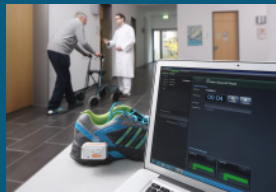
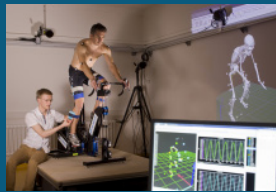
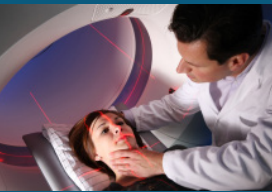
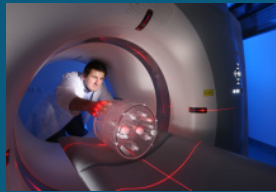




Germany – Partner for Medical Technology



CONGRESS PROGRAM

February 17th, 2014 –
February 20th, 2014

Venue:



MEDICAL VALLEY

European Metropolitan Region Nuremberg



AN INITIATIVE OF THE

Federal Ministry
of Education
and Research

Research in Germany



Land of Ideas

Official Partner

Germany – Partner for Medical Technology

February 17th, 2014



WAGAS EMN Symposium

The WAGAS EMN Symposium imparts practical insights on Ambient Assisted Living (AAL) technologies and the content of different training programs.

www.wagas-emn.de

p. 5

February 17th, 2014



BioCon Valley meets Medical Valley

Within two Sessions selected actors from Mecklenburg-West Pomerania (BioCon Valley) and European Metropolitan Region Nuremberg (Medical Valley) present their current R&D-activities in the fields of "Implants" and "Health promotion and prevention".

www.medical-valley-emn.de

www.bioconvalley.org

February 18th, 2014



Medical Valley Summit – Medical Value of the Future

The Medical Valley Summit, "Medical Value of the Future", highlights the topics new medical technologies, new prevention and education programs, entrepreneurship and ways into a future health system.

www.medical-valley-emn.de/medical-valley-summit

p. 8

February 19th, 2014



Closing Event International Campaign "Germany Partner for Medical Technology"

Success stories and expert talks mark the closing event of the international marketing initiative of the German Federal Ministry of Education and Research to promote German excellence in medical technology.

www.research-in-germany.de

p. 16

February 19th and 20th, 2014



Workshop series "Business opportunities in developing and threshold nations"

The workshop series focus on "Latin America/Alianza del Pacifico: Chile, Columbia, Peru, Mexico, observer nations" and "Africa". Within the workshops experts in distribution and sales, financing and development cooperation present their experiences.

www.zvei.org

www.awz-bayern.de

p. 19

February 20th, 2014



Scientific and Cultural Frame Program

The Central Institute of Healthcare Engineering at the Friedrich Alexander University offers a scientific and cultural frame program inviting all participants to round up the meeting days with a joint social event in Nuremberg.

www.zimt.uni-erlangen.de

p. 22

2014 MedTech Partners Conference

International Summit of Medical Technology in Medical Valley EMN on Feb 17th – 20th

For the first time, as part of a four-day event series called "Germany – Partner for Medical Technology", Industry and Science get together in Germany's center of Medical Engineering. Leaders of healthcare associations, research facilities and enterprises get together to discuss their opportunities and concerns about the current and future challenges in the medical technology sector.

The summit is also a major opportunity to forge valuable strategic alliances, stay abreast of important international development trends and gain a solid understanding of the global cooperative movement and the business opportunities it offers. Various associations will use the opportunity to present their strategic work and results to the public and to profit from potential synergies.

On February 17th, the program will open with a one-day long symposium from WAGAS-EMN concentrating on one topic – "A long, self-determined and independent life thanks to Medical Technology".

The following day, the Medical Valley Summit will present German Cutting Edge Research from the cluster region EMN to an international audience both from industry and science. Rounding up this day, a social evening event will loosen the focus on Medical Valley EMN itself and rather consider Germany's Research and Innovation strength as a whole.

February 19th will unite Economy and Science with an event in regard of the theme campaign "Germany – Partner for Medical Technology" initiated by the German Federal Ministry of Education and Research. Well-known, international key-note-speakers emphasize the importance of a framework for cross-border collaborations and simple market access.

At the same time, the successful conclusion of the campaign initiates the beginning of a strategic continuous development of medical technology in Germany and all over the world. This will be the subject of a final workshop on February 20th for selected leading industry experts.

More Details and Registration via www.medtechpartners.de.



Prof. Dr.-Ing. Erich R. Reinhardt

Ladies and gentlemen,

As a Leading Edge Cluster, we want to enhance the innovative capacity of our region. This includes initiating new ideas, projects and startups through networking within the cluster. Furthermore, we want to discuss the latest developments in the sector and create new marketing opportunities.

