 million colorectal screenings.

At the same time, the Ministry of Health and Welfare has developed programmes designed to address metabolic risk factors before more serious chronic diseases develop. In 2023, the Metabolic Syndrome Management Program involved almost 2,400 clinics and 3,900 physicians, with the aim of managing risk factors associated with diabetes, hypertension and dyslipidaemia.

For the medical sector, the shift from medicine focused mainly on acute episodes towards greater emphasis on prevention, early diagnosis and chronic disease management has clear implications. Diagnostics, monitoring, imaging, cardiovascular devices, laboratory testing and follow-up systems can all become part of care pathways that accompany patients for increasingly long periods.

This does not mean that every individual segment is necessarily destined to grow: that would be a commercial conclusion that healthcare data alone do not support. The data do, however, clearly indicate the direction in which the country's clinical needs are changing.

The major transformation of long-term care

It is above all in long-term care that the impact of population ageing becomes visible.

Taiwan had already crossed the threshold of 14% of the population aged 65 and over in 2018, entering the definition of an aged society. Government projections had indicated a transition to a super-aged society around 2026; actual demographic data show that the share had already reached 20.06% by the end of 2025.

To address this transformation, the country developed the Long-Term Care 2.0 programme, building a network that integrates healthcare, social care and community-based services.

By the end of 2023, 505,020 people had received services through the long-term care system. The network included 2,002 home-care services, 1,004 day-care facilities or small-scale multifunctional services, and 3,573 respite-care providers, in addition to professional services, assisted transport and interventions to improve home accessibility.

Particularly interesting is the attempt to create continuity between hospital and community care. Taiwan has developed a programme linking hospital discharge planning with Long-Term Care 2.0, with the aim of completing assessments before discharge and enabling patients to

access care services within seven days of returning home.

For the B2B medical sector, this transformation broadens the very concept of the place of care. Patients are not necessarily managed only in hospital: a growing share of care can move towards community facilities and the home.

It is in this context that devices for monitoring, mobility and rehabilitation, assistive products, home-care technologies and communication systems linking patients with healthcare facilities become particularly relevant. Once again, this is a potential consequence of the observed care needs, not an automatic prediction of commercial growth for every category.

Taiwan is not only a market: it is also a medical manufacturer

Another factor distinguishes Taiwan from many markets of comparable demographic size: the country is not simply an importer of medical devices, but also has its own export-oriented industry.

Data published by the Ministry of Economic Affairs show that in 2024 Taiwan's medical-sector exports reached approximately US\$2.54 billion, up 1.5% from the previous year. Around 75% of the sector's production is destined directly for overseas markets. The United States was the leading destination, accounting for 29.7% of exports, followed by Japan at 15.9% and Mainland China and Hong Kong at 13.1%.

In the same year, however, Taiwan imported approximately US\$3.83 billion in medical products, an increase of 8.8%. The United States accounted for 25% of imports, followed by Japan, Germany and Mainland China/Hong Kong. Medical equipment and supplies represented more than 80% of import value, while major categories included radiological and electromedical equipment and diagnostic reagents.

These figures provide a more interesting picture than that of a simple destination market. Taiwan is simultaneously a producer, exporter and importer of medical technology.

The presence of a strong domestic manufacturing sector therefore does not eliminate demand for international products, particularly in more advanced technologies. At the same time, the island's industrial capabilities create conditions for partnerships that can go beyond the tradi-

Number of NHI-Contracted Hospitals and Clinics

	Total	Hospitals	Clinics	Chinese Medicine Hospitals	Chinese Medicine Clinics	Dental Hospitals	Dental Clinics
Total Medical Institutions	23,452	469	11,955	4	4,073	1	6,950
Contracted Medical Institutions	21,679	469	10,591	4	3,820	1	6,794
Percentage of Contracted Institutions	92.44%	100%	88.59%	100%	93.79%	100%	97.76%

Source: National Health Insurance Annual Report 2022-2023, Ministry of Health and Welfare

NHI Copayments for Outpatient Visits

Category	Basic Copayment			
	Western Medicine Outpatient Care		Dentistry	Traditional Chinese Medicine
Type of Institution	With Referral	Without Referral		
Medical Center	170	420	50	50
Regional Hospital	100	240	50	50
District Hospital	50	80	50	50
Clinic	50	50	50	50

Notes: 1. Regardless of the level of medical institution, all persons bearing proof of physical and mental disability must pay a basic copayment fixed at the clinic-level fee of NT\$50 for outpatient care.

2. Patients' next follow-up visits after outpatient or emergency surgery, within 6 weeks after giving birth, or within 30 days after hospitalization shall be considered to have a referral, and hospitals shall provide patients proof of need for a follow-up.

3. This copayment schedule took effect on April 15, 2017.

Source: National Health Insurance Annual Report 2022-2023, Ministry of Health and Welfare

tional manufacturer-distributor relationship and include components, technology development, OEM/ODM and integration with the ICT industry.

When ICT meets medicine

It is probably at the intersection of medicine and digital technology that Taiwan's most distinctive characteristic emerges.

The NHI system already has a significant information infrastructure. The NHI MediCloud System enables the integration of information relating, among other things, to medications, surgical procedures, allergies, test results, imaging and pathology, hospital discharge, screening and vaccinations. Alongside it is My Health Bank, through which citizens can access part of their own health information.

At the same time, the Taiwan Food and Drug Administration has built a specific framework in recent years for software- and artificial intelligence-based devices. In 2023, the TFDA's Smart Medical Device Project Office supported 11 locally developed AI medical devices in reaching the market, three of which were described by the Ministry as pioneering products at global level. In the same year, Taiwan strengthened its participation in the work of the International Medical Device Regulators Forum, including working groups dedicated to Software as a Medical Device and in-vitro diagnostics.

In 2024, the TFDA also worked on validation and post-market management of AI/ML systems applied to

medical imaging, including software used in magnetic resonance imaging.

Recent scientific literature also describes Taiwan as an ecosystem in which near-universal NHI coverage, health-data infrastructure, university and hospital research, and the expertise of the ICT industry can converge in the development of smart healthcare.

This is probably one of the most interesting aspects for the future: Taiwan possesses industrial expertise developed in sectors that may appear far removed from medicine, but which can be transferred to sensors, imaging, medical software, AI, connected devices and monitoring systems.

An open but highly regulated market

The Taiwan Food and Drug Administration (TFDA) classifies medical devices into three risk levels: Class I, low risk; Class II, medium risk; and Class III, high risk. The classification covers sixteen major specialist categories, ranging from laboratory diagnostics to cardiology, radiology, orthopaedics, neurology, ophthalmology and devices for hospital and personal use.

The central legislative reference is the Medical Devices Act. For devices subject to registration and market approval, manufacturing or importation cannot begin before approval by the competent authority and issuance of the relevant licence.

For imported products, documentation from the foreign manufacturer, the quality system and the en-

tity managing local importation are also particularly important. The regulations require specific documentation for the registration procedures applicable to the different classes and, for Class II and III devices, more detailed requirements concerning technical and pre-clinical documentation.

Production quality management is also highly structured. At the end of 2024, the TFDA reported 7,239 manufacturing licences issued following QMS procedures, of which 1,175 related to domestic products and 6,064 to imported products; 330 distribution permits had also been issued following GDP inspections.

The regulatory framework also continues to evolve: in 2025, the rules governing border inspections of imported devices were updated, and in June 2026 the TFDA updated the QMS and Good Distribution Practice regulations.

For an international manufacturer, therefore, the Taiwanese partner does not necessarily perform only a commercial function. Regulatory expertise, registration, importation, distribution, quality management and an understanding of NHI mechanisms can all become components of the same market-access process.

The relationship between public reimbursement and the private market

Another interesting aspect of Taiwan's system is that regulatory approval and commercial market access do not necessarily coincide with healthcare reimbursement.

The NHIA also manages the process through which certain technologies may enter the National Health Insurance reimbursement system. At the same time, there is a market for devices and services that may involve a direct out-of-pocket payment by the patient.

