

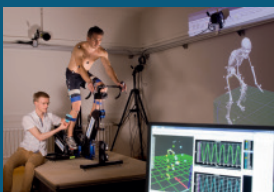


Germany – Partner for Medical Technology



CONGRESS PROGRAM

February 17th – 21st, 2014



Venue:



MEDICAL VALLEY

European Metropolitan Region Nuremberg



AN INITIATIVE OF THE

Federal Ministry
of Education
and Research

Research in
Germany



Land of Ideas

Germany – Partner for Medical Technology

February 17th, 2014 | Medical Valley Center, Lecture hall (first floor)



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

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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 | Lecture Center of the university hospital of Erlangen



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

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February 18th, 2014 | SIEMENS Medicare



BMBF Evening Event

Special event by BMBF and welcoming of international and national guests with buffet and presentation of prizes for outstanding students in the field of „medical engineering“, get Together, ending with music.

www.bmbf.de

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February 19th, 2014 | Lecture Center of the university hospital of Erlangen



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

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February 19th, 2014 | Lecture Center of the university hospital of Erlangen



Acatech

Introduction of the strategy paper „Innovativeness of health technologies – New recommendations on the promotion of innovative medical technology“ by the topic network "Healthcare Technologies" of the National Academy of Science and Engineering (acatech)

www.acatech.de

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February 19th and 20th, 2014 | Lecture Center of the university hospital of Erlangen (Classroom 001)



Workshop series "Business opportunities in developing and emerging countries"

The workshop series focuses on health markets of the Pacific Alliance (Alianza del Pacifico) within Latin America and those markets in Africa, including business chances and challenges. Experts in distribution and sales, financing and development cooperation present their experiences.

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



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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

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February 20th, 2014 | Medical Valley Center, Lecture hall



Annual General Meeting of the German Healthcare Export Group (GHE)

Members of the GHE report their experiences in the markets in which they are active. Personal insights and local commercial characteristics allow an easier entrance into the biomedical engineering market, which has not been explored yet.

www.gheg.de

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February 20th, 2014 | Medical Valley Center, Conference Room K2



German KIC "InnoLIFE" Consortium

Meeting of the German node of the European KIC-Consortium "InnoLIFE" for further preparations of a joint advertisement as part of the European Horizon2020-announcement with the topic "Healthy Living and Active Ageing"

<http://eit.europa.eu/kics/2014-call-for-kics>

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February 21st, 2014 | Lecture Center of the university hospital of Erlangen (Classroom 003)



Annual DGBMT Meeting "Education and Training in Biomedical Technology"

10th Workshop of the Technical Committee Education and Training in Biomedical Technology by the DGBMT: A seal of quality for study programs, catalogues of educational objectives and competences

www.vde.com/de/fg/dgbmt/arbeitsgebiete/fachausschuesse/auw/

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February 21st, 2014 | Medical Valley Center, ZiMT



DAAD visit of a Russian group of students:

Exchange with a Russian group of students from TU Tambov sponsored by the DAAD and the Federal Foreign Office. The study tour includes a visit of the "Max-Schaldach-foundation-professorship" (Prof. Hensel) and discussions with biomedical engineering students from the FAU University in Erlangen.

www.daad.de/auw/

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2014 MedTech Partners Conference

International Summit of Medical Technology in Medical Valley EMN on Feb 17th – 21st

For the first time, as part of a five-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.

