

1. World Medtech Forum Lucerne

September 25 to 27
2012



Find your place!

medical cluster

English



medical cluster 


MESSE LUZERN

The World Medtech Forum Lucerne stands for concentrated quality in an appealing environment

Together with the companies in the Swiss medical technology industry and our institutional partners, we intend to develop the World Medtech Forum Lucerne into the most important meeting point for the international medical technology industry. Our aim is to delight domestic and international visitors with the trade fair, congress and networking events while establishing the World Medtech Forum Lucerne as an indispensable platform for the medical technology industry.

PD Dr. Rubino Mordasini
(image left)
President Medical Cluster

medical cluster 

In order to become a high-quality event with global significance, the World Medtech Forum Lucerne is relying on genuine partnerships with the most important stakeholders in the industry. What the forum has to offer is designed specifically to meet their requirements. In the tourism city of Lucerne – with the KKL Luzern and the renovated exhibition center – the Swiss supply industry will find the perfect atmosphere to present itself to an expert audience from around the world.

Markus Lauber
Company management
Messe Luzern AG


MESSE LUZERN





The Swiss medical technology market

Market volume

22,9 billion CHF gross turnover
The medical technology industry generates 2% of the GDP in Switzerland

Market growth

Considerably higher than in other production industries

Market participants

About 720 – 740 manufacturers and suppliers; about 630 – 660 retail and distribution companies

Employees

2009: 49'000, 2013: 55'000

Investment in research & development

About 10,6% of turnover (other industries approx. 3% of turnover)

Percentage of exports

About 69% of turnover



«The medical technology industry promotes prosperity and a high quality of life, which is why it is an important mainstay of the Swiss economy. The combination of innovation, technology and services is the foundation for sustainable success. Switzerland is ideally placed to assume a leading role in this regard – and as a congress location as well.»

The World Medtech Forum Lucerne at a glance

The first World Medtech Forum Lucerne will be held from September 25 to 27, 2012. The event consists of three different formats – trade fair, congress and meetings – to promote disciplinary and interdisciplinary exchanges between the industry, science and research, and institutional partners of the medical technology industry.



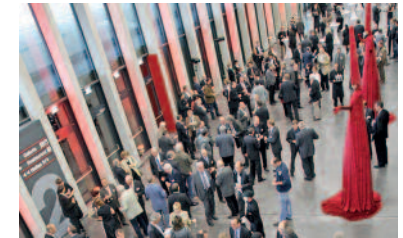
The trade fair: exhibition by industry experts

The Swiss supply industry will present itself to domestic and international manufacturers of medical technology products during the three-day trade fair at the World Medtech Forum Lucerne. At this event, manufacturers of medical technology devices can meet the Swiss supply industry, represented by about 250 experienced supply and service companies. Interdisciplinary exchange between all stakeholders will be further promoted by the Center of Attention which is an integral part of the trade fair.



The congress: international medical technology markets in focus

The congress will highlight developments in the relevant global medical technology markets. Market data and expert information about permit procedures, refund mechanisms and other general legal conditions will provide decision-making aids for export projects. In workshops and individual discussions, congress participants will meet national experts and possible sales partners, which will help them to take the first steps into new markets. The congress is being organized by the export platform Medtech Switzerland.

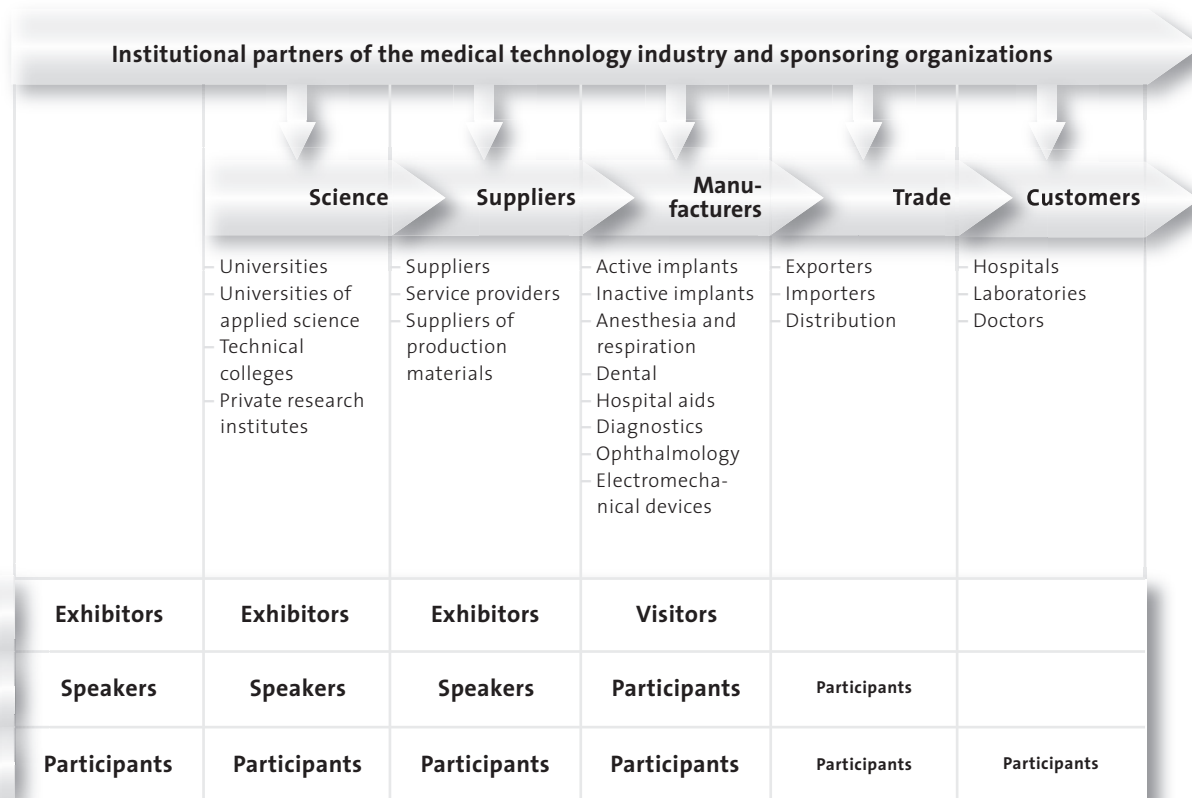


The meetings: networking in style

A high priority for the World Medtech Forum Lucerne is for participants to be able to cultivate their networks and establish new contacts. To enable persons with the same interests to meet and converse in an informal atmosphere, special exclusive features will be provided, such as the opening event, the Medtech Night, the Swiss Lounge, the recruitment event and facilities for corporate events.



Roles of WMTF participants along the value chain of the medical technology industry



Managing Director COO
Früh Verpackungstechnik AG

«For many Swiss medical technology companies, striving for maximum standards over decades has resulted in an excellent research and fabrication quality. With about 750 medical technology companies, Switzerland has the highest density in this sector in all of Europe. This industry is a major contributor to the success of Switzerland as a production site. It is right to be able to offer such an industry an appropriate platform for the cross-border presentation of their know-how. With the WMTF, it will be possible to close this gap.»



«Thanks to its tradition in medical technology, Switzerland has excellent specialists and experts – and this is essential for us. It results in tremendous innovative power and an openness towards new ideas. We can only support the fact that the World Medtech Forum Lucerne is being established here in the heart of Switzerland. The forum will contribute to strengthening and expanding Switzerland's reputation as one of the leading centers for medical technology; and this is perfectly in line with our company's credo: 'together with passion'».

Find your place: every industry player can find the right place at the WMTF

The World Medtech Forum Lucerne offers a variety of ways of getting involved. Manufacturers, suppliers, research and educational institutes and institutional partners of the medical technology industry can all find out below how they can successfully utilize the WMTF for their needs.

Research and educational institutes

Exhibitors, Speakers

Universities, technical colleges and research institutes with a focus on research and/or the education of young professionals in the medical technology industry will present current research projects with their partners in the Center of Attention. The goal is to offer an appropriate platform for the transfer of knowledge between science and industry.