The NHIA itself has developed a Price Comparison Platform of Self-Paid Medical Devices, through which citizens can compare prices and out-of-pocket differences for self-paid medical devices across different healthcare facilities.

For foreign companies, this distinction is important. Obtaining TFDA authorisation means gaining regulatory access to the market; obtaining NHI reimbursement is a subsequent level that can significantly influence how a technology is used within healthcare facilities.

Taiwan's medical market should therefore be understood through the coexistence of regulation, public reimbursement and a self-pay component, rather than through a simple division between public and private healthcare.

A medical ecosystem in transformation

Taiwan ultimately has a characteristic that makes it difficult to describe simply as an "Asian medical market".

On the one hand, there is a highly accessible healthcare system supported by National Health Insurance that reaches virtually the entire population. On the other, society is ageing rapidly and the system has to address growing demand related to chronic disease, oncology and long-term care.

This is accompanied by a distinctive industrial component. Taiwan imports billions of dollars' worth of medical products, while at the same time exporting significant volumes and possessing a technological ecosystem capable of connecting electronics, semiconductors, software, artificial intelligence and medical manufacturing.

For dealers and distributors, this means operating in a market where knowing hospitals and end users is not

enough: NHI, reimbursement and TFDA regulation can play a decisive role.

For international manufacturers, Taiwan can simultaneously represent a destination market and an industrial ecosystem in which to develop technological and manufacturing partnerships.

For healthcare professionals, meanwhile, the challenge is to integrate new technologies without losing sight of the sustainability of a system that must care for a progressively older population.

It would not be correct to conclude that every segment of Taiwan's medical technology sector is automatically destined for strong growth. The available data do not support such a broad prediction. They do, however, clearly identify the forces reshaping demand: population ageing, chronic disease, long-term care, digitalisation, diagnostics, data integration and the progressive shift of part of healthcare from hospitals to community settings and the home.

It is probably precisely at the intersection between these healthcare needs and the island's exceptional technological capabilities that Taiwan's most distinctive feature can be found. A country of just over 23 million inhabitants, Taiwan is not only a market for the international medical industry, but also a laboratory in which some of the major transformations in contemporary healthcare — ageing, sustainability, digital health and continuity of care — are already becoming a concrete part of the system.



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Medical Device Export

7 Mistakes to Avoid for a Sustainable International Strategy

Marcela Ivonne Schiaffini

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Sustainable export growth requires time, investment and, above all, a medium- to long-term vision. In the medical device sector, international expansion means addressing commercial, regulatory, logistical and financial aspects simultaneously. For this reason, before entering a new market, it is essential to avoid certain mistakes that could undermine the long-term sustainability of the project.

This guide is primarily intended for companies in the early stages of their internationalization journey that are just beginning to explore foreign markets. Its aim is to provide some practical guidance for structuring the process systematically and avoiding mistakes that can prove costly at later stages.

ence in terms of timing, approach, and results. Even in an era of AI and technology-driven innovation, the human factor remains essential. If a company has an export department, it should be staffed by professionals with specific expertise in international trade, while the Export Manager should possess skills in international negotiation, taxation and customs procedures, lead generation and project management, as well as the ability to make effective use of digital tools and AI. Soft skills such as cultural intelligence, empathy, intuition and flexibility should not be overlooked or underestimated. Although some of these abilities may come naturally, they can also be developed and strengthened, contributing significantly to the creation of solid and long-lasting business relationships.

1) Improvising your export strategy

A successful export strategy cannot be improvised. This is particularly true in the biomedical sector, where working with an export manager who has specific industry expertise can make a significant differ-

2) Not having a Regulatory Affairs department

A competent Regulatory Affairs team, capable of managing the documentation and regulatory requirements needed to market medical devices in target

MEDICAL DEVICE EXPORT

7 Mistakes to Avoid for a Sustainable International Strategy

1
EXPORT STRATEGY

2
REGULATORY AFFAIRS

3
LOGISTICS

4
BUDGET

5
KOLs & USERS

6
MARKETS & OPPORTUNITIES

7
AFTER-SALES SERVICE

INTEGRATED TEAMS. GLOBAL GROWTH.

countries, is one of the Export Manager's most valuable allies. Each country has its own regulations and it may be necessary to adapt technical documentation, add information to labels, or carry out additional testing and obtain certifications beyond those required in the home market. Understanding regulatory requirements therefore makes it possible to plan market entry activities, timelines and costs more accurately. Regulatory compliance is one of the key prerequisites for entering a new market, and every manufacturer planning to export should take it into account from the earliest stages of its strategy. If an internal team is not available, companies can rely on specialised firms to support them in managing the required regulatory obligations.

3) Not having reliable logistics partners

The sales process does not end when the customer makes the payment. Shipping a medical device is a critical stage of the export process, and ensuring that the product arrives safely, intact and fully functional is a responsibility that cannot be overlooked. For this reason, it is important to rely on established partners with a reliable international network and specific expertise in the customs procedures of destination countries, ensuring that all shipping and customs formalities are handled correctly. Logistics is what ultimately enables the product to reach the end user and therefore plays a key role in the overall customer experience. Closely linked to logistics is packaging: when properly designed and tailored to the product and transportation conditions, it facilitates shipping and helps reduce the risk of damage.

4) Not having a dedicated budget

A sustainable internationalization project requires careful financial planning. The Export Manager should maintain continuous dialogue with the Finance department so that the resources allocated and the progress of the project are regularly assessed in relation to the company's overall strategy. The budget should be clearly defined and regularly updated, with a detailed forecast of expenses and revenues and an assessment of their impact on cash flow. This ensures that the internationalization plan does not place excessive pressure on the company's financial structure. Part of the budget should also be allocated to relationship-building, networking and business development activities. This means not only industry trade fairs, but also congresses, regional and international

meetings, events and opportunities to engage with customers and partners, all of which are essential for strengthening relationships and generating new business opportunities.

5) Not building a network of KOLs and users

Building a network of Key Opinion Leaders (KOLs) and maintaining strong relationships with healthcare professionals who use the technology helps increase the product's visibility within professional communities where results, challenges, user experiences and recommendations can be shared. Engaging recognized professionals can also contribute to the development of papers, case studies and other forms of evidence related to the use of the technology. Distributors play a crucial role in this respect, as they can support the company in identifying the most relevant congresses and events for a specific medical specialty, where local and international specialists meet to update their knowledge and exchange experiences. The involvement of recognized professionals can help strengthen the credibility of the technology, increase awareness and facilitate its adoption by end users.

6) Choosing markets without a structured approach and chasing every opportunity

A common mistake in internationalization projects is to view every enquiry from abroad as an opportunity that must be pursued immediately. In the medical device sector, however, every new market involves investment in registration, compliance, commercial activities, training, after-sales support and distributor management. For this reason, companies need to establish priorities and develop a genuine market strategy. A request for quotation (RFQ) does not necessarily translate into a genuine market opportunity. Not every market is suitable for every product, and the market with the largest number of potential customers is not necessarily the most attractive. Companies need to assess market size, competitors, regulatory barriers, registration timelines, tariffs, logistics costs and infrastructure, distribution structures, purchasing capacity among end users and, above all, the economic sustainability of market entry. An effective strategy should therefore begin with a market analysis and country-selection phase, identifying a limited number of priority markets on which to concentrate resources and activities. Only afterwards should the most appropriate commercial tools be defined, from distributor recruitment to participation in congresses



and events, through to user training. The goal should not simply be to export, but to build an international presence that can grow progressively. A well-developed market, supported by a trained distributor, a network of users and an effective after-sales service, can generate more solid medium- and long-term results than a fragmented presence across numerous countries.