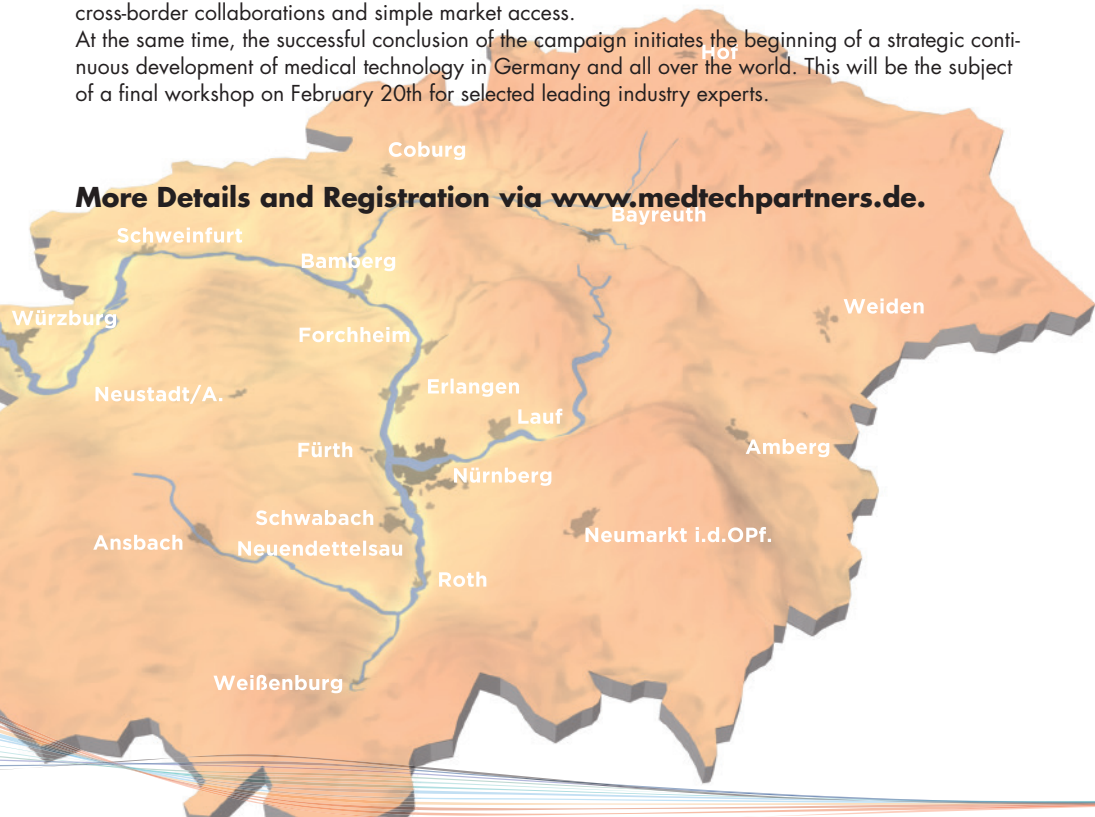
On February 17th, the program will open with a one-day long symposium from WAGAS-EMN concentrating on one topic – “A long, self-determined and independent life thanks to Medical Technology”.

The following day, the Medical Valley Summit will present German cutting edge research from the cluster region EMN to an international audience from both 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 with regard to 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.





Stefan Müller

Dear ladies and gentlemen,

Future healthcare faces manifold challenges that call for the collaboration of leading experts worldwide. Medical technology is a key field of innovation for solving problems such as aging societies.

In medical technology Germany belongs to the global hot spots for research and development. German scientists and engineers have a vital stake in bringing enabling technologies forward.

With the international marketing initiative "Germany – Partner for Medical Technology", the Federal Ministry of Education and Research promoted German trendsetting research in selected target countries and fostered the establishment of international cooperation projects.

On the occasion of the closing event "MedTechPartners Conference", the Federal Ministry of Education and Research and the official partners of this campaign put a spotlight on their activities and success stories. This series of events invites you to meet the key players of the German healthcare and med-tech branch. The wide-ranging workshops, lectures and presentations put you in touch with experts from universities, research facilities and with the research-driven industry.

The Metropolitan Region Nuremberg is a perfect location as it pools hundreds of enterprises and research facilities from the healthcare and medical technology sector in the Leading Edge Cluster "Medical Valley EMN".

I cordially invite you to the "MedTechPartners Conference" in order to discuss and create the healthcare system of the future and look forward to welcome you to Erlangen!