At the Second Medical Valley Summit – Medical Value of the Future on February 18, 2014, key actors will come together to discuss issues as innovative technologies, new startup and research ideas, as well as concepts for health promotion and prevention. This is our contribution to shaping the healthcare system of tomorrow and increasing opportunities in key markets.

This summit of medical technology and healthcare experts is complemented by a top class international topical campaign “Medical Technology” conference of the German Federal Ministry of Education and Research on February 19th, 2014, the WAGAS EMN symposium and workshop series “Business Opportunities in Developing and Threshold Nations” of the Federal Ministry for Economic Co-

operation and Development.

You will find all information about the Medical Valley Summit and the other events, as well as information on how to register, at www.medical-valley-emn.de/medical-valley-summit and www.medtechpartners.de.

We're looking forward to seeing you there!

Yours,

Prof. Dr.-Ing. Erich R. Reinhardt
Chairman of the Executive Managing Board
Medical Valley EMN e. V.



February 17th, 2014
Erlangen

WAGAS EMN
SYMPOSIUM

PROGRAM

www.wagas-emn.de

WAGAS EMN Further Education in the sector of Ambient assisted living (AAL) for the European Metropolitan region Nuremberg (EMN)

Participation for free – restricted number of participants





Prof. Dr. Oliver Schöffski

Dear Ladies and gentlemen,

In order to successfully develop market and run systems for ambient assisted living (AAL) in the future, it is inevitable to include representatives of research, industry and associations as well as developers and manufacturer of technology, service providers in social and health care, doctors and economists. Also it is necessary to develop, practice and offer adequate forms of collaboration for those participants. Within the project WAGAS EMN, the interdisciplinary exchange through separate possibilities of further education is forced. In Addition to the theoretical contents about further education, other symposiums enable the exchange and practical testing of the shown contents as well as the presentation of concrete AAL solutions.

We are very glad to present you a pattern AAL-house, in order to discuss technology-assisting concepts of living in the future.

We look forward to meet you!

Prof. Dr. Oliver Schöffski

Part I

**Show apartment: Wohnstift Hallerwiese,
Praterstr. 3, 90409 Nuremberg**

10:30 a.m.**Welcome address**

Peter Jaensch
International DiaLog College and Research Institute (IDC)

11:00 a.m.**View of a show apartment****Part II**

**Medical Valley Center, Henkestr. 91,
91052 Erlangen, lecture hall, 1st floor**

12:00 p.m.**Transfer to Erlangen****12:45 p.m.****Lunch****1:45 p.m.****Welcome address**

Prof. Dr. Oliver Schöffski
Chair of Health Care Management, Friedrich-Alexander-University
Erlangen-Nuremberg

2:00 p.m.**An overview of sensor systems placed on the body**

Johannes Spallek
Corscience GmbH & Co. KG

2:30 p.m.**Home alert as a platform for innovative systems of AAL**

Ulrike Sing & Peter Goller
Bavarian Red Cross

3:00 p.m.**Coffee break****3:30 p.m.****Integration of systems of AAL by taking the example of the Sophital Musterhaus (Show house)**

Anton Zahneisen
Sophia Living Network GmbH

4:00 p.m.**Application possibilities and benefits of technologies implemented in the daily routine of caring**

Günter Beucker
Evangelischer Gemeindeverein Nürnberg-Mögeldorf e.V.

4:30 p.m.**Get Together**



February 18th, 2014
Erlangen

MEDICAL VALLEY SUMMIT –
MEDICAL VALUE OF THE FUTURE

PROGRAM







www.medical-valley-emn.de/
medical-valley-summit

DAY OVERVIEW

FEBRUARY 18, 2014 – MEDICAL VALLEY SUMMIT

| | | | | |
|---|---|---|---|--|
| Time 8:30–10:15 a.m. | Framework program Welcome Keynote address Strategy implementation | | | Large LH |
| 10:15–10:30 a.m. | Coffee break | | | Foyer |
| MV EMN strengthens Drive Innovation | | | | |
| 10:30–11:30 a.m. | Session A – Diagnostic Imaging | Large LH | Session B – Intelligent Sensors | Small LH |
| 11:30 a.m.– 12:30 p.m. | Session A – Treatment Systems | | Session B – Ophthalmology | |
| 12:30–1:30 p.m. | Lunch break | | | Foyer |
| 1:30–2:30 p.m. | MV EMN strengthens drive innovation Room 01 | Healthcare must remain affordable Large LH | MV EMN stimulates new ideas, projects and enterprises Small LH | Business opportunities in China Room 02 |
| | Developing new training and continuing education offerings | Acting, not reacting | Startup and growth | Business opportunities in China |
| 2:30–3:30 p.m. | | Healthcare system of the future | Ideation “carbon composites” | |
| 3:30–4:00 p.m. | Coffee break | | | Foyer |
| Medical Valley & Future Challenges | | | | |
| 4:00–6:30 p.m. | Research Challenges and Innovation Potential | | | Large LH |
| from 6:30 p.m. | Get-together & eve receiving | | | SIEMENS Medicare |