7) Underestimating after-sales service

Even the best products can encounter technical issues caused by wear and tear, incorrect use or inadequate handling during transportation. Being able to respond quickly and effectively to customers' technical needs anywhere in the world is one of the most important ways to build and strengthen a company's reputation. Customers often need an immediate solution because the patient requires the device and cannot wait too long for technical assistance. Where

sustainable for the company, it is therefore advisable to ensure the local availability of spare parts and provide continuous training for technicians and clinical engineers. A remotely accessible platform for technicians, providing procedures for resolving simpler issues and guidance for handling more complex repairs, can also be an effective solution for reducing intervention times and managing challenges related to different time zones. Similarly, a properly trained chatbot can support the management of FAQs concerning faults and the most common technical issues.

Ultimately, successful internationalization in the biomedical sector requires building an integrated system in which Sales, Regulatory Affairs, Logistics, Finance, Clinical Affairs and Service all work towards shared objectives. None of these functions is sufficient on its own: it is the ability to coordinate different areas of expertise that makes it possible to turn an occasional sale into a genuine international growth project.

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Eyes

Medical Devices

The Changing Event, the Enduring Power of Connection



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Paul Wilson, Interview host

Directed Global Health Congresses in over 15 Countries and has also designed and managed International Oral Health Partnerships. A former Aviation Planning Engineer and Advisory board member of PCMA and ESG Advocate

From digital transformation and sustainability to new formats and changing audiences, Habib Benzian and Larissa Graciella Wilson reflect on the evolution of conferences and exhibitions — and on what continues to make them essential: the opportunity to meet, listen, exchange ideas and build meaningful relationships. The interviews were conducted by Paul Wilson, who brings extensive international experience in congresses, events and professional partnerships and has directed Global Health Congresses in over 15 countries.



Prof. Habib Benzian is a global health and oral health academic, policy adviser and international speaker. For more than two decades, he has worked across dentistry, public health and health policy, speaking at major international congresses and building partnerships with universities, professional organisations, governments and the WHO.
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1. How do exhibitions differ now from 15 years ago?

They have become much more digital, immersive and spectacular. Technology has transformed both what is exhibited and how it is presented. But the ba-

sic purpose has not changed: people come to meet, exchange ideas and make connections. However impressive the technology, the real value of an exhibition for me is still the human interaction that cannot be replaced by technology.

2. Do you seek to interact with exhibitors? And do they generally reach out prior and post event?

I may not be the typical person to ask because I am not a practicing clinical dentist and I am not there to place orders. I do speak with exhibitors, particularly about innovation and where they see dentistry heading. I sometimes challenge what they label as innovation because the science doesn't support that a new product offers any added value.

3. What was the most inspiring or surprising conference you attended and why?

I had an opportunity to speak at the Global Health Exhibition in Riyadh, Saudi Arabia, last year. That was extraordinary in scale: three-storey exhibition pavilions and stadium-sized walls of screens, including a private airstrip in the desert outside of Riyadh. It was genuinely impressive. But it also reinforced something for me: however spectacular the technology and architecture, what stays with you afterwards are the conversations, the encounters and the people you meet. In addition, the environmental footprint of that event must have been significant.

4. Why should professionals attend and be encouraged to attend conferences?

Information is available online. Conferences offer something different: encounters, disagreement, unexpected conversations and relationships. For younger professionals especially, one conversation can change a career direction. The best meetings do not simply update your knowledge; they expose you to people and ideas you would not otherwise encounter.

5. What innovative attendance tools or activities have recently impressed you?

I like formats that turn delegates from spectators

into participants: small discussions, live polling, structured networking and sessions built around solving a real problem. Technology helps when it facilitates interaction. But sometimes the most innovative thing a conference can do is to provide enough informal seating space or simply replace another panel of presentations with a genuinely good conversation.

6. What recent exhibition observation has most disappointed you?

The amount of material, energy and money invested in temporary structures that disappear after a few days has always troubled me. I also acknowledge that the international conference and exhibition circuit is increasingly challenged by its environmental footprint. That is why it is so important to make the most out of the physical presence of delegates, speakers and exhibitors.

It is also important that there is transparency when it comes to education and scientific content – what is industry-sponsored and what is organized by universities or other parties. Maintaining clear conflict of interest policies is crucial to maintain scientific credibility.

7. Has the participating landscape changed and why is that?

Yes. It is more international, more digital and somewhat more interdisciplinary. But participation is still unequal because of registration fees and travel costs. An international congress should make a real effort to include people from very different countries and health-system settings.

8. One tip for any exhibitors reading this?

Start with the problem, not the product. Ask visitors what they are trying to achieve before telling them what you are selling. The most interesting exhibitors can explain not just what is new, but what real difference their product makes for patients, professionals or health systems.

9. How “Green” are the exhibitions you attend?

Greener than they used to be, but probably not as green as their branding suggests. Greenwashing, sadly, is a common practice where minimal efforts are inflated by communication and promotion. Less paper and more reusable materials are welcome, but the bigger footprint comes from travel, freight, temporary construction and energy use. Sustainability needs to become measurable practice, not just a visible theme. That is clearly an industry-wide challenge, not only for medical or dental events.



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1. How important are Conferences and Exhibitions to you and your organization and why?

I believe there is still no better environment to meet people and organizations in person and to explore how we can collaborate and exchange ideas. At HCTE we both organise events and attend events, this is still where the most meaningful and purposeful relationships can be formed. It remains and should always be a place where human nature thrives and remains the focal point.

2. How do exhibitions differ now from 15 years ago.

I think Exhibitions or Exposition were perhaps more about presenting and the showcasing products rather than direct selling. I miss the printed catalogues and some features that were almost like souvenirs or items for future reference. I understand some of the obvious reasons for less production, but experience and memories are also very important.

3. Do you seek to interact with exhibitors? And do they generally reach out prior and post event?

Yes, we always try to make appointments in advance and target 15-20 meetings. We will also walk the floor and see what looks interesting and different. I think the companies that actively engage beyond the 3-4 days will clearly see improved results.



4. What was the most inspiring conference you attended and why?

I was lucky enough to attend some world health congresses where the manufacturers, education and associations blended and celebrated their profession. The FDI Rio de Janeiro Caries Conference with ABO was a truly inspiring and purposeful event which encouraged me to pursue event management.

5. Why should professionals attend and be encouraged to attend conferences?

We must get outside to see what's going on, listen and learn and grow. Things move fast and before we know things have changed and audience visitor has certainly evolved. This investment should be an integral part of our continuing education for ourselves and colleagues.

6. What innovative attendance tools or activities have recently impressed you?

Innovation that always places the customer and client at the forefront of the event will prosper. I have recently seen gatherings that have explored conference set ups and formats that energise participation within the group and then provide methods for attendees to continue to the relationships created.

7. What recent exhibition observation has most disappointed you?

We can still see lots of various material waste at exhibitions and occasional lack of onsite customer service.

8. Has the participating landscape changed and why is that?

For sure international exhibitions before were also a possible reason to travel and explore. Professionals today travel more easily and collect CME through various and varied channels. We must continue to add value and provide an experience that is enjoyable and rewarding for those just out of school and college while treasuring those with years of wisdom and experience.

9. One tip for any exhibitors reading this?

Listen and talk to your customers with enthusiasm. Loyalty and appreciation can be achieved when we pay meaningful attention to customers and offer full engagement. Greet everyone, in and around your stand, you never know the potential that is on your doorstep, or chose to walk away!

10. How "Green" are the exhibitions you attend?

Certainly, it appears some events are greener than before, and some associations demand more evidence and protocols when selecting venues. I think any initiatives integrated within an event could be better highlighted to create visitor awareness and encourage ongoing behavioural change.

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Laboratory medicine at the heart of MEDICA:

How diagnostics are shaping the healthcare of tomorrow

MEDICA has its roots in diagnostics. It began in 1969 as 'Diagnostics Week'. Laboratory medicine remains an integral part of its thematic DNA. As a cross-disciplinary medical field, it provides a vital basis for decision-making across numerous specialties and plays a central role in prevention, diagnosis, choice of treatment and monitoring of patient progress. It is precisely this significance and the dynamic development of the field that the MEDICA LABMED FORUM will address as part of MEDICA 2026, taking place from 16 to 19 November at the heart of the exhibition (in Hall 1). Led by Prof. Dr Stefan Holdenrieder from the German Heart Centre Munich at the Technical University of Munich, the forum combines the latest scientific developments with practical issues in healthcare provision – ranging from the shortage of skilled staff, through robotics and artificial intelligence, to precision diagnostics and health resilience.