Stefan Müller

Parliamentary State Secretary to the Federal Minister
of Education and Research



Dr. Siegfried Balleis

Dear ladies and gentlemen,

Welcome to Erlangen. Welcome to the very heart of Medical Valley EMN, an internationally leading cluster for medical technology. I am delighted that the "City of Health and Medicine" Erlangen is hosting this very special summit on medical engineering.

Politics, industry, academia, and the medical profession have been very successfully working together here for many years on sustainably improving healthcare provision. The great spirit of innovation and inspiration that surrounds the Medical Valley Center and makes a decisive contribution to Erlangen's reputation as the "innovation capital," received further tremendous impetus from being designated a cluster of excellence in medical technology by the Federal Ministry of Education and Research in 2010.

That Erlangen has the privilege of staging this important series of conferences impressively reflects the high standard of medical and medical-engineering research, development, and provision here. In this context, my special thanks go to the organizers at the Federal Ministry of Education and Research and the Medical Valley Center under Professor Reinhardt, but also to the numerous very committed researchers, developers, and entrepreneurs who give substance to Erlangen's claim to be a leading international center of medical engineering.

I wish this high-caliber topic week, with its highlights, the Medical Valley Summit and the final event of the topic campaign "Germany – Partner for Medical Technology", success, stimulating presentations and discussions, and an enriching exchange of experience. May this conference, may Erlangen engender further developments and visions for the healthcare system of the future. Again, welcome to the "right place" for this conference series. I wish you a pleasant, interesting, and beneficial time in Erlangen.

Dr. Siegfried Balleis
Mayor, City of Erlangen



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

Venue:

Lecture hall (first floor), Medical Valley Center,
Henkestr. 91, 91052 Erlangen





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
Head of Chair of Health Care Management,
Friedrich-Alexander-University Erlangen-Nuremberg

February 17th, 2014

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](http://www.medical-valley-emn.de/medical-valley-summit)

Venue:

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



Prof. Dr.-Ing. Erich R. Reinhardt

Dear 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 18th, 2014, key actors will come together to discuss issues such 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 Emerging Countries” in cooperation with the Federal Ministry

for Economic Cooperation 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.

DAY OVERVIEW

FEBRUARY 18TH, 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			
10:30–11:30 a.m.	MV EMN strengthens Drive Innovation			
	Session A – Diagnostic Imaging	Large LH	Session B – Intelligent Sensors	Small LH
	Session A – Treatment Systems		Session B – Ophthalmology	
11:30 a.m.– 12:30 p.m.				
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
		Healthcare system of the future	Ideation “carbon composites”	
2:30–3:30 p.m.				
3:30–4:00 p.m.	Coffee break Foyer			
4:00–6:30 p.m.	Medical Valley & Future Challenges Large LH			
	Research Challenges and Innovation Potential			
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

February 18th, 2014

CONFERENCE SCHEDULE

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

Status: February 1st, 2014

**8:30 –
10:15 a.m.**

Opening and impulses

8:30 a.m.

Welcome

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

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

February 18th, 2014

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. Michael Lell**, Institute of Radiology, University hospital Erlangen ■ 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 and **Dr. Martin Arnold**, Medical Clinic 2, University hospital Erlangen ■ 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 Leipertz**, Chair of technical thermodynamics at the FAU Erlangen-Nuremberg, EsysTec GmbH ■ Clinical on-site and online anesthesia gas analysis and monitoring

February 18th, 2014

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. 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**, German Olympic Sports Confederation ■ Health promotion and prevention in sports clubs

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

February 18th, 2014

**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**

**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

February 18th, 2014

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

1:30 – 3:30 p.m.

