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MEDICA
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2025

Press release

MEDICA 2025 and COMPAMED 2025 are set to begin: International healthcare industry prepares for change

Federal Health Minister Nina Warken to speak at opening – Hospital reform opens up opportunities for medical technology industry

Next week, Düsseldorf will once again become the meeting place for the global healthcare industry. From Monday to Thursday, MEDICA 2025 and COMPAMED 2025 will kick off as the leading international trade fairs for the medical technology industry and its suppliers (17–20 