The forum thus exemplifies MEDICA's transformation process: what matters is not the technology alone, but how it is integrated into existing healthcare structures, supports medical staff, improves decision-making and ultimately benefits patients.

"Laboratory medicine illustrates what we aim to achieve with the new MEDICA: we bring together scientific findings, technological innovations and practical application. It is not just a question of what is technologically possible. We want to show how innovation can be integrated into care processes, support healthcare staff and, ultimately, create tangible added value for patients," says Carmen Berger, the Messe Düsseldorf representative responsible for MEDICA and the parallel supplier platform COM-PAMED.

Prof. Dr Stefan Holdenrieder describes the transformation of laboratory medicine from a specialist perspective: "Laboratory medicine is at a turning point: moving away from the centralised large-scale laboratory, which operates largely behind the scenes with little patient contact, towards a networked, increasingly decentralised and AI-supported diagnostic

system that supports both healthy and sick people much more directly than has ever been the case. The MEDICA LABMED FORUM 2026 demonstrates how this transformation is already taking shape today in research and practice."

Short presentations, panel discussions and case studies forge a close link between science, industry and practical application. Two sessions are scheduled for each of the four days of the exhibition. Topics range from securing the skilled workforce and specimen logistics, through Laboratory 4.0, robotics and artificial intelligence, to precision diagnostics, new career paths and resilient healthcare systems.

Skills shortage: technology to ease the burden on staff

To kick things off on 16 November, Prof. Dr Thomas Streichert from the University of Cologne will focus on strategies to tackle the shortage of skills. Approaches ranging from recruiting young talent to the automation of manual processes will be discussed. The focus will be on how technology can specifically ease the burden on specialist staff and free up resources for demanding medical tasks.

In the afternoon, under the title 'The Sky Is the Limit', the focus will be on new methods of specimen transport. With increasing centralization, specimens must be transported over greater distances. In future, drones and autonomous robots could help to make logistics processes more efficient and reliable, thereby also ensuring the quality of diagnostic procedures.

Robotics, AI and the Laboratory 4.0

The second day of the exhibition is dedicated to the laboratory of the future. Prof. Dr Stefan Holdenrieder will discuss robotics and artificial intelligence in the context of everyday laboratory work. Particularly during night and weekend shifts, automated systems could, in the future, take over routine tasks and relieve the burden on specialist staff.



Artificial intelligence can also support laboratory workflows, evaluate complex sets of findings more quickly and base medical decisions on a broader data set. At the same time, new developments in genomics and epigenomics demonstrate how diagnostics are evolving towards earlier and more precise detection of diseases.

Professor Martin Widschwendter from the University of Innsbruck will report on an early cancer detection programme based on epigenetic changes in cell-free DNA in blood plasma, its implementation in the UK, and the planned expansion to Australia.

The afternoon session, 'Make Data Relevant', focuses on Laboratory 4.0. The discussion centres on how decentralized diagnostics, lab-on-a-chip systems, standardized laboratory values and AI might interact in the future – and how diagnostic information can become available more quickly where it is needed for medical decisions.

Keynote speaker Prof. Dr Georg Hoffmann sums up this development: "In one or two decades, the laboratory as we know it today will be almost unrecognizable. Centralized laboratory processes, complex sample transport and waiting times of several days for results will, in many places, be replaced by decentralized, AI-supported systems that bring diagnostics to where they are needed – to the patient's bedside, to the doctor's surgery, and in many cases even to the patient's home. Anyone investing in Lab 4.0 today is already shaping the medicine of the day after tomorrow."

Precision diagnostics: Better data for more personalized treatment decisions

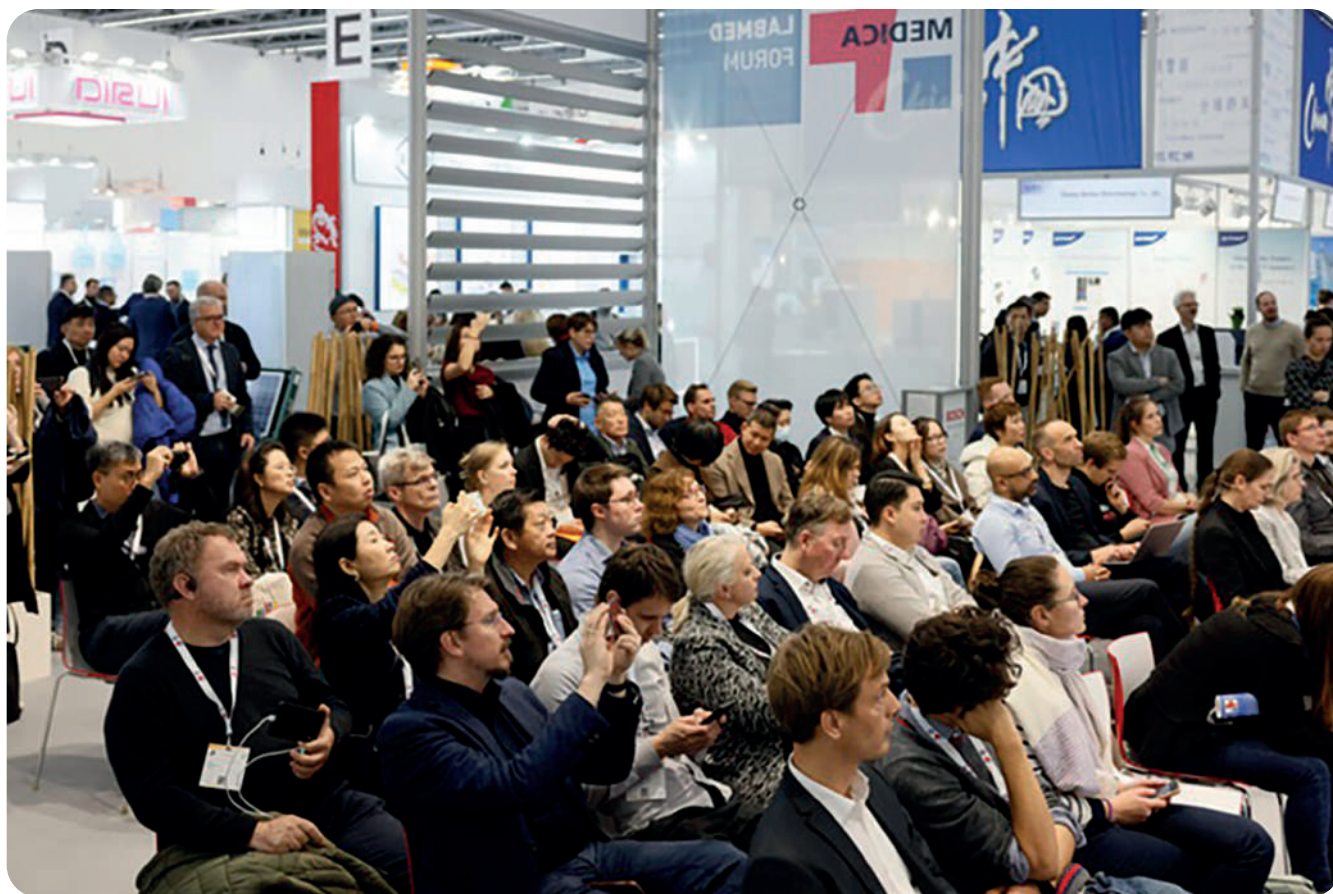
On 18 November, the focus will be on precision diagnostics. Prof. Dr Verena Haselmann from the UKE in Hamburg will shed light on new biomarker technologies and their journey from research to treatment decisions.