Presentations and dialog

- **Prof. Dr. Erich R. Reinhardt**, Medical Valley EMN e.V., **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**, Greater China office in Germany/Karlsruhe of the Delegation of German Industry & Commerce (AHK) | Greater China: Overview and recommendations for chinese medical engineering business with focus on licensing
- **Dr. Arthur Meßner**, Human Optics | Experience report of an enterprise
- **Angela Tormin**, KfW Development Bank | Financial collaboration with China within the health sector
- **Discussion:** e. g. "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

Read more on page 21

Venue

SIEMENS Medicare, Allee am Röthelheimpark 1, 91052 Erlangen

Registration

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

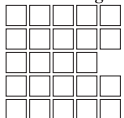
 **Fraunhofer**
IIS

**Universitätsklinikum
Erlangen**



FAU FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

Stadt Erlangen





AN INITIATIVE OF THE
Federal Ministry
of Education
and Research

Research in
Germany



Land of Ideas

February 18th – 19th, 2014
Erlangen

CLOSING EVENT INTERNATIONAL
CAMPAIGN "GERMANY – PARTNER
FOR MEDICAL TECHNOLOGY"

PROGRAM

www.research-in-germany.de

Venue:

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



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

February 19th – 20th, 2014
Erlangen

WORKSHOP SERIES „BUSINESS
OPPORTUNITIES IN DEVELOPING
AND EMERGING COUNTRIES“

PROGRAM

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

Venue:

Classroom 001 in the Lecture Center
of the university hospital of Erlangen,
Ulmenweg 18, 91054 Erlangen

February 19th, 2014

WORKSHOP SERIES

"BUSINESS OPPORTUNITIES IN DEVELOPING AND EMERGING COUNTRIES"

10 a.m. – 1:30 p.m.

Business Opportunities in the PACIFIC ALLIANCE (Alianza del Pacifico: Chile, Colombia, Peru, Mexico and observer nations)

Presentations and Dialog:

- **Jörg Trinkwalter**, Medical Valley EMN e.V. ■ Welcoming
- **Dr. Mark Heinzel**, 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
- **Wilfried Röder** and **Katja Friedrichs**, DEG – Deutsche Investitions- und Entwicklungsgesellschaft (Entrepreneurial Development Cooperation) ■ Entering markets in Latin America by financing and German support programs
- **Manfred Falke**, MF Consulting ■ ways of distribution for medical technology in the markets of the Alianza del Pacifico: an experience report
- **Dr. Berit Hamer**, Otto Bock HealthCare GmbH ■ Corporate business experiences in Latin America and under the BMZ developPPP cooperation program
- **Christian Weber**, representative freestate of bavaria in Mexico ■ Developments in the health sector and business opportunities for German technology: Mexico as an example
- **Almuth Dörre**, EZ Scout Foreign Trade Centre Bavaria, and **Diana Kraft-Schäfer**, EZ Scout German Electrical and Electronic Manufacturers' Association ■ Business opportunities worldwide by support of the German development cooperation

■ Get together/Snack

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



February 20th, 2014

WORKSHOP SERIES

"BUSINESS OPPORTUNITIES IN DEVELOPING AND EMERGING COUNTRIES"

10 a.m. – 1:30 p.m.

Business Opportunities in Africa

Presentations and Dialog:

- **Hans-Peter Bursig**, Medical Engineering Division, German Electrical and Electronic Manufacturers' Association (ZVEI) | Welcoming
- **Alexander Döbler**, Federal Ministry for Economic Cooperation and Development | Development cooperation for health services worldwide & in Africa: focal areas and chances for collaboration with the health economy (medical engineering)
- **Andreas Wenzel**, Southern Africa Initiative of German Business (SAFRI) | Sub-Saharan-Africa: Growing lion also for the health and medical engineering industry?
- **Anna E. Schmaus-Klughammer**, Klughammer GmbH | Telemedicine and sustainable health development in Sub-Saharan Africa
- **Dr. Amit Thakker**, Chair of the East African Health Platform (EAHP) | Creating Business Opportunities in Healthcare/Medical Technology in East Africa
- **René Kienast**, Euler Hermes Deutschland AG | „Go for Africa“ – Taking opportunities – limiting risks by state credit insurances
- **Edwin Adamczyk**, UniCred Bank AG, Africa | The Hopeful Continent – How a German business bank assess the „African Continent“?