Legend

-  Foyer = entrance area, first floor
-  Large LH = large lecture hall, room 00.915
-  Small LH = small lecture hall, room 00.910
-  Room 01 = classroom 01, room 01.910
-  Room 02 = classroom 02, room 01.911
-  SIEMENS Medicare = SIEMENS Medicare, Allee am Röthelheimpark 1, 91052 Erlangen

CONFERENCE SCHEDULE

Please note that some topic blocks are scheduled to run concurrently.

Status: January 15th, 2014

**8:30 –
10:15 a.m.**

Opening and impulses

8:30 a.m.

Welcome

- **Dr. Siegfried Balleis**, Mayor, City of Erlangen
- **Prof. Dr. Joachim Hornegger**, Vice-President for Research at the Friedrich Alexander University Erlangen-Nuremberg (FAU)
- Representative of the Federal Ministry of Education and Research (invited)
- Representative of the Bavarian State Ministry for Economy and Media, Energy and Technology (invited)

9:00 a.m.

Key Note

- **Britta Fünfstück**, CEO Division Clinical Products, Siemens Healthcare

9:30 a.m.

Strategy implementation in Medical Valley EMN

Presentation and discussion:

- **Prof. Dr. Erich R. Reinhardt**, Chairman of the Executive Managing Board, Medical Valley EMN
- **Prof. Dr. Jürgen Schüttler**, Dean of Medicine, Friedrich-Alexander University Erlangen-Nuremberg (FAU)

10:15 a.m.

Coffee break

10:30 –
12:30 a.m.**Medical Valley EMN strengthens Drive Innovation –
Contributions of the Leading-Edge Cluster Projects**

10:30 – 11:45 a.m.

SESSION A: Diagnostic Imaging*Moderation: Prof. Dr. Joachim Hornegger, Vice-president for Research, FAU Erlangen-Nuremberg*

- **Prof. Dr. Willi A. Kalender**, CT Imaging GmbH | Breast CT
- **Prof. Dr. Stephan Achenbach**, Medical Clinic 2, University hospital Erlangen (invited) | CT-angiography for early detection of coronary heart disease
- **Norbert Strobel, Ph. D.**, Siemens AG Healthcare Sector | 3D catheter localization for heart ablation using biplanar fluoroscopy
- **Prof. Dr. Gisela Anton**, Erlangen Centre for Astroparticle Physics at the FAU Erlangen-Nuremberg | Interferometric x-ray imaging
- **Dr. Martin Neumann**, ECE Training GmbH | More safety and efficiency in colposcopy

10:30 – 11:30 a.m.

Session B: Intelligent Sensors*Moderation: Prof. Dr. Georg Fischer, Chair for Technical Electronics, FAU Erlangen-Nuremberg*

- **Dr. Jens Kirchner**, Biotronik | Home monitoring of patients with cardiac insufficiency to prevent decompensation
- **Prof. Dr. Jürgen Zerth**, Diakonie Neuendettelsau/IDC and **Karl-Heinz Gabler**, Nash Technologies GmbH | Barrier-free health assistance – a platform for telecare and telemed: selected realization strategies
- **Maximilian Hofmann**, Chair for Technical Electronics, Erlangen-Nuremberg | Smart sensors-B – study of a millimeter-wave sensor for non-invasive acquisition of blood parameters

11:45 – 12:30 p.m.

SESSION A: Treatment Systems*Moderation: Prof. Dr. Jürgen Schüttler, Dean of Medicine, FAU Erlangen-Nuremberg*

- **Barbara Breuer-Thal**, Fresenius Kabi AG and **PD Dr. Christian Jeleazcov**, Anesthesiology Clinic, University hospital Erlangen | PEP – personalized effect-controlled pharmaceutical application
- **Dr. Gerald Suttner**, Psychiatric and psycho-therapeutical clinic of the university hospital Erlangen | Chemo-information system-based optimization of drug treatment safety and patient-individualized drug therapy
- **Prof. Dr. Alfred Leipartz**, Chair of technical thermodynamics at the FAU Erlangen-Nuremberg, Esyspec GmbH | Clinical on-site and online anesthesia gas analysis and monitoring

11:30 – 12:30 p.m.