A key focus will be on so-called liquid biopsies. These involve detecting molecular changes via cell-free tumour DNA in blood plasma. Such methods can help to identify changes in the course of the disease at an earlier stage and to tailor cancer treatments more precisely to the individual circumstances of patients.

In the afternoon, the forum will focus more strongly on the next generation of medical professionals. Under the title 'Careers in Laboratory Medicine: Skills – Flexibility – Future', career paths in clinical practice, research, quality assurance, self-employment and the diagnostics industry will be presented. In doing so, the forum also addresses the question of how laboratory medicine can attract and retain sufficient numbers of qualified specialists in the long term.

Health Resilience: Diagnostics strengthens people and healthcare systems

On the final day of the exhibition, the MEDICA LABMED FORUM deliberately broadens its focus beyond individual diagnoses. Dr Kai Prager from VDGH



Berlin and DiaSys GmbH, together with Brigitte Pfeiff from PFEIFF Science + Healthcare Communications, will explore the topic of health resilience from two perspectives: How can precision medicine and diagnostics help to maintain health for as long as possible? And how must healthcare systems be structured to ensure they remain effective even under changing or challenging conditions?

In doing so, the forum links individual resilience with systemic resilience. Modern diagnostics can detect diseases at an earlier stage and enable more precise treatment decisions. At the same time, automation, decentralized diagnostics, digital connectivity and more efficient processes can help make healthcare systems more resilient in the face of staff shortages, crises or other pressures.

Prof. Dr Johnny Kim, spokesperson for the Cluster4Future curATime innovation network, uses the example of mRNA-based regenerative therapies for cardiovascular diseases to illustrate how research findings ultimately lead to treatments for patients through industrial developments.

The concluding session takes a critical look at precisely this sequence of events: What hurdles are still

preventing new technologies from being integrated into everyday healthcare practice? What conditions are required for their implementation? And what examples already demonstrate today that innovation can be successfully translated into healthcare practice? These are the questions that will be explored in greater detail.

This brings us full circle to the strategic development of MEDICA: from scientific discovery, through technological innovation and integration, to tangible benefits for people and healthcare systems.

The MEDICA LABMED FORUM is accessible with a standard MEDICA ticket.

All information is available online at:

www.medica-tradefair.com/mlf2

From science to application: MEDICA brings together sports medicine and the latest MedTech innovations

MEDICA MEDICINE + SPORTS CONFERENCE takes centre stage at the trade fair

How can findings from sports medicine and science be translated more quickly into prevention, diagnosis, treatment and rehabilitation? And what role do wearables, artificial intelligence, modern performance diagnostics and new approaches to personalised medicine play in this? The 14th MEDICA MEDICINE + SPORTS CONFERENCE will address these questions on 18 and 19 November 2026 and, for the first time, will take place directly in Hall 4 – right at the heart of the MEDICA exhibition in Düsseldorf (MEDICA 2026 dates: 16–19 November).

The new venue for this high-profile sports medicine conference forms part of MEDICA's strategic development. Scientific exchange and knowledge transfer will be specifically interwoven with concrete medical technology innovations and their practical application. Its immediate proximity to the MEDICA SPORTS HUB, guided innovation tours to exhibitors and additional masterclasses ensure short distances between the conference, product demonstrations and professional dialogue.

“In doing so, we are consistently further developing one of MEDICA's established conference formats: the path leads directly from scientific discussion to technol-

ogies and applications that are already making new care concepts possible today,” explains Carmen Berger, the Messe Düsseldorf representative responsible for MEDICA (and the parallel supplier platform COMPAMED).

From space to the prevention of neurological diseases

ESA astronaut Dr Matthias Maurer will kick off the conference with his opening keynote on Wednesday, 18 November, at 1 pm. The participant in the ISS mission “Cosmic Kiss” will provide insights into the physical and mental demands of space travel.

The focus will then shift to the link between physical activity, brain function and healthy ageing. The session, chaired by Prof. Bettina Wollesen, will examine both the optimisation of cognitive performance in elite sport and the prevention of neurodegenerative diseases.

Professional beach volleyball player and psychologist Dr Sandra Ittlinger will speak about brain training in competitive sport. Prof. Thorben Hülzdünker from LUNEX University will demonstrate how neurophysiological training methods can influence sporting performance. Prof. Nadja Schott from the University of Stuttgart will explore the links between physical activity, mental performance and healthy ageing.

The session will conclude with a presentation by Prof.



Stefan Isenmann, Head of the Neurology Department at St Josef Hospital in Moers and Chair of the Stroke Prevention Commission. He will speak about the prevention of neurovascular and neurodegenerative diseases. An additional masterclass will explore new findings on the primary prevention of strokes through exercise, sport, nutrition and lifestyle.

Longevity: What can nutrition and supplements achieve?

Another key focus is the rapidly growing field of longevity. The session 'Longevity boosters – Deep-diving into the world of nutrition and supplements' takes a critical look at dietary supplements and the scientific evidence supporting them.

Dr Lutz Graumann, a specialist in sports medicine, chiropractic and nutritional medicine, analyses the booming supplement market in a talk entitled "What works, what doesn't – and who paid for it?". Dr Wolfgang Brysch, CEO of iuLabs GmbH, discusses natural ingredients and mitochondrial functions. Juliane Kupfer, Head

of Performance Nutrition at MYOS Sport & Health, presents findings from long-term studies of elite athletes.

Ashley Anderson, an international expert in sports pharmacy and anti-doping, will then present key findings from the 6th International Sports Pharmacy Symposium.

From the conference straight to the innovations

Just how effectively MEDICA 2026 bridges the gap between science and practical application becomes clear immediately after the sessions: conference participants move on to a guided innovation tour of the WT Wearable Technologies Show in Hall 12 and the MEDICA SPORTS HUB in Hall 4.

There, the topics discussed are transformed into concrete products and applications. Wearables, sensor technology, training and diagnostic solutions can be experienced first-hand and, in some cases, tested by participants themselves.

It is precisely this connection that characterises the conference's repositioning: scientific findings do not re-



main confined to the conference room, but are brought together with technologies, companies and specific application scenarios.

Exercise on Prescription: From Scientific Evidence to Clinical Practice

The second day of the conference begins with 'Exercise is Medicine – Implementing international best practice'. Prof. Jürgen Steinacker from Ulm University Hospital and President of Exercise is Medicine Europe will discuss how exercise can be more closely integrated into medical practice as an effective tool for prevention and health promotion.

Prof. Mats Börjesson will present the findings of the Swedish long-term study 'Physical activity on prescription'. Prof. Yannis Pitsiladis from Hong Kong Baptist University will examine the role of technology in promoting physical activity.

Prehabilitation will also be discussed: this involves preparing patients physically, nutritionally and psychosocially prior to planned operations or strenuous treatments, in order to increase their functional reserve and support their recovery following a procedure.

Obesity, weight-loss injections and exercise

The session 'The Obesity Epidemic – Understanding and Addressing Challenges' brings another topical healthcare issue into focus. Prof. Christine Joisten from the German Sport University Cologne and President of the German Society for Sports Medicine and Prevention examines obesity prevention as a challenge for public health.

Additional masterclasses will cover, amongst other things, the opportunities and risks of weight-loss medication from a sports medicine perspective, as well as the practical implementation of 'Exercise on Prescription'.

Prof. Klara Brixius from the Institute for Cardiovascular Research and Sports Medicine at the German Sport University Cologne will be discussing 'sarcopenic obesity': the simultaneous occurrence of obesity and a loss of muscle mass and muscle function.

AI, wearables and performance diagnostics in elite sport

The session 'Peak Performance – Transforming Performance Monitoring and Diagnostics of Elite Athletes with AI, Technology and Interdisciplinary Approaches' demonstrates just how closely technological innovation and sports medicine practice are now intertwined.