Panel discussion: Market Access to Africa

■ Get together/Snack

Please register separately for these workshops at

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





February 20th – 21st, 2014
Erlangen

SCIENTIFIC AND CULTURAL
FRAME PROGRAM

PROGRAM

www.zimt.uni-erlangen.de

Various Venues.
Read more on the following pages.



Prof. Dr.-Ing. Joachim Hornegger

Dear ladies and gentlemen,

Our medtechpartners conference offers a variety of opportunities to all visiting participants. Leaders of healthcare associations, research facilities and enterprises get together to discuss their plans 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 up to date with important international development trends and gain a solid understanding of the global cooperative movement and its included business opportunities. Various associations will use the opportunity to present their strategic work and results to the public and to profit from potential synergies. Rounding up the first three days of events in Erlangen, the FAU's Central Institute of Healthcare Engineering (ZiMT) offers a scientific, cultural and industrial frame program to all its national and international partners and friends. Organizations and working groups like the German Healthcare Group (GHE e.V.), the German KIC "InnoLIFE" Consortium and the German Society for Biomedical Engineering within VDE (DGBMT) use the opportunity to gather for their annual meetings or workshops and conclude the event with joint social events with all participants. At the same time, the successful conclusion of the BMBF campaign "Germany – Partner for Medical Technology" 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.

Prof. Dr.-Ing. Joachim Hornegger
 Vice-President for Research at FAU Erlangen-Nürnberg
 Spokesperson for the Cooperative Management of the Central Institute of Healthcare Engineering (ZiMT)

February 20th, 2014

ACCOMPANYING PROGRAM MEDTECH

Cultural and Scientific Program

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****6:30 p.m.****Evening program**
„Medieval city tour guided by night-watchman“ in Erlangen

Declaration of Erlangen („Erlanger Erklärung“)

1.00 p.m.**Workshop Declaration of Erlangen**
Workshop „Innovation by business formation“ or „Do we need an international strategy process in the health economy?“Venue: conference room 2, Medical Valley Center,
Henkestr. 91, 91052 Erlangen**3.00 p.m.****Press conference Declaration of Erlangen**Venue: Café SchwarzStark,
Henkestr. 91, 91052 Erlangen

February 20th, 2014

ACCOMPANYING PROGRAM MEDTECH – PARALLEL PROGRAM

Annual Meeting of the german healthcare export group (GHE e.V.)

8:30 a.m. – 12:00 p.m.

The German Healthcare Export Group (GHE) e.V. holds approx. 50 innovative and strongly growing companies from the area of medical technology together which are strongly export oriented. The GHE provides a platform for exchanging export business experiences for all its members. They also offer customers a wide variety of products and services, from OP equipment to hospital IT covering almost the entire medical technology product range.

All in all the association represents around 80 percent of the volume of all German exports in the medical technology sector.

8:30 – 9:15 a.m.

Opening Ceremony

- **Dr. Siegfried Balleis**, Mayor of Erlangen
- **Jens Reinhold**, CEO PHYSIOMED ELEKTROMEDIZIN AG
- **Markus Braun**, Chairman GHE e. V.

9:15 – 9:55 a.m.

- **Prof. Dr.-Ing. Joachim Hornegger**, FAU-Vice-President ■ The FAU as driving force of innovation within the Medical Valley EMN

9:55 – 10:20 a.m.

- **Dr.-Ing. Kurt Höller**, Chief executive officer of the Central Institute of Healthcare Engineering ■ Erlangen within the international campaign "Germany – Partner for Medical Technology"

10:20 – 10:45 a.m.

- **Jörg Trinkwalter**, Clustermanager of the Medical Valley EMN ■ Worldwide activities of a regional cluster – the example "German Medical Valley in Chinese Cities"

1:00 p.m. – 5:00 p.m.

