

MEDICA and COMPAMED: New Dates as of 2015



Evenly filled, and travel benefits to boot, with new dates from Monday to Thursday

The world's largest medical trade fair, MEDICA, and the leading international trade fair for suppliers of the medical technology industry, the COMPAMED, are always going to take place in November on the days running from Monday to Thursday from 2015 on, and all days of the event are going to take place parallel to each other in Düsseldorf. This was decided on by the MEDICA Advisory Board according to recommendations made by a working group comprising participants from leading industry associations, exhibitors and Messe Düsseldorf.

"In light of the analysis of the market research results on the visitor structure and the number of visitors on days up until this point, the decision is consistent with, and equally oriented to the needs of the exhibitors and the visitors," explained Joachim Schäfer, managing director of the Messe Düsseldorf GmbH. He added: "The portion of international visitors and decision-makers, including those from the commercial sector, has continuously risen in recent years with an ever-increasing preference for the days Wednesday and Thursday, for the event to take place being away from the weekend." Joachim Schäfer also mentioned that the concentration of the "normal" working days of the week, Monday to Thursday (instead of Wednesday to Saturday as it has been up until this point), would make it possible in the future for the trade fair halls to be evenly filled on all days, which would incidentally have a positive effect on the hotel booking and traffic situation in and around Düsseldorf.

Horst Giesen, Director MEDICA + COMPAMED, cited an additional benefit: "Rescheduling the days of the event is of benefit to the numerous specialist forums integrated into the MEDICA and the accompanying conferences. Over the entire duration of the event, a continuously high level of response from the participants can be expected. This makes it easier to plan themes and coordinate with our partners what subject matter is to be focused on."

This year's MEDICA, World Forum for Medicine, is taking place from 12 to 15 November 2014 in Düsseldorf. The COMPAMED, High Tech Solutions for Medical Technology, is taking place from 12 to 14 November 2014.

Key programme components include the international MEDICA EDUCATION CONFERENCE, designed by the German Society for Inner Medicine (DGIM) as a medical training event with regard to subject matter, and the 37th German Hospital Conference as a leading event for the management of German hospitals.

After their successful premiers in 2013 respectively, the disaster and military medicine conference, DiMiMED, and the MEDICA MEDICINE + SPORTS CONFERENCE for the special needs of sports medicine will also enrich the MEDICA 2014 conference programme once again, being in the English language and therefore attractive to an international audience.

Dates for the MEDICA 2015 in Düsseldorf: 16 – 19/11/2015) Dates for the COMPAMED 2015: 16 – 19/11/2015)

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