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## Volume 14 - Issue 4, 2014 - Datebook

### MEDICA Congress Preview

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#### The Conferences

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#### The Forums

Globally the largest trade fair and forum for medical technology and products, this year's Medica will welcome the world of healthcare as of November 12. For four consecutive days, Germany's Dusseldorf Fairground will be the place to be, with organisers looking to top last year's impressive numbers: 132,000 trade visitors from 120 countries, and 4,641 exhibitors from 66 nations.

Taking place alongside the industry exhibition and an integral part of Medica, the planned special shows, sessions, forums and conferences will provide the academic, scientific and interdisciplinary training component of the fair.

#### Who Is Who

The Medica online portal offers unique features, which take congress networking to another level. New this year, 'Who is Who' allows registered trade fair visitors to use the website in order to create their profile and search for other members by certain criteria, enabling the easy finding of suitable contact partners.

#### Matchmaker

'Matchmaker', the congress' contact and cooperation forum, is a complimentary communication platform. Designed to allow the anonymous submission of questions or offers directly to an exhibitor ahead of the congress, users' identity remains confidential. Only after receiving an answer from an exhibitor can the user decide if they wish further personal contact.

#### Medica in the Mobile World

The exclusive Medica smartphone app offers an organisational tool that makes trade fair visit preparation extremely easy. Offline search, GoogleMaps link and the interactive fairground hall map allow users to access the database of exhibitors and products, and tailor-make their itinerary of stands and halls they plan to visit. The trade fair information software 'marks the spot', making the exact location of each exhibitor visible.

#### The Conferences

##### The Medica Education Conference

The MEC is targeted at medical practitioners and professional groups with an interest in specialised medicine, whether in the areas of research, development, manufacturing or buying of innovative medical technology.

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Structured in a manner that allows the visitor to attend many diverse and entertaining sessions, the educational programme features 90-minute symposia, discussion forums and interactive case studies, seminars, training courses and plenary sessions, all centred around four themes:

**Infection and Inflammation** – causes, principles of pathogenesis, treatment.

**Telemedicine and Robotics** – possibilities of computer-assisted surgery.

**Gastrointestinal Oncology** – progress, new biomarkers, personalised treatment.

**Interventional Medicine** – technical innovations, new procedures.

### German Hospital Conference

The congress of the German Hospital Conference Association 'Kongress der Gesellschaft Deutscher Krankenhaustag DKT' is the leading communication platform for hospital decision makers, medical professionals and area experts.

Further conferences are:

**Medica Medicine + Sports Conference**

**Medica Physio Conference**

**DiMiMED – The 2nd International**

**Congress on Emergency, Disaster and Military Medicine**

### The Forums



A global, trendsetting and essential platform for interchange of know-how as well as demonstrations of the latest technologies.

**Health IT Forum**

**Connected Healthcare Forum**

**Tech Forum**

**Econ Forum by Techniker**

**Krankenkasse**

**Physio Forum**

**Wound Care Forum**

**Compamed High-Tech Forum by Ivam**

**The Medical App Competition**

For the 3rd time consecutive year, Medica will host a live competition for the best Medical App for use in the daily routine of a doctor or in the hospital. App submission criteria include:

- to be exclusively targeting the doctor/the doctor's assistant hospital team,
- to optimise processes and raise efficiency,
- to provide secure and reliable functionality,
- to have been launched in minimum one app store (Android, Blackberry, iOS, Windows Phone).

The App does not have to necessarily comply with the EU Medical Device Directive or have obtained FDA Approval. This competition is being held within the Connected Healthcare Forum.

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