Dr Jens Hinder, team doctor for the Lidl-Trek cycling team, provides insights into performance diagnostics and support in professional cycling. Dr Torstein Dalen-Lorentsen from the Norwegian SINTEF Institute discusses the possibilities and limitations of wearable data in competitive sport. Dr Michael Schwenk demonstrates how AI-supported movement analysis opens up new perspectives, ranging from performance optimisation to prevention and rehabilitation. One example is the SMARTGAIT research project, which uses smartphone videos to analyse gait events and movement parameters with the aid of AI.

Sports pharmacy and anti-doping round off the programme

On Monday 16 November, the 6th International Sports Pharmacy Symposium will take place in Hall 4 in collaboration with the International Sports Pharmacists Network (ISPN). International experts from the fields of pharmacy, sports medicine, anti-doping and research will discuss, amongst other things, international training programmes for sports pharmacists, ergogenic aids, emerging designer substances, contamination risks in dietary supplements and the role of pharmacy in promoting clean sport.

Another item on the programme focuses on cannabis in sport. Against the backdrop of partial legalisation, medical, pharmacological and anti-doping perspectives will be discussed.

Masterclasses deepen knowledge and practical application

New additions include 90-minute sports medicine masterclasses for Premium Ticket holders. Topics include, amongst others, weight-loss medication and sport, exercise on prescription, longevity, stroke prevention through sport, nutrition and lifestyle, and Long Covid.

The MEDICA MEDICINE + SPORTS CONFERENCE is supported by an international network of renowned organisations. These include the German Society for Sports Medicine and Prevention (DGSP), the International Federation of Sports Medicine (FIMS), the American College of Sports Medicine (ACSM), the European Federation of Sports Medicine Associations (EFSMA), the German Association for Sports Science (dvs), Exercise is Medicine Europe and WT | Wearable Technologies.

Sports medicine practitioners will receive continuing professional development credits from the North Rhine Medical Association for attending the conference.

Full details of the programme and tickets for the MEDICA MEDICINE + SPORTS CONFERENCE – which brings together science, knowledge transfer, technological innovation and practical application in one place in Hall 4 at MEDICA 2026 – are available online at:

www.medica-tradefair.com/mmssc2

MEDICA 2026 Date & Opening hours

Date
16-19 November 2026

Opening hours for visitors

Monday - Wednesday: 10:00 a.m. - 6:00 p.m.
Thursday: 10:00 a.m. - 4:00 p.m.

Opening hours for exhibitors

8.30a.m - 7.00p.m.

COMPAMED 2026: Where medical innovation begins

Technological building blocks, industrial implementation and new partnerships along the medtech value chain

Medical innovation begins long before clinical application: with new materials, components and sensors; in electronics and microtechnology; or through innovative manufacturing processes. It is precisely this technological foundation of medical technology that COMPAMED 2026, taking place from 16 to 19 November in Düsseldorf, will be focusing on. More than 700 exhibiting companies will be presenting technologies, products and services for the development and manufacture of modern medical devices in Halls 8a and 8b.

As part of the strategic development of MEDICA and COMPAMED, the role of both events within the medtech value chain is being defined even more clearly. COMPAMED focuses on materials, components, technologies and services for the development and manufacture of medical devices. MEDICA showcases medical products, systems and solutions for use in hospitals and medical practices. Together, they cover the entire spectrum from technological development and manufacturing, through quality assurance, regulation and market access, to practical application in healthcare.

“COMPAMED brings together the companies that make medical innovation technically feasible and industrially viable. Here, medical device manufacturers can find specialist partners for materials, components, development and manufacturing. Together with MEDICA, this creates a link stretching from technological development right through to use in hospitals and medical practices,” explains Carmen Berger, Director of MEDICA & COMPAMED at Messe Düsseldorf.

For trade visitors, this means quick access to specialised partners, the opportunity to discuss technical challenges with experts, and the chance to discover new manufacturing, material and technology solutions for their own product development. The close link with MEDICA broadens this perspective to include practical application in healthcare provision.

Five focus areas bring together technological expertise

COMPAMED's thematic focus is centred on five key ar-

reas that reflect the core development competencies of the medtech supply industry: micro- and nanotechnology, materials & functional materials, highly automated medtech production, secure connectivity & embedded intelligence, and market regulation & supply chains.

Micro- and nanotechnologies enable ever-smaller sensors, minimally invasive instruments, implants and systems for the targeted delivery of active substances. At the same time, functional materials are gaining in importance – for example, in implants, regenerative applications and solutions for infection prevention. The debate surrounding potential restrictions on PFAS, which include many fluoropolymers, is also increasing the pressure on manufacturers and suppliers to innovate.

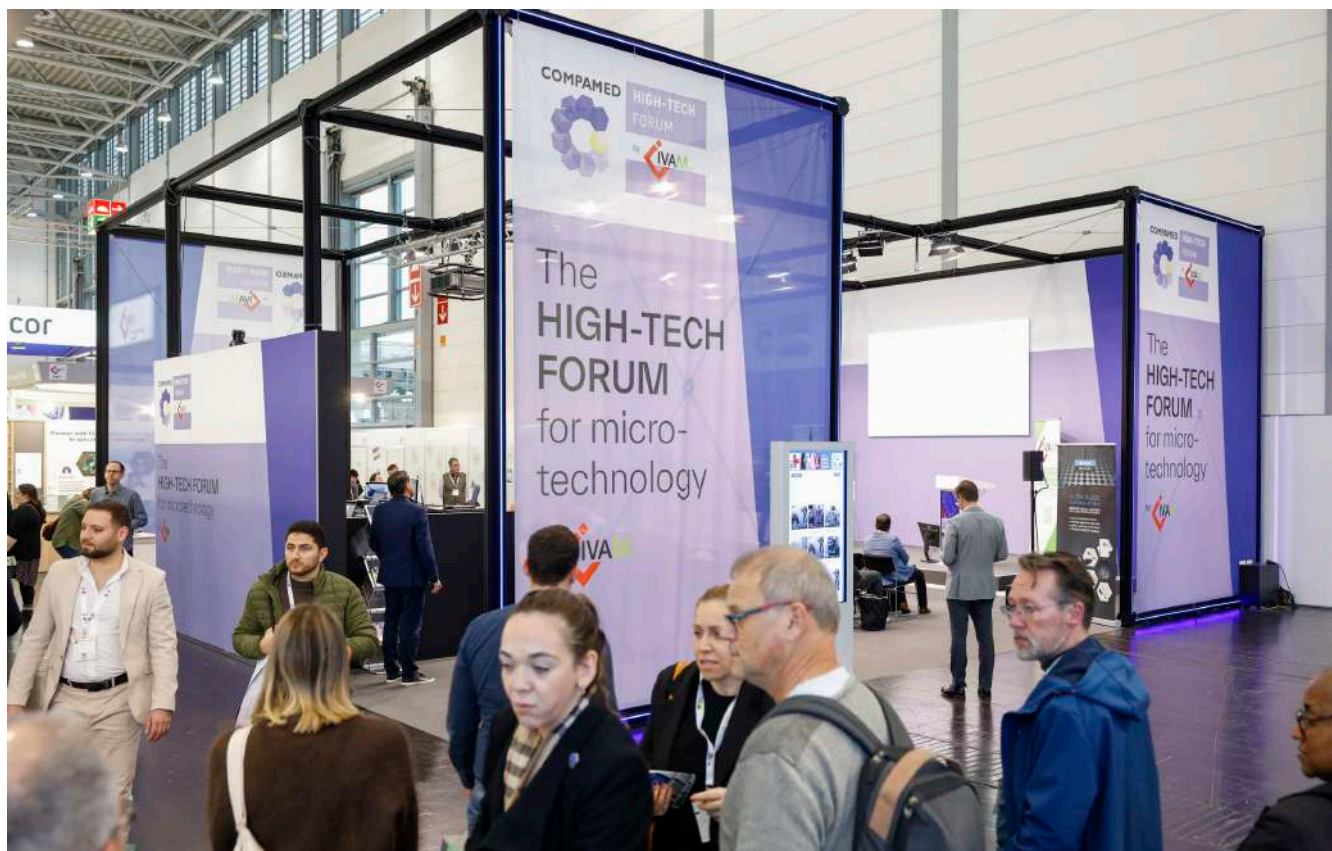
Automation addresses key challenges such as rising costs, a shortage of skilled workers and increasing documentation requirements. Connected medical devices, in turn, place new demands on cyber security and embedded intelligence. Added to this are complex regulatory approval processes, trade conflicts and fragile supply chains. Consequently, the ability to organise production and procurement in a resilient and internationally diversified manner is increasingly becoming a competitive factor.