Supply industry, service providers

Exhibitors, Speakers

As exhibitors: The target group of exhibitors at the trade fair is expected to consist of specialized companies in the supply and service provision sectors. The exhibiting companies are distinguished by their important and export-

oriented market position close to manufacturers in the Swiss medical technology industry

As speakers: Specialist lectures about industry-related topics may be held in the Center of Attention.

Start-up companies

Exhibitors in the Center of Attention

Start-up companies can present themselves to the industry, possible investors and cooperation partners in the Center of Attention.

Institutional partners and sponsoring organizations

Exhibitors, Speakers

In the Center of Attention, federal institutions, domestically operating partner organizations of the medical technology industry and sponsoring or-

ganizations will find a platform where they can introduce their services relating to business and market development while cultivating and deepening their contacts with the industry.

Indirect industry players

Sponsors, Speakers

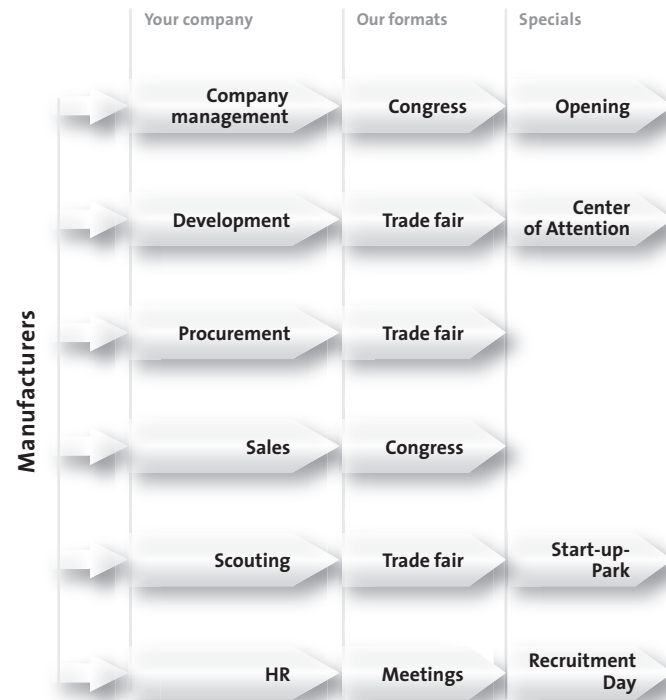
The WMTF offers sponsoring partners an unusually attractive platform for PR activities in the area of both the domestic and the international medical technology market. Consulting firms, law offices and securities and financial institutions are being contacted as possible sponsors. Sponsorship documents are available from Messe Luzern AG.

Manufacturers

Visitors and organizers of corporate events

As visitors: Manufacturers of medical technology products are the primary target group for visitors to the World Medtech Forum Lucerne. The various functions within a company are reflected in corresponding formats.

As organizers of corporate events: Companies can organize customer events as part of the WMTF – and will be supported by Messe Luzern AG, Luzern Tourismus and regional partners in organizing them.



«As a plastics supplier for the medical technology sector that has the highest possible quality standards, we are constantly looking for contact and an exchange of ideas with the most important players in the medical technology industry. The World Medtech Forum Lucerne offers us a suitable platform to meet the right partners and focus on engaging in efficient discussions. This way we can constantly monitor and expand the competitiveness of our skills and services.»



Director of the Medical Technology Division, Gemü GmbH



«New technologies are playing an increasingly significant role in medicine – from prevention and diagnostics all the way to the operating room. Since the founding of their joint Institute for Biomedical Technology forty years ago, ETH and the University of Zurich have been among the international pioneers in this area. ETH Zurich is now advancing a step further by establishing its new department of «Health Sciences and Technology». The Medtech Forum will strengthen and focus this pioneering spirit even further, while helping our new department spread its wings. »

The World Medtech Forum Lucerne and its «specials»

Special occasions - some elegant, some casual, some business, some cultural – will supplement the trade fair and congress, enhancing its effectiveness as a successful meeting platform. To complement the trade fair and congress, the World Medtech Forum Lucerne is organizing a variety of events and formats while supporting the organization of corporate events at the same time.

Opening event

The WMTF will get off to a tasteful and cultural start: five hundred guests from the medical technology industry, business and politics are expected to attend the opening event at the Culture and Congress Center KKL Luzern.

Medtech Night

After the second trade fair day closes, the lights come on for the Medtech Night: a colorful blend of company tours, culinary highlights and show elements.

Center of Attention

The «Center of Attention» – a platform for an informal and interdisciplinary exchange between research institutes at clinics, universities, technical colleges and the medical technology industry – will be the main meeting point at the fair. With an integrated lecture room, a media corner and a Start-up Park, the Center of Attention will also bring together start-up companies, media partners, expert speakers, educational representatives and institutional partners of the medical technology industry.

Start-up Park

Innovative start-up companies demonstrate their know-how and ideas and present new concepts and solutions.

Swiss Lounge

An extraordinary meeting location: with its regional culinary specialties, the spacious Swiss Lounge will be the preferred location for meetings that are meant to take place in a cozy setting.

Recruitment Events

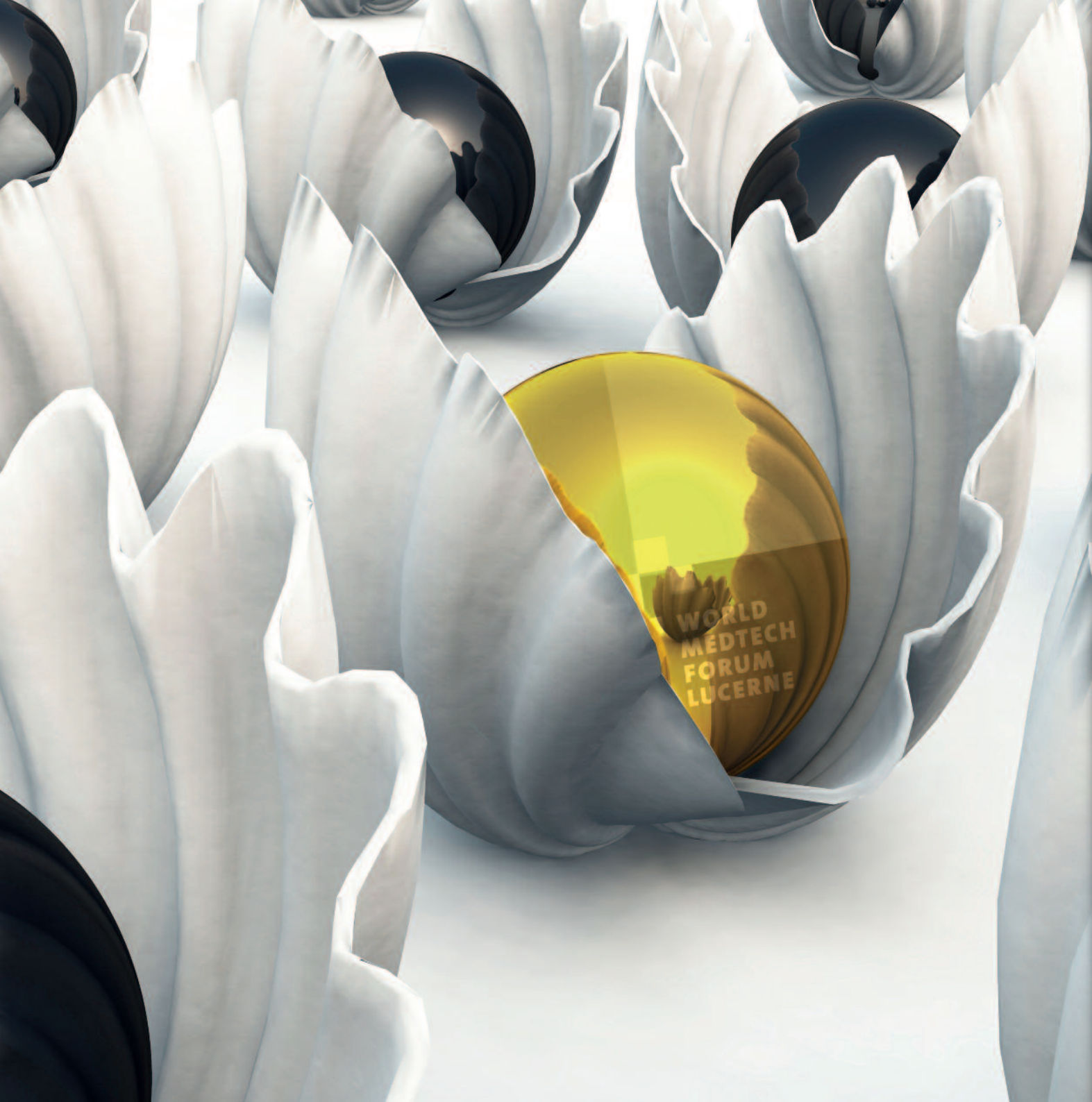
Talents meet experts: job seekers and job providers meet for personal discussions.

