

Strong presence of Baden-Württemberg at Medica

This year, Baden-Württemberg International (bw-i) and the state agency, BIOPRO Baden-Württemberg, are again appearing jointly at MEDICA, the international trade fair in Düsseldorf, from 16 to 19 November 2015. Also at the show will be a strong contingent of companies from Baden-Württemberg: MEDICA and COMPAMED, which takes place at the same time, will have more than 300 exhibitors, 35 of which will be presenting themselves on the joint Baden-Württemberg stand at MEDICA (Stand G23/G24 in Hall 15).

MEDICA, the world's largest trade fair for medicine and medical technology, is a recognised platform for all areas of medical technology and is of outstanding importance as a meeting point for the medical industry. In 2014, the international fair welcomed more than 130,000 specialist visitors from over 120 different nations, whereby 4,831 exhibitors from 67 countries presented their products and services to a highly-qualified public involved in this sector of health care.

Baden-Württemberg pavilion – A platform for international business contacts

With an exhibition area of over 400 square metres, Baden-Württemberg will be presenting itself for the thirteenth time at MEDICA on a joint stand, showcasing its qualities as a diversified, innovative business location for medical technology and medical engineering. Also participating will be 35 innovative Baden-Württemberg companies, higher-education institutes, research centres, clusters and networks as well as regions, municipalities and various associations.

Jürgen Oswald, Chief Executive Officer of bw-i, invites visitors to MEDICA 2015 to find out about the location and its enormous potential: "Baden-Württemberg offers excellent research, innovative enterprises and an excellent pool of skilled and qualified employees. Come to our joint stand G23/F24 in Hall 15 and talk to bw-i's experts about opportunities for investment and cooperation. You will quickly become aware that the conditions in our state are ideal for foreign companies wishing to do business here."

In the German southwest, the health industry has a long tradition. Today, Baden-Württemberg is a successful location for the health industry with a worldwide reputation. The sector is characterised by successful small and medium-sized enterprises as well as by global corporations such as Roche, Boehringer Ingelheim, Aesculap, Paul Hartmann and Karl Storz.

Baden-Württemberg – Centre of German medical technology

In the area of medical technology in particular, the federal state in the southwest is not only regarded as the leading region in Germany; located at the heart of Europe, it also enjoys a reputation as a premium location in Europe and throughout the world. Prof. Dr. Ralf Kindervater, managing director of the state agency BIOPRO Baden-Württemberg, explains the reasons for this as follows: "Baden-Württemberg is one of the leading locations in the area of medical technology with a very stable economy. This is demonstrated by the latest figures from the recent industry report published by BIOPRO Baden-Württemberg in the run-up to MEDICA. In the medical technology sector in 2013, 818 innovative companies with around 46,373 employees subject to social insurance contributions had a taxable turnover of 11.7 billion euros with technologically high-quality products. You can obtain the report as well as other information on the joint stand at the fair."

One great strength of Baden-Württemberg's medical equipment manufacturers is their distinctive innovativeness. "New insights in the area of health research are being gained almost daily all over the world. We then incorporate them into the products the industry creates, thus ensuring the ability of this sector to meet the growing demands of the future", says Kindervater, explaining the role of BIOPRO Baden-Württemberg. More than 50 per cent of sales is achieved with products that have been on the market for less than three years. This is enabled by, among other things, Baden-Württemberg's excellent universities, colleges and research institutes, of which there are around 80. The medical technology sector is especially concentrated in cities such as Tuttlingen, Mannheim, Tübingen/Hechingen and Pforzheim, which have a highly qualified pool of employees and intensively engage in medical technology research. Around 27 per cent of medical technology graduates in Germany obtain their degrees at universities and colleges in Baden-Württemberg.

What is especially important for the industry is its foreign business. Medical technology companies have stable export ratios of over 60 per cent. They are strongly aligned to international markets and are active around the globe. In addition to the traditional trading partners in EU countries and in the US, foreign sales in the markets of Asia as well as in those of Central and South America have undergone considerable growth in the last few years.

Press release

10-Nov-2015

Source: bw-i/BIOPRO

Further information

Jasmin Omer

Tel.: +49 (0)711 22787-43

E-mail: jasmin.omer@bw-i.de

- ▶ [Exhibitors on the joint stand at MEDICA 2015](#)