Session B: Ophthalmology*Moderation: Prof. Dr. Friedrich E. Kruse, Director, Ophthalmology Clinic, Universitätsklinikum Erlangen*

- **Peter Voigtmann**, Voigtmann GmbH | Low-cost fundus camera for the third world
- **Dr. Rudolf Walker**, A.R.C. Laser GmbH (invited) | Laser therapy for treating aging-related macular degeneration
- **Dr. Arthur Messner**, HumanOptics AG | Targeted surface modification of intraocular lenses using ultra-short laser radiation to reduce reflection
- **PD Dr. Björn Bachmann**, Ophthalmology Clinic, University hospital Erlangen | Semi-synthetic corneal substrate for reconstructing and regenerating the surface of the eye

12:30 p.m.

Lunch1:30 –
3:30 p.m.**Healthcare must remain affordable**

1:30 – 2:30 p.m.

Acting, not reacting – promoting health instead of merely treating symptoms*Moderation: Prof. Dr. Matthias Lochmann, Head of the Chair for Sport Biology and Exercise Medicine at the FAU Erlangen-Nuremberg*

- **Prof. Dr. Klaus-Michael Braumann**, President, Deutsche Gesellschaft für Sportmedizin und Prävention | “Exercise is medicine”
- **Dr. Mischa Kläber**, Head of Prevention Policy and Health Management, German Olympic Sport Federation

2:30 – 3:30 p.m.

Healthcare system of the future – high quality at low cost*Moderation: Prof. Dr. Jürgen Zerth, Head of the International DiaLog College and Research Institute (Wilhelm-Löhe University of Applied Sciences)*

- **Michael Langer**, Astrum IT GmbH | Cross-sector communication of medication data
- **Ralf König**, König’s Apotheken pharmacy chain | Implementing a uniform cross-sector, internet-based medication database to optimize pharmaceutical care for residents of care facilities
- **Prof. Dr. Peter Kolominsky-Rabas**, Interdisciplinary Center for Health Technology Assessment (HTA) and Public Health, FAU Erlangen-Nuremberg Erlangen-Nuremberg - Pro-HTA | Prospective Health Technology Assessment

**1:30 –
3:30 p.m.**

Medical Valley EMN stimulates new ideas, projects and enterprises

1:30 – 2:30 p.m.

Startup and growth in the coming field of the health sector

Moderation: Dr. Benedikte Hatz, Managing Director, netzwerk nordbayern

- Moderated podium discussion on acquiring capital with financed and capital-seeking medical technology corporations and two investors from the capmatch medical investor pool.

2:30 – 3:30 p.m.

Ideation “Carbon composites as the material of the future in healthcare?”

Moderation: Prof. Dr. Joachim Hornegger, Vice-President for research at the FAU Erlangen-Nuremberg

- **Prof. Dr. Kathrin M. Möslin**, Chair for Business Information Technology I at the FAU Erlangen-Nuremberg | Stimulus talk “Open innovation”
- **Presentation of ideas and award ceremony**

**1:30 –
3:30 p.m.**

Medical Valley EMN strengthens Drive Innovation

1:30 – 3:30 p.m.

Developing new training and continuing education offerings

Moderation: Prof. Dr. Oliver Schöffski, Head of the Chair for Healthcare Management, FAU Erlangen-Nuremberg

1:30 – 1:50 p.m.

- **Prof. Dr. Oliver Schöffski**, FAU Erlangen-Nuremberg | WAGAS EMN educational content’s integration into separate offers of further education

1:50 – 2:10 p.m.

- **Maria Mascia M.A.**, Hannover Medical School | Qualification to an AAL-Consultant – curricular development and challenges in implementation

2:10 – 2:30 p.m.

- **Prof. Dr. Kurt Becker**, University of healthcare industry, Bremen | Distance learning program to qualify employers for the conception, the project planning and the management of technology-based Ambient Assisted Living-Projects (AApollon)

2:30 – 2:50 p.m.

- **Jana Tessmer M.A.**, University of Vechta | Certification program Ambient Assisted Living. Gerontology – Assistiv technologies – nursing science (GAP)

2:50 – 3:10 p.m.

- **Dr. Maria Zellerhoff**, FAU Erlangen-Nuremberg | Certification course Medical Device legislation

3:10 – 3:30 p.m.

- **Dr. Frank Miermeister**, Forum MedTech Pharma e. V., Nuremberg | Strategies for an appropriate development of further education in medical technology

1:30 –
3:30 p.m.**Business opportunities in China**

1:30 – 3:30 p.m.