Closed session

Venue: Lecture Hall, Medical Valley Center,
Henkestr. 91, 91052 Erlangen

February 20th, 2014

KIC INNOLIFE NATIONAL CONSORTIUM MEETING

9:00 – 10:00 a.m.

Optional: Guided Tour (select one)

- **SIEMENS AG** Healthcare Sector | Meeting point: „Solution Center“ in Erlangen
- **Imaging Science Institute** ISI | Meeting point: Maximiliansplatz in Erlangen
- **Fraunhofer IIS** | Meeting point at 8:45 a.m. at the Medical Valley Center in Erlangen; Shuttle-service to Erlangen-Tennenlohe

10:10 a.m.

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

10:30 – 11:00 a.m.

Optional: Short Guided Tour

- SIEMENS AG Healthcare Sector | Meeting point: „Solution Center“ in Erlangen

11:00 a.m. – 2:00 p.m.

Consortium Meeting

The German InnolIFE consortium was formed in 2011 to jointly apply with international partners for the future KIC (Knowledge and Innovation Community) call „Healthy Living and Active Ageing: Innovations for Improving the Quality of Life“ expected to be published in February 2014 by the EIT (<http://eit.europa.eu/>). Partners of the German InnolIFE consortium are BioRN Cluster Management GmbH, BIO Clustermanagement NRW GmbH, Medical Valley EMN e.V., Bio-M Biotech Cluster Development GmbH, University of Heidelberg, RWTH Aachen, TU Munich, Friedrich-Alexander-Universitaet Erlangen-Nuernberg, Max-Planck Institute for the Biology of Ageing, EuroPA mbH, Profil GmbH, Roche Diagnostics Mannheim GmbH.

Venue: Medical Valley Center (Conference Room K2),
Henkestr. 91, 91052 Erlangen

*European Institute
of Innovation and
Technology*
www.eit.europa.eu



February 21st, 2014

DGBMT WORKSHOP „EDUCATION AND TRAINING IN BIOMEDICAL TECHNOLOGY“

9 a.m. – 3 p.m.

10th Workshop of the Technical Committee “Education and Training in Biomedical Technology” of the DGBMT

A quality certification for study programs – catalogues of educational objectives and competences

The Technical Committee “Education and Training in Biomedical Technology” of the DGBMT holds its 10th Workshop in Erlangen. Main topic of the meeting is a quality certification for study programs in Biomedical Technology. This includes the catalogue of educational objectives and a catalogue of competences. It gives recommendations for the design of study programs and serves as orientation for future students on the one hand and for industry searching for graduates on the other.

This quality certification marks a milestone in the work of the Technical Committee “Education and Training in Biomedical Technology” of the DGBMT.

Venue: Hörsaalzentrum (Lecture Center, Room 03)
of the university hospital of Erlangen,
Ulmenweg 18, 91054 Erlangen

DAAD VISIT OF A RUSSIAN GROUP OF STUDENTS

9:30 a.m. – 1:00 p.m.

A group of Russian biomedical engineering students from the Technical University Tambov visits various German universities and companies. Within the Medical Valley, they will be at Siemens, the Central Institute of Healthcare Engineering (ZiMT) and the Institute of Medical Physics.

9:30 a.m.

- **Tobias Zobel**, ass. Director of ZiMT | Welcome Address and presentation of the biomedical engineering program at FAU

10:30 a.m.

- Visit at the Institute of Medical Physics with presentation of an MRI

11:30 a.m.

- Visit at the Center of Medical Physics and Technology

Venue: Medical Valley Center, ZiMT,
Henkestr. 91, 91052 Erlangen

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

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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.



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

General Information:

Registration

Fees

Finding the 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
■ For members of Medical Valley EMN e.V. and Forum MedTechPharma e.V.	€ 60.00
■ 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 and catering are included.	€ 50.00

Food and refreshments will be provided during the conference.

FINDING THE CONFERENCE VENUE

We welcome you to the MedTech-Partners Conference 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 Bahnhofplatz, 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

The Congress "Germany – Partner for Medical Technology" is being held in cooperation with:

