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MEDICA

Date: Nov 18, 2019 - Nov 21, 2019

Location: Messe Düsseldorf, Germany

- Germany: Europe's No. 1 Healthcare Market - How does it work?
- Further GTAI Activities
- The Healthcare Experts
- Industry Reports: Germany's Healthcare Market

Germany: Europe's No. 1 Healthcare Market - How does it work?

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Germany is Europe's number one healthcare market by volume: Patients, manufacturers and providers power a life science industry composed of thriving medical technology, pharmaceuticals, medical biotechnology, and digital health sectors.

There is a lot of life in science in Germany: International visitors who want to learn about Germany's business opportunities, trends, market access and much more besides are invited to visit our comprehensive market presentations (English). Meet up with our industry specialists and guest speakers **@GTAI booth 15L30**.

Registration

Do you want to attend? Let us know.

[Register here ▶](#)

MONDAY, NOVEMBER 18, 2019

1 p.m. – 2 p.m. **Succeed in Germany's Healthcare Market**

Trends and market opportunities

- Julia Albrecht | Manager Healthcare | GTAI
- Julia Pietsch | Senior Manager Healthcare | GTAI
- Gabriel Flemming | Senior Manager Healthcare | GTAI

3 p.m. – 4 p.m. **Medical Device Market Access in Germany**

Best practices, regulatory, and reimbursement update

- Gabriel Flemming | Senior Manager Healthcare | GTAI
- Peter Wahl | Product Manager Respiratory & Acute Care | Fisher & Paykel Healthcare

TUESDAY, NOVEMBER 19, 2019

11 a.m. – 12 p.m. **Germany's Digital Healthcare Market**

Market trends and access

- Julia Pietsch | Senior Manager Healthcare | GTAI
- Laura Nelde | Startup Relationship Manager | Flying Health

1 p.m. – 2 p.m. **In Vitro Diagnostic and Analytics Market**

German market update

- Gabriel Flemming | Senior Manager Healthcare | GTAI
- Dr. Sandeep K. Vashist | Global IVD Director | Pictor | Diagnostics Pvt. Ltd.

WEDNESDAY, NOVEMBER 20, 2019

11 a.m. – 12 p.m. **Germany's Medical Aid Market**

Market trends and reimbursement

- Market trends: Julia Albrecht | Manager Healthcare | GTAI
- Market access: Maria Heil | M.C.L. Lawyer & Founding Partner | NOVACOS
- Success story: Omer Elad | Central Europe Regional Director | OrCam Technologies Ltd.

1 p.m. – 2 p.m. **Artificial Intelligence (AI) in Healthcare**

Current applications and opportunities in Germany

- Julia Pietsch | Senior Manager Healthcare | GTAI
- Anne Schwerk | Project Manager AI Health | German Institute for Artificial Intelligence

3 p.m. – 4 p.m. **Funding Sources for Healthcare Innovation & Clinical Trials**
VC, Horizon Europe, grants, loans, and other financial incentives

- Gabriel Flemming | Senior Manager Healthcare | GTAI
- Christian Fichtner | Coordinator International Cooperations | AiF Projekt GmbH
- Diana Khabipova | Technology Consultant | VDI Technologiezentrum

DOWNLOAD: PROGRAM MARKET PRESENTATIONS ▶

Our Partners

- US Commercial Service ▶
- HEALTH MADE IN GERMANY - Export Initiative for the German Health Care Industry ▶



[markets Germany - Issue 3/2019: Smart Hospitals ▶](#)



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IN GERMANY

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HEALTH MADE IN GERMANY ▶

The initiative HEALTH MADE IN GERMANY helps to bring the strengths of the German health care industry to countries around the globe.



Dr. Marcus Schmidt | ©
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Fotografie

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