Talks and dialog

- **Prof. Erich R. Reinhardt**, Medical Valley EMN e.V. (invited), Han Yihu, China Economic Consulting Corporation (CECC) | Welcoming
- **Zhu Shijun**, former director of the Hospital 301 Peking (tbc) | The chinese health care market
- **Cao Hu**, Kotler Marketing Group (tbc) | China medical service market trends & dynamic
- **Sabine Dietlmeier**, AHK office Greater China in Germany/ Karlsruhe | Greater China: Overview and recommendations for chinese medical devices business with focus on licensing
- **Dr. Arthur Meßner**, Human Optics | Experience report of an enterprise
- **Dr. Marlis Sieburger**, division leader health and social security, asia, KfW developing bank | Financial collaboration with china within the health service sector
- **Prof. Erich R. Reinhardt / Prof. Joachim Hornegger / Prof. Jürgen Schüttler / Prof. Jinghua Shen** (tbc) | Project presentation and discussion: German Medical Valley in Chinese Cities
- **Get together/Snack**

3:30 p.m.

Coffee break4:00 –
6:30 p.m.**Medical Valley EMN Future Challenges**

4:00 – 6:30 p.m.

Research challenges and innovation potential in the healthcare sector from the perspective of various actors

Moderation: Prof. Dr. Erich R. Reinhardt, Chairman of the Executive Managing Board, Medical Valley EMN e. V., and Prof. Dr. Dr. Jürgen Schüttler, Dean of Medicine, FAU Erlangen-Nuremberg, member of the Executive Managing Board, Medical Valley EMN e.V

- **Prof. Dr. Matthias W. Beckmann**, Director, Comprehensive Cancer Center Erlangen-EMN
- **Prof. Dr. Albert Heuberger**, Head of the Fraunhofer IIS
- **Prof. Dr. Joachim Hornegger**, Vice-president for Research, FAU Erlangen-Nuremberg
- **Prof. Dr. Vahid Sandoghdar**, Director, Max-Planck Institute for the Physics of Light

From 6:30 p.m.**Get-together**

A part of the pre-conference evening reception for the concluding conference of the international topical campaign “Medical Technology” of the German Federal Ministry of Education and Research

Venue

SIEMENS Medicare, Allee am Röthelheimpark 1, 91052 Erlangen

Read more on page 25

Registration and fees

Please register only via our website:

www.medical-valley-emn.de/medical-valley-summit



Questions? We'll be happy to answer them!

Organizational matters:

Désirée van't Oever

Tel. +49.9131 530 28 63

Email: desiree.vantoever@medical-valley-emn.de

Questions about the program:

Julien Denis

Tel. +49.9131 530 28 63

Email: julien.denis@medical-valley-emn.de

About the Medical Valley EMN

The Medical Valley European Metropolitan Region Nuremberg (EMN) e. V. was founded in 2007 to guide the development, coordination and marketing of the medical technology cluster. The association assumes the central cluster tasks and provides its partners with comprehensive consulting assistance. Among other tasks, it promotes the sharing of knowledge within the network, markets the cluster in Germany and abroad, offers continuous education programs and provides consultation for enterprise startups, marketing and sales actions as well as on international activities.

The Medical Valley EMN e. V. has over 150 members from politics, business, academia and healthcare.

www.medical-valley-emn.de

We would like to thank our premium partners:

SIEMENS

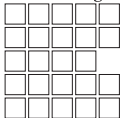
 **Fraunhofer**
IIS

**Universitätsklinikum
Erlangen**



FAU FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

Stadt Erlangen





AN INITIATIVE OF THE
Federal Ministry
of Education
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Research in
Germany

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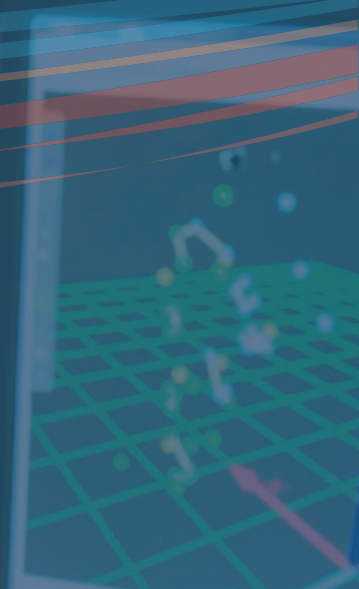
February 19th, 2014
Erlangen

CLOSING EVENT INTERNATIONAL
CAMPAIGN "GERMANY PARTNER
FOR MEDICAL TECHNOLOGY"

PROGRAM

www.research-in-germany.de

io-move



CLOSING EVENT INTERNATIONAL CAMPAIGN

8:30 a.m. –
18:30 p.m.

