



Dr. Kurt Höller

Dear ladies and gentlemen,

Between 2011 – 2013, we had the great chance to be part of the international marketing initiative “Germany – Partner for Medical Technology”. Numerous sector specific events organized by the Federal Ministry of Education and Research (BMBF) gave interested partners the opportunity to establish contacts with German research institutions and strong technological companies. The BMBF had selected 8 participants that highlight its ideals and goals for initial support. Due to health technology being one of the main research and teaching topics of the Friedrich-Alexander-Universität (FAU) and its numerous spin-offs, this campaign offered great opportunities for our academic constellation. Strong links to Siemens Healthcare, Fraunhofer IIS and about 50 companies in the Metropolitan Region contribute to the excellent FAU research environment. The campaign supported our scientific exchange as well as integration of international competence in medical engineering into Erlangen’s research, development, and education.

Within this campaign, Erlangen as a highly innovative location used the opportunity to offer unique prospects for young scientists and experts especially in the field of medical 3-D imaging. As one of the most active partners within the last three years we are very proud to host the final event of the international campaign with some of the most famous international scientists and partners discussing activities and market access in South America, Asia and North America.

Dr. Kurt Höller, MBA
Managing Director ZiMT and CEO CiNNAMED GmbH

February 18th, 2014

EVENING EVENT MEDICAL TECHNOLOGY CAMPAIGN AND MEDICAL VALLEY

7:00 – 7:30 p.m.

Registration and Reception

7:30 p.m.

Opening of the evening event

- **Maximilian Metzger**, Federal Ministry of Education and Research
- Welcoming of international and national guests

8:00 – 9:30 p.m.

Buffet

9:30 – 9:45 p.m.

Award ceremony

for outstanding students in the field of „Healthcare Engineering“

9:45 – 10:00 p.m.

Award ceremony

for Ideation “Carbon meets Health“

10:00 – 10:10 p.m.

Medical Technology Campaign:

Two years of Networking – Now what?

10:10 p.m.

Get Together and music

Venue:
SIEMENS Medicare,
Allee am Röthelheimpark 1, 91052 Erlangen

Band:
Michael Schleinkofer Trio
feat. Traugott Jäschke
www.mst-musik.de



February 19th, 2014

CLOSING EVENT OF THE MEDICAL TECHNOLOGY CAMPAIGN

8:30 – 9:00 a.m.

Registration and Reception

9:00 – 9:40 a.m.

Opening

- **Maximilian Metzger**, Federal Ministry of Education and Research

Other Greetings:

- **Joachim Herrmann**, Bavarian State Minister of the Interior, Building and Transport
- **Dr. Siegfried Balleis**, Mayor of the city of Erlangen
- **Prof. Dr. Karl-Dieter Gröske**, President of the FAU Erlangen-Nuremberg

9:40 –
10:45 a.m.

Status Quo Medical technology in Germany and worldwide

9:40 – 10:00 a.m.

- **Corinna Stefani**, Project Management Agency at the German Aerospace Center | Presentation of the campaign, its objectives, actors, actions and results

10:00 – 10:45 a.m.

- **Dr. Tilo Mandry**, Health – Made in Germany | The state of medical technology – localization of international players and markets – Market access and support options

10:45 a.m. –
12:15 p.m.

International activities and market access

10:45 a.m. – 12:15 p.m.

Activities and partners in South America, Asia and North America

Speakers:

- **Presenter: Prof. Dr. Joachim Hornegger**, FAU Erlangen-Nuremberg
- **N.N.**, ABIMO/ABIMED, Brasilien
- **Prof. Qiushi Ren**, BME Department Peking University, China
- **Prof. Russel Taylor**, Johns Hopkins University, USA

12:15 – 1:15 p.m. **Lunch**

February 19th, 2014

1:15 –
2:45 p.m.**Germany – Partner for Medical Technology**

1:15 – 2:45 p.m.

Project presentations and success stories of four networks participating in the Medical Technology Campaign

- **Dr. Kurt Höller**, Central Institute of Healthcare Engineering (ZiMT) | 3-D Imaging in Motion
- **Andreas Schneider**, Labor der Zukunft
- **Dr. Matthias Baumhauer**, QUINO | Quantitative Imaging in Oncology
- **Prof. Dr. Lothar Heinrich**, BioNanoMedTech | Nano Inspired Medicine

2:45 – 3:15 p.m. **Coffee Break**3:15 –
6:00 p.m.**The pioneering role of Germany in medical technology**

3:15 – 3:35 p.m.

- **Dr. Markus Dicks**, Federal Ministry of Education and Research | The National Strategy Process “Innovations in medical technology”

3:35 – 4:35 p.m.

Innovativeness of health technologies – new acatech recommendations on the promotion of innovative medical technology

Discussion:

- **Prof. Dr. Olaf Dössel**, acatech | The National Academy of Science and Engineering

4:35 – 5:45 p.m.

Panel discussion: Quo vadis internationalization of research

- **Presenter: Dr. Kurt Höller**, Central Institute of Healthcare Engineering (ZiMT)
- **Cord Friedrich Stähler**, Siemens Healthcare | Importance of internationalization for companies
- **Dr. Matthias Baumhauer**, CEO Mint Medical | From Research to Application – importance of international relations
- **Prof. Dr. Olaf Dössel**, acatech – The National Academy of Science and Engineering | International Competition in Research
- **Dr. Petra Dorfner**, TUM Graduate School of Information Science in Health (GSISH) | Opportunities and challenges of internationalization projects
- **Jörg Trinkwalter**, Medical Valley EMN | Success factors for the internationalization of clusters
- **Hans-Peter Bursig**, ZVEI | What support is needed?

5:45 – 6:00 p.m. **Summary and Outlook**

6:00 – 7:30 p.m.

- **Dr. Wolfgang Hübschle**, „Get together and drinks“ with Invest in Bavaria

Venue:

Lecture Center of the university hospital of Erlangen,
Ulmenweg 18, 91054 Erlangen