Corporate Events

Companies can organize customer and employee events in the attractive setting of the WMTF – and will be supported by Messe Luzern AG, Luzern Tourismus and regional partners in planning their events.

World Band Festival at KKL Luzern

With 20'000 visitors, Europe's largest and most important festival for wind ensembles is being held parallel to the WMTF. This is a nice way to combine a visit to the WMTF with a cultural occasion.



Head CTI Medtech, Commission
for Technology and Innovation CTI

«Switzerland has established itself as one of the most successful locations in the medical technology sector worldwide. Efficient networks, young start-ups, skilled personnel and specialists in companies and research institutions are the success factors for our great innovative power. The broad spectrum of the World Medtech Forum Lucerne offers all of the key players in the innovation process a suitable platform. As the Confederation's innovation promotion agency, CTI fully supports this event.»

Prof. Dr. Lutz-P. Nolte



«The key to the best health care lies in the innovative solutions provided by medical technology. Switzerland can set an example here! Thanks to the high technical competence in research and development and the collaboration with physicians, this country has a positive innovation climate – all to benefit the patients. Switzerland has been and continues to be an important and strategic location for Johnson & Johnson's research and production.»

A brilliant platform for exhibitors

Messe Luzern AG is doing everything to support the exhibitors at the WMTF trade fair by offering extensive communication opportunities and a wide range of services for a successful trade fair appearance.

Communication

The organizers and their partners are working the target markets of the World Medtech Forum Lucerne with specific communication and branding measures:

- International media partnerships
- PR, ads and special supplements in the most important trade magazines
- Online advertising: collaboration with the most important platforms in the medical technology industry
- Direct marketing in target groups with a newsletter, mailings, brochure, catalogue

Invitation management

The exhibitors have a wide range of free advertising materials at their disposal to help them with their invitation management. This also includes customer coupons for free admission to the trade fair and an extensive exhibitor portrait on www.medtech-forum.ch.

Trade fair seminar

Good preparation guarantees a successful trade fair appearance. The exhibitors will be assisted by a trade fair seminar that is especially tailored to this particular fair.

Networking and media corner

Industry representatives can meet for informal discussions at the Center of Attention. Exhibitors can deposit their media materials in the integrated media corner to draw additional attention to their booths from journalists and participants.

Modular booth offer

Exhibitors can benefit from the offer of a completely furnished, high-quality modular booth at attractive prices (see accompanying offer). Of course we will also support any company that prefers individual booth constructions.

Important dates

- Early booking discount:
From now until September 30, 2011
- Start of booth assignment:
As of June 2011
- Registration deadline:
January 31, 2012
- Trade fair seminar
«Successful Trade Fair Participation»:
March 8, 2012



Partner
Zühlke Engineering

«We support our domestic and international customers as they get started with medical technology and implement their ideas. At the same time we show them the criteria for successful products or components, along with the possibilities offered by cross-industry approaches. What is especially important to us is know-how transfer between science and research and our commitment to start-up companies. The concept of the World Medtech Forum Lucerne coincides with these objectives and supports our goals.»

