

World Medtech Forum Lucerne
September 25 to 27 2012



Draft program Conference

March 2012

Organizing partner

medical cluster

MESSE LUZERN

Strategic Partners

medtech
switzerland

medisiam
Professional fair for medical technologies

Tuesday September 25

Executive Day

Time	Topics	Building blocks / presentations
	Plenary session	Welcome
		Welcome to the World Medtech Forum Lucerne 2012 - Day 1
		Introduction of keynote speakers
	Global challenges	Global view - Current issues and challenges of the global medtech industry. An international medtech player perspective Economic Crisis - How can medtech provide innovation in a tighter healthcare spending market? An SME perspective Regulation - How can medtech overcome the rising regulatory and market access hurdles? An industry perspective
		Coffee break
		Introduction of key topic speakers
	New business models	Introduction into alternative business models - Insights from the Medtech Industry Study Navigating changes in medtech - An investors perspective Navigating changes in medtech - A life science company perspective Adapting business models to new economic challenges - A medtech company example
		Introduction to the panel
	Problem solving	Panel discussion - Medtech business strategies in times of increasing challenges
	Networking lunch and transfer to the Messe Luzern (10min by bus)	
	All workshops run in parallel; each workshop will be repeated once	
	Workshop 1	Financing
		Meet the investors - What investors are looking for
	Workshop 2	Regulation
		Regulation - Future trends in global standardization
	Workshop 3	Supplying
		Partnering with Big Medtech - What big companies want when choosing their suppliers
	Workshop 4	tba
		Open session - Addressing questions and topics from WMTF participants
		Coffee break
	Workshop 1	Financing
		Meet the investors - What investors are looking for
	Workshop 2	Regulation
		Regulation - Future trends in global standardization
	Workshop 3	Supplying
		Partnering with Big Medtech - What big companies want when choosing their suppliers
	Workshop 4	tba
		Open session - Addressing questions and topics from WMTF participants
	End of Day 1	

Wednesday September 26

European Day

Time	Topics	Building blocks / presentations
Plenary session	Welcome	Welcome to the World Medtech Forum Lucerne 2012 - Day 2
	Introduction of keynote speakers	
	European challenges	<p>Growing global from Europe - The perspective of an international European medtech player</p> <p>What is the future of the European medtech market? An outside-in view. The perspective of a US based medtech company</p> <p>What is the future of the European medtech market? An outside-in view. The perspective of a Asian based medtech company</p>
	Coffee break	
	Introduction of key topic speakers	
	Managing complexity	<p>How to manage new technologies - The perspective of a technology provider</p> <p>How to manage the value chain - The perspective of a European manufacturer</p> <p>How to prepare for regulatory changes - Insights and recent developments from the EMA</p> <p>How to overcome the current healthcare spending cuts in Europe - Strategies and practice from other industries</p>
	Introduction to the panel	
	Problem solving	Panel discussion - Medtech business strategies in times of increasing complexity
Networking lunch and transfer to the Messe Luzern (10min by bus)		
All workshops run in parallel; each workshop will be repeated once		
Workshop 1	Regulation	Meet the regulators - Product registration and market access in the EU
Workshop 2	Patients	Patient centric management - What are the impacts for medtech companies?
Workshop 3	Sales	What hospital procurement is looking for - Is there more than price?
Workshop 4	Bottom line	Reimbursement and pricing strategy in EU markets - How to survive
	Coffee break	
Workshop 1	Regulation	Meet the regulators - Product registration and market access in the EU
Workshop 2	Patients	Patient centric management - What are the impacts for medtech companies?
Workshop 3	Sales	What hospital procurement is looking for - Is there more than price?
Workshop 4	Bottom line	Reimbursement and pricing strategy in EU markets - How to survive
End of Day 2		

Thursday September 27

Asian Day

Time	Topics	Building blocks / presentations
	Plenary session	Welcome
		Welcome to the World Medtech Forum Lucerne 2012 - Day 3
		Introduction of keynote speakers
	Asian opportunities	Shaping the next leading healthcare market - What does it mean for medtech companies? The perspective of a business consultant How to successfully export to Asia - The perspective of a European medtech company How to successfully rearrange the value chain and invest into Asia - The perspective of an international medtech company
		Coffee break
		Introduction of key topic speakers
	Meet your competitor	Exporting medtech to the established markets. The rise of Asian medtech companies - An introduction Meet your Asian competitor - Future opportunities from an Asian perspective (Asian medtech company example 1) Meet your Asian competitor - Future opportunities from an Asian perspective (Asian medtech company example 2) How to successfully compete with Asian medtech companies - The perspective of a European medtech company
		Introduction to the panel
	Problem solving	Panel discussion - Medtech business strategies in times of rising Asian medtech markets
	Networking lunch and transfer to the Messe Luzern (10min by bus)	
	All workshops run in parallel; each workshop will be repeated once	
	Workshop 1	Regulation
		Meet the regulators - Product registration and market access in selected Asian countries
	Workshop 2	Patients
		What Asian patients need - Healthcare professionals answer
	Workshop 3	Sales
		Marketing and distribution in Asia - How to avoid the pitfalls
	Workshop 4	Bottom line
		Reimbursement and pricing strategy in Asian markets - How to survive
		Coffee break
	Workshop 1	Regulation
		Meet the regulators - Product registration and market access in selected Asian countries
	Workshop 2	Patients
		What Asian patients need - Healthcare professionals answer
	Workshop 3	Sales
		Marketing and distribution in Asia - How to avoid the pitfalls
	Workshop 4	Bottom line
		Reimbursement and pricing strategy in Asian markets - How to survive
	End of Day 3	