These themes are also reflected in the programme of the two COMPAMED specialist forums, which create a space for technological exchange, knowledge transfer and new collaborations right at the heart of the exhibition.

HIGH-TECH FORUM: From microtechnology to industrial applications

The COMPAMED HIGH-TECH FORUM by IVAM in Hall 8a is dedicated, amongst other things, to smart sensor solutions, laser and photonics applications, and microfluidics for the life sciences, medicine and industrial applications. It is organised by IVAM, the Professional Association for Microtechnology, in cooperation with Messe Düsseldorf.

A unifying theme is the transfer of technological innovation into industrial processes. Tim Merforth, Managing Director of IVAM, explains: “This includes design transfer, manufacturing, automation, quality assurance and access to international markets. The forum thus links future-orient-



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ed technological topics with the very practical challenges facing the industry. It brings together research, specialised technology companies, manufacturers and international networks, thereby creating the conditions for innovations to be transformed into concrete medical applications.”

This networking is particularly relevant for small and medium-sized enterprises. After all, hardly any company can navigate the path from research and development through industrialisation and regulation to international market access on its own.

One example of the closer integration between COMPAMED and MEDICA is a hands-on session on microfluidics. As in previous years, it will take place at COMPAMED and, in 2026, will also be offered at MEDICA in a format tailored to the event’s specialist focus. This enables component and process providers to connect more effectively with device manufacturers and end-users.

Technical Tours showcase technologies in an application context

Around 50 member companies will be exhibiting at the IVAM joint stand in Hall 8a. Merforth offers this preview: “Visitors will thus find points of contact for virtually every stage of the medical technology value chain: from materials and individual components, through development and prototyping, to scalable, regulatory-compliant production.”

New for 2026 are the Technical Tours starting from the joint stand. These guide interested visitors directly to technologies and exhibitors relevant to specific medical

applications and provide a concise demonstration of how microtechnologies enable innovation. “This creates an attractive opportunity to discover suitable solutions and engage in targeted discussions with the companies,” explains Merforth.

Transatlantic cooperation despite trade uncertainties

International cooperation remains another key focus. The “Europe meets North America” format, established in 2022, will bring together companies and networks from both sides of the Atlantic on Wednesday, 18 November.

Despite trade policy uncertainties, Tim Merforth continues to see a strong technological and economic link: “We continue to view transatlantic cooperation in medical technology as exceptionally vibrant. Europe and North America possess complementary expertise and are closely linked both technologically and economically. We are convinced that the answer to trade policy uncertainty cannot be less exchange.”

Crucial factors, he says, are resilient partnerships, a better understanding of each other’s markets and a willingness to consider development, production and regulation jointly at an early stage. “This is precisely why COMPAMED provides an important international platform,” said Merforth.

A networking event following the session offers a further opportunity for direct exchange between exhibitors and trade visitors.



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SUPPLIERS FORUM: Manufacturing, Regulation, Materials and AI

The COMPAMED SUPPLIERS FORUM by DeviceMed in Hall 8b focuses on other key challenges facing the supply industry. The four days of the exhibition will focus on the following areas:

Monday, 16 November: Manufacturing

New technologies such as 3D printing and printed electronics enable innovative structures and support the development of personalised medical devices. At the same time, established manufacturing processes such as machining and injection moulding remain highly significant.

Tuesday, 17 November: Regulatory Affairs

The Medical Device Regulation (MDR) and the In Vitro Diagnostic Regulation (IVDR) continue to define key framework conditions for manufacturers, suppliers and other stakeholders in the medical technology sector.

Wednesday, 18 November: Materials

Material innovations are among the key drivers of medical technology. The focus will be on, amongst other things, smart materials and additive manufacturing processes, which enable, for example, patient-specific implants.

Thursday, 19 November: Artificial Intelligence

Connected medical devices process highly sensitive data and are often directly linked to hospital networks or cloud systems. AI and cybersecurity must therefore be considered together. Only systems that are secure and protected against tampering can reliably realise their potential in medical applications.

AI can also provide support throughout the entire life cycle of a medical device: Even manufacturing plants can now be monitored using AI, which is designed to predict wear and tear and potential malfunctions based on oper-

ational data (predictive maintenance). AI is also used in in-line inspection during production: modern image recognition algorithms, for example, detect when a workpiece or component is damaged, so that this part can be removed from production at an early stage. This is cheaper and more efficient for manufacturers than having to dispose of the finished product at the end of the production line. The COMPAMED SUPPLIERS FORUM also highlights the use and limitations of AI in post-market surveillance (PMS).

Expertise across the value chain

The diversity of COMPAMED is also demonstrated by its renowned exhibitors. Companies such as Harro Höfliger, MULTIVAC, Nelipak Healthcare Packaging, Trelleborg Sealing Solutions, DuPont, Saint-Gobain, Evonik, SMC and Covestro exemplify expertise ranging from automated manufacturing and packaging, through polymers and functional materials, to robotics and contract development.

COMPAMED 2026 thus does more than simply showcase individual technological trends. It highlights how many specialised areas of expertise must work together before an idea becomes a marketable medical device. It is precisely at these interfaces that new partnerships emerge and the conditions are created to bring innovation from technological development through industrial scaling to medical application.

COMPAMED 2026 will take place from 16 to 19 November, running concurrently with MEDICA 2026 at the Düsseldorf Exhibition Centre.

Further information is available at:
www.compamed-tradefair.com

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10-13 / 11

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Fax: +1 617 278 9113
E-mail: info@isid.org
Website: www.isid.org

Venue: Palacio Municipal Ifema Madrid
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28042 Madrid
Spain

► <https://isidcongress.org/>

NOVEMBER 2026

12-14 / 11

Dubai Otology 2026

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Phone: +971 4 520 8888
Fax: +971 4 338 4193
Email: index@emirates.net.ae
Website: www.index.ae

Project Manager: Mitzie Ague
Phone: +971 4 362 4717 Ext:119
Email: mitzie.ague@index.ae

Venue: Mövenpick Grand Al Bustan Dubai
Dubai
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► <https://dubaioto.com/>

NOVEMBER 2026

24-26 / 11

Beauty West Africa 2026

LAGOS, NIGERIA

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► www.beautywestafrica.com



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NOVEMBER 2026



■ 25-27 / 11

Vietnam Medi-Pharm

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NOVEMBER 2025



■ 29 / 11 - 03 / 12

RSNA 2026

■ **CHICAGO - IL, U.S.A.**

*** Annual Meeting: Nov. 29 – Dec. 3, 2026
Technical Exhibits: Nov. 29 – Dec. 2, 2026

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DECEMBER 2026



■ 03-06 / 12

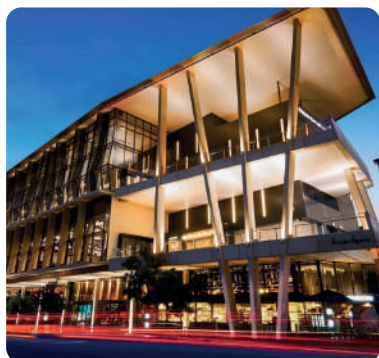
Healthcare Expo Taiwan

■ **TAIPEI, TAIWAN**

10th Edition - Expand Biotech, Medtech, and Healthtech markets for business growth in APAC

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Taipei
Taiwan

► <https://expo.taiwan-healthcare.org/en/>

DECEMBER 2026

■ 07-10 / 12

Russian Health Care Week

■ MOSKOW, RUSSIA

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Moscow
Russia

► www.zdravo-expo.ru/en

JANUARY 2027

■ 14-16 / 01

Saudi Derm 2027

■ RIYADH, SAUDI ARABIA

10th Annual Conference for
Dermatology & Aesthetic Medicine

Organised by: Kono Retaj
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Email: marketing@kr.net.sa
Website: www.kr.net.sa

Venue: Crowne Plaza RDC
Riyadh
Saudi Arabia

► <https://saudiderm.com/>

JANUARY 2027

■ 25-28 / 01

WHX Dubai 2027

■ DUBAI, U.A.E.