Final Event of the Medical Technology Campaign

8:30 – 9:00 a.m.

Registration and Reception

9:00 – 10:00 a.m.

Opening of the closing event

Potential Speaker: BMBF (tbc)

Other Greetings:

- **Joachim Herrmann**, Bavarian State Minister of the Interior, Building and Transport
- **Dr. Ludwig Spaenle**, Bavarian State Minister of Education and Culture, Science and Art (tbc)
- **Dr. Siegfried Balleis**, Mayor of the city Erlangen
- **Prof. Dr. Karl-Dieter Gröske**, President of the Friedrich-Alexander-Universitaet Erlangen-Nuernberg (FAU) (tbc)
- **Prof. Dr. Heinrich Iro**, Medical Director of the University Hospital Erlangen (tbc)

10:00 –
11:00 a.m.

Status Quo Medical technology in Germany and worldwide

10:00 – 10:15 a.m.

- **Potential Speaker: PT-DLR** || Presentation of the campaign, its objectives, actors, actions and results.

10:15 – 11:00 a.m.

- **Dr. Tilo Mandry, Germany Trade and Invest (GTAI)** || The state of medical technology – localization of international players and markets – Market access and support options

11:00 a.m. –
1:30 p.m.

International activities and market access

11:00 a.m. – 1:30 p.m.

Activities and partners in South America, Asia , North America and Israel

Potential speakers:

- **Paulo Henrique Fraccaro**, ABIMO, Brasilien (tbc)
- **Prof. Qiushi Ren**, BME Department Peking University, China (tbc)
- **Prof. Russel Taylor**, Johns Hopkins University, USA
- Speaker from Israel (tbc)

12:30 – 1:30 p.m. **Lunch**

1:30 –
3:00 p.m.**Germany – Partner for Medical Technology****1:30 – 3:00 p.m.****Registration and Reception**

Project presentations and success stories of three networks by medical technology campaign:

- **ZIMT** | 3-D Imaging in Medicine
- **Labor der Zukunft**
- **QUINO** | Quantitative Imaging in Oncology
- **BioNanoMedTech** | Nano Inspired Medicine

3:00 – 3:30 p.m.**Coffee Break**3:30 –
6:30 p.m.**The pioneering role of Germany in medical technology****3:30 – 4:30 p.m.**

Federal Ministry of Education and Research | Presentation to the National Strategy Process
»Innovations in medical technology“ (tbc)

5:30 – 6:30 p.m.

Panel discussion: Quo vadis internationalization of research

Keynote Speech: Federal Ministry of Education and Research

- **Siemens Healthcare or KMU** | Importance of internationalization for companies (tbc)
- **Dr. Rubens Chojniak**, Head of the Medical Imaging Department at the A. C. Camargo Cancer Center in São Paulo, Dr. Matthias Baumhauer, CEO Mint Medical | From Research to Application – importance of international relations
- **acatech** | International Competition in Research
- **Network coordinator** | Opportunities and challenges of internationalization projects (tbc)
- **Medical Valley EMN** | Success factors for the internationalization of clusters
- **Spectaris, ZVEI** | What support is needed? (tbc)

6:30 – 7:00 p.m.**Summary and Outlook**

Optional: acatech evening event



ZVEI:
Die Elektroindustrie

February 19th, 2014
Erlangen

WORKSHOP SERIES „BUSINESS
OPPORTUNITIES IN DEVELOPING
AND THRESHOLD NATIONS“

PROGRAM

www.zvei.org
www.awz-bayern.de

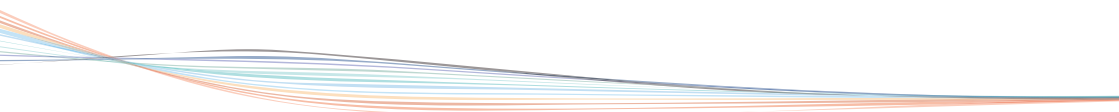


WORKSHOP SERIES “BUSINESS OPPORTUNITIES IN DEVELOPING AND THRESHOLD NATIONS”

February 19th, 2014 **Latin America/Alianza del Pacifico:**
10 a.m. – 1:30 p.m. **Chile, Columbia, Peru, Mexico,**
observer nations