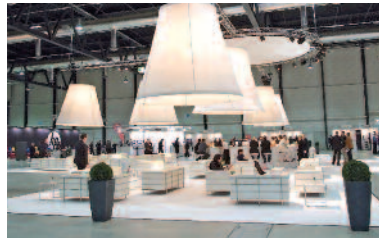
Jürg Ryffel



«In terms of regulation for product – and therefore patient – safety, medical technology is going through a process of rapid change as a result of new technologies, the increasing economic significance of the sector and the growing product diversity. Medical technology is a living industry with short product development cycles, characterized by innovations and constant adjustments. For that reason an international and interdisciplinary exchange of experiences is essential for continued development – and the WMTF will make a valuable contribution here.»

A top-class setting for a top-class visitor

The World Medtech Forum Lucerne values a stylish appearance as it welcomes its top-class visitor – the medical technology industry. Only the best locations will do: the Lucerne Exhibition Center, the Culture and Congress Center KKL Luzern and the host Hotel Schweizerhof. All WMTF participants are guaranteed a smooth transfer between the locations at any time.



The Lucerne Exhibition Center – a professional partner

Messe Luzern AG is at once the organizer and operator of the Lucerne Exhibition Center. This guarantees efficient solutions and continuity. With its professional team and first-class services, Messe Luzern AG has established an excellent reputation in recent years as an organizer of trade fairs with international appeal.

The Lucerne Exhibition Center, featuring a view of the Pilatus, can consider itself among the most beautiful exhibition sites in Europe. The new exhibition halls with an integrated congress center offer the WMTF a modern and flexible infrastructure. Dedicated S-Bahn



railway stations, bus stops and the parking spaces directly in front of the halls make the Lucerne Exhibition Center an ideal location for domestic and international trade fairs.

Culture and Congress Center KKL Luzern – a stylish location

The KKL Luzern offers an architecturally and gastronomically unique experience for conferences and meetings – which makes it the perfect setting for the WMTF congress. Its central location makes it possible for congress participants to also conveniently visit the trade fair in the nearby Lucerne Exhibition Center.



Magnificent accommodations at the host Hotel Schweizerhof Luzern

The 5-star Hotel Schweizerhof Luzern is famous for hospitality that makes the guests feel they are coming home. The Hotel Schweizerhof Luzern is available to the WMTF as a host hotel on special terms.

Lucerne – a hostess with heart

Meeting in a place where others come on holiday: with picturesque charms offered by the lake and mountains, along with a variety of cultural events, Lucerne turns a visit to the WMTF into an unforgettable experience by both day and night.



City President of Lucerne

«Lucerne, with its scenic features, cultural pearls, tourist attractions and modern event centers, is an ideal venue for combining business and pleasure. Its quickly and easily accessible location in the heart of Switzerland also contributes to this convenience. Lucerne is looking forward to giving the guests of the World Medtech Forum Lucerne a warm welcome!»

Urs W. Studer



«Switzerland has a very high degree of specialization in medical technology; the economic performance of this sector amounts to about 2 percent of the GDP. But this strength would not be possible without the high share of exports, which is what is really turning Switzerland into one of the most significant locations for medical technology worldwide. For that reason the time has come for Switzerland to initiate and host an international forum for medical technology.»

Strong partnerships for worldwide networking

Das World Medtech Forum Lucerne wird von der Messe Luzern AG in Kooperation mit dem Medical Cluster konzipiert und durchgeführt und von Medtech Switzerland unterstützt.

The World Medtech Forum Lucerne is conceived and executed by Messe Luzern AG in cooperation with the Medical Cluster and supported by Medtech Switzerland. The forum is being realized in a close collaboration with the industry and its international exponents. To this end, a project development team and an advisory board with indus-

try representatives have been set up. These two bodies guarantee high quality and proximity to the world market. The cooperation with the Medical Cluster and a broadly based patronage committee consisting of associations, sponsoring organizations, universities and technical colleges give the event the necessary impact in the market.



The Swiss network of medical technology.



The specialist for trade fairs with what can be considered one of the most beautiful exhibition sites in Europe.



The new export platform for the Swiss medical technology industry on behalf of the federal government.

Online registration: www.medtech-forum.ch

Contact

**Do you have any
questions? We would
be glad to assist you.**

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