Formerly Arab Health 2027

Informa Markets- Middle East
20th Floor, Dubai World Trade Center
Tower - Sheikh Zayed Rd - Dubai -
United Arab Emirates

Email: arabhealth@informa.com
Website: www.arabhealthonline.com

Venue: Dubai Exhibition Centre
Expo Road, Dubai South
Jebel Ali, Dubai
United Arab Emirates

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JANUARY 2027

■ 29-31 / 01

Medizin Stuttgart 2027

■ **STUTTGART, GERMANY**

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Fax: +49 711 18560-2440
Email: info@messe-stuttgart.de
Website: www.messe-stuttgart.de

Venue: Messe Stuttgart
Messeplatz 1
70629 Stuttgart
Germany

► www.messe-stuttgart.de/medizin

FEBRUARY 2027

■ 01-02 / 02

Digital Health 2027

■ **BANGKOK, THAILAND**

6th Global Congress on Digital Health,
Future Nursing & Patient Care

Contact
Whatsapp: +1 210 756 1988
Email:
info@globalnursingconferences.org

Venue: Grand Mercure Bangkok
Atrium
Bangkok
Thailand

► <https://globalnursingconferences.org/>

FEBRUARY 2027

■ 17-19 / 02

COSME Tech 2027

■ **TOKYO, JAPAN**

17th International Cosmetics
Development Expo

Organised by: RX Japan
(formerly Reed Exhibitions Japan)

Email: cosme-tokyo.jp@rxglobal.com
Phone: +81 3 6739 4121

Venue: Tokyo Big Sight
Tokyo
Japan

► www.cosme-week.jp/hub/en-gb.html

Comprehensive Support for Malaria Control and Elimination in Nigeria



PATH Malaria supports locally led solutions across Nigeria, working with the government to strengthen programs and achieve lasting impact

Nigeria bears one of the world's highest malaria burdens, making its efforts to treat and prevent malaria critical in the global fight against the deadly disease.

The country is meeting this challenge with evidence-supported interventions and a comprehensive national strategy geared toward reducing malaria incidence and mortality, strengthening primary health care and reporting systems, and supporting the introduction and maintenance of high-quality drugs and diagnostics.

PATH's malaria portfolio in Nigeria

PATH's malaria-related work in Nigeria connects product introduction, delivery at scale,

federal strategy and financing, disease surveillance, primary health care integration, and regional manufacturing in support of Nigeria's national malaria goals.

PATH's extensive scope is complemented by strong partnerships with Nigeria's state and national government agencies, including key partners like the National Malaria Elimination Program (NMEP), National Primary Health Care and Development Agency (NPHCDA), Ministry of Health, and the Nigerian Presidential Initiative for Unlocking the Healthcare Value Chain (PVAC).

PATH strives to uplift national and state priorities, aligning its work with the country's

needs and supporting the government and ministry in executing their plans.

Federal strategy, analytics, and financing support

The Gates Foundation-funded Malaria Control and Elimination Partnership in Africa (MACEPA) works with the NMEP to provide critical support to translate national priorities into actionable plans with measurable impact.

Most recently, MACEPA supported the workshops for the Global Fund to Fight AIDS, Tuberculosis and Malaria Global Grant Cycle 8 application and National Malaria Strategic Plan.

At these workshops, MACEPA presented



A community health worker conducts household numbering in her community as part of the Rotary Healthy Communities Challenge project. Photo: PATH.



PATH Malaria Nigeria staff gather for a selfie. Photo: PATH/Chinedu Egwuonwu.

data collected via DHIS2—the country’s health information database and system—to help the ministry and NMEP identify the country’s greatest malaria-related health needs and refine the most cost-efficient course of action to address them.

Delivery of malaria tools at scale

Under the Reaching Every At-Risk Community and Household with Malaria Services (REACH Malaria) project, with US government support, PATH provides preventative measures for malaria to children under five years of age and pregnant women, delivering treatment for uncomplicated malaria and ensuring high-quality diagnostic services in laboratories across Nigeria.

With a focus on community health and service delivery for hard-to-reach populations, REACH works within communities and with community health workers to improve the quality and uptake of proven interventions like seasonal malaria chemoprevention—a preventative treatment for children at risk of severe malaria—and the prevention and treatment of malaria in pregnancy.

PATH, with funding from GiveWell, also supported the introduction of the malaria vaccine in Bayelsa State, focusing on integrating it into routine processes and targeted campaigns.

Introducing the vaccine also provided an opportunity to explore other ways to strengthen and integrate child health care delivery platforms. PATH works closely with the state to identify ways to deliver multiple health interventions—seasonal malaria chemoprevention, perennial malaria chemoprevention, and routine immunization—within one platform.

PATH’s work demonstrates that targeted investments in coordination, community engagement, supportive supervision, and data validation and use can improve both uptake and dose completion.

Integrated community-based interventions and primary health care strengthening

Integrated community case management (iCCM) is a widely supported community-based intervention that trains and deploys community health workers to tackle childhood morbidity and mortality.

Since 2024, PATH has worked closely with the NPHCDA on the Rotary Healthy Communities Challenge (RHCC) and REACH Malaria projects to deploy and strengthen iCCM in Akwa Ibom, Kebbi, Ebonyi, and Benue states and align community health worker training with the government’s community health worker strategy.

Community health workers are trained to educate community members on health matters and to diagnose, treat, and refer cases of malaria, diarrhea, and pneumonia—uplifting community health and strengthening the primary health care system on a local level.

Regional manufacturing for malaria diagnostics

Through the Unitaids-supported Manufacturing to Accelerate Diagnostic Excellence in Africa (MADE) Project and in partnership with PVAC, PATH supports more resilient access to essential malaria commodities.

Currently, the country is heavily reliant on imported diagnostic technologies, leaving the provision of key malaria diagnostics vulnerable to global supply chain disruptions.

Nigeria can improve sustainable access to diagnostics through regional manufacturing.

MADE is partnering with Codex, a diagnostics manufacturing company near Lagos, Nigeria, to provide funding and technical support to build capacity to produce quality-assured and affordable malaria diagnostics. The project is also working with PVAC to identify ways to coordinate health care-focused industrial policy to support regional manufacturing of malaria commod-

ities, working to limit political barriers that can impact sustainability.

PATH Nigeria staff are committed to excellent progress, supporting local leadership, and encouraging a collaborative and adaptive environment to respond to the country’s needs. Passionate about their work, they work diligently across PATH projects and with other partners to achieve the greatest impact.

PATH Malaria Strategy 2026–2030

Nigeria is an example of PATH’s malaria value proposition in action: deep technical expertise, trusted government partnership, strong delivery platforms, product and market-shaping capabilities, and the ability to connect global innovation with country-led implementation.

PATH’s work in Nigeria also exemplifies the application of the PATH Malaria Strategy 2026–2030, demonstrating PATH’s comprehensive approach to supporting countries in their malaria control and elimination goals.

PATH’s global team of scientists, clinicians, designers, engineers, advocates, and experts from dozens of other specialties, all share the same goal: health equity. We partner with public institutions, businesses, grassroots groups, and investors to solve the world’s most pressing health challenges.

Supported by a broad and diverse group of funders, PATH’s programs work to accelerate health equity worldwide, so that all people and communities can thrive.

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