- **Jörg Trinkwalter**, Medical Valley EMN e.V. ■ Welcoming
- **Dr. Mark Heinzl**, Association of German Chambers of Commerce and Industry (DIHK) ■ Alianza del Pacifico: developments for medical technology in the health care sector from Chile to Mexico
- **Manfred Falke**, MF Consulting ■ ways of distribution for medical technology in the markets of the Alianza del Pacifico: an experience report
- **Christian Weber**, representative freestate of bavaria at the german-mexican commerce- and industry chamber in Mexico (AHK) ■ developments at hospital operators in countries of the Alianza del Pacifico
- **Almuth Dörre**, EZ Scout Foreign Trade Centre bavaria and **Diana Kraft-Schäfer**, EZ Scout at the ZVEI ■ central association electrical engineering and electronic industry – business opportunities worldwide by supporting offers of the german developing collaboration

Please register separately for these workshops at
www.medical-valley-emn.de/medical-valley-summit



WORKSHOP SERIES “BUSINESS OPPORTUNITIES IN DEVELOPING AND THRESHOLD NATIONS”

February 20th, 2014
10 a.m. – 1:30 p.m.

Africa

Presentation and Discussion:

- Development cooperation for global health and in Africa: areas of emphasis, needs of countries and opportunities for cooperation with the healthcare industry (medical technology)
- The African market: rising lion for the healthcare industry and medical technology?
- Experiences of corporations in the African medical technology business
- East African Community health platform
- “Go for Africa”: opening up African medical technology markets with financing from German support programs

Please register separately for these workshops at
www.medical-valley-emn.de/medical-valley-summit

The logo for ZiMT (Zentralinstitut für Medizintechnik) is located in the top left corner. It consists of the letters 'ZiMT' in a bold, sans-serif font, with 'Zi' in white and 'MT' in green. Below the letters, the full name 'ZENTRALINSTITUT FÜR MEDIZINTECHNIK' is written in a smaller, white, all-caps font.

ZiMT
ZENTRALINSTITUT FÜR MEDIZINTECHNIK

February 20th, 2014
Erlangen

SCIENTIFIC AND CULTURAL
FRAME PROGRAM

PROGRAM

www.zimt.uni-erlangen.de

Central Institute of Healthcare Engineering (ZiMT) at FAU

Speaker

Prof. Dr.-Ing. Joachim Hornegger

Corporate Executive Committee

Prof. Dr.-Ing. Joachim Hornegger, Prof. Dr. Dr. h.c. Jürgen Schüttler, Prof. Dr. Ben Fabry

Managing Director

Dr.-Ing. Kurt Höller, MBA

Address

ZiMT Henkestraße 91, D-91052 Erlangen, Germany

Phone: +49 9131 8526861

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geschaeftsstelle@zimt.uni-erlangen.de

www.zimt.uni-erlangen.de

Aims and Structure

Medical technology is one of the scientific focuses of the FAU. About 70 professors and university lecturers are working in this sector linked together in the Central Institute of Medical Engineering (ZiMT). The coordination of responsibilities of numerous cooperation partners as well as international visibility are the important core areas of the ZiMT. It is an organizational unit, which sharpens the biomedical engineering profile of the FAU and improves the general conditions for interdisciplinary collaboration in the diversified research area of healthcare engineering. Head of the ZiMT is an interdisciplinary joint team consisting of Prof. Dr. J. Hornegger (School of Engineering), Prof. Dr. Dr. h.c. J. Schüttler (School of Medicine), and Prof. Dr. B. Fabry (School of Sciences). Operatively, an office directed by the executive manager Dr. K. Höller manages the ZiMT.



ACCOMPANYING PROGRAM MEDTECH

9:00 – 10:00 a.m.

Guided Tour (select one)

- **SIEMENS AG Healthcare Sector** | Meeting point: „Solution Center“ in Erlangen
- **Imaging Science Institute ISI** | Meeting point: Maximiliansplatz in Erlangen
- **Fraunhofer** | Meeting point at 08:45 at the Medical Valley Centre in Erlangen; Shuttle-service to Erlangen-Tennenlohe

10:10 a.m.

**Return by shuttle-service to ISI or
SIEMENS AG (at choice)**

10:30 – 11:30 a.m.

Guided Tour (select one)

- **SIEMENS AG Healthcare Sector** | Meeting point: „Solution Center“ in Erlangen
- **Imaging Science Institute ISI** | Meeting point: Maximiliansplatz in Erlangen

11:35 a.m.

**Shuttle-service to Nueremberg
Meeting points: SIEMENS AG and ISI**

12:15 a.m. – 1:30 p.m.

Networking lunch in the old city of Nueremberg
Franconian tavern: „Bratwurst Röslein“

1:30 – 3:30 p.m.

Guided city tour
„Nueremberg Castle“ and „Historic Highlights of the old city“

3:45 p.m.

**Return by shuttle-service to Herzogenaurach
Adidas Headquarter**

4:30 – 6:00 p.m.

Visiting Adidas Lab or shopping in the Adidas factory outlet

6:00 p.m.

Return by shuttle-service to Erlangen

7:00 p.m.

Evening program „Medieval city tour guided by night-watchman“
in Erlangen

ACCOMPANYING PROGRAM MEDTECH – PARALLEL PROGRAM

- 10:00 a.m. – 5:00 p.m.** ■ Annual general assembly of the German Healthcare Export Group | Short welcoming speech by Senior Mayor of Erlangen Dr. Siegfried Balleis, FAU-Vice-President Prof. Dr.-Ing. Joachim Hornegger, Chief executive officer of the Central Institute of Healthcare Engineering Dr.-Ing. Kurt Höller and Medical-Valley-Clustermanager Jörg Trinkwalter
- 1:00 p.m.** ■ Workshop „Innovation by business formation“ or „Do we need an international strategy process in the health economy?“
■ As the circumstances require „Erlanger Erklärung“
- 7:00 p.m.** Evening program „Medieval city tour guided by night-watchman“ in Erlangen

BMBF EVENING EVENT

February 18th, 2014
7:00 – 10:00 p.m.

BMBF Evening Event

- 7:00 – 7:30 p.m.** **Registration and Reception**
- 7:30 – 8:00 p.m.** Opening of the evening event by BMBF and welcoming of international and national guests
- 8:00 – 9:30 p.m.** **Buffet**
- 9:30 – 10:00 p.m.** Presentation of prizes for outstanding students in the field of „medical“
- 10:00 p.m.** **Get Together, ending with music**

February 17th, 2014 – February 20th, 2014
Erlangen

General Information:

Registration

Fees

Finding the conference
venue

Lodging

Partners

www.medtechpartners.de

REGISTRATION

Please register only via our website: www.medtechpartners.de

Fees

| | |
|--|-----------------|
| WAGAS Symposium on Monday, Feb 17th 2014 The number of participants at WAGAS Symposium is limited to a total number of 50. | free |
| Medical Valley Summit 2014 on Tuesday, Feb 18th 2014 | € 120.00 |
| <input type="checkbox"/> For members of Medical Valley EMN e.V. and Forum MedTechPharma e.V. | € 60.00 |
| <input type="checkbox"/> For students | € 30.00 |
| Closing event international campaign “Germany Partner For Medical Technology” on Wednesday, Feb 19th 2014 Organizer: Federal Ministry of Education and Research | free |
| Workshop „Business opportunities in developing and emerging countries – Latin America / Alianza del Pacifico” on Wednesday, Feb 19th 2014 | € 40.00 |
| Workshop „Business opportunities in developing and emerging countries – Africa” on Thursday, Feb 20th 2014 | € 40.00 |
| Scientific and Cultural Frame Program on Thursday, Feb 20th 2014 Transfer, catering and admission to the Documentation Centre Reichsparteitagsgelände are included. | € 50.00 |

Food and refreshments will be provided during the conference.

FINDING THE CONFERENCE VENUE

We welcome you to the Medical Valley Summit – Medical Value of the Future at the Hörsaalzentrum (Lecture Center) of the

Universitätsklinikum Erlangen
Ulmenweg 18
91054 Erlangen, Germany

Arriving by car

On the Autobahn A73 (Nuremberg – Bamberg), take the exit Erlangen-Nord and follow the signs “Uni-Kliniken”. From Spardorfer Strasse, turn right onto Palmstrasse (runs into “Palmsanlage”). After crossing the Schwabach stream, the auditorium center is immediately on your right hand side. The entry to the “Uni-Kliniken” parking structure is here.

Arriving by train

Erlangen Station is around one kilometer from the lecture center. Erlangen is a stop for ICE (Intercity-Express), IC (InterCity), RE (Regional-Express) and S-Bahn service. Taxis may be found at the squares Bahnhofsplatz, before the station, and Hugenottenplatz.

Arriving by plane

From Nuremberg Airport, the U2 underground takes you directly to Nuremberg Main Station. From there, the train trip to Erlangen Station takes about 20 minutes. Nuremberg Airport is around 20 kilometers from the center of Erlangen. Taxis are available at the airport.

Parking situation

Parking is available in the parking structure “Parkhaus Uni-Kliniken”. From there, it is brief walk to the lecture center of the Universitätsklinikum.

Lodging

Numerous hotels are situated close to the conference venue. You can download a list of them from our website: www.medtechpartners.de/accomodation.shtml

PARTNERS

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Europäische Metropolregion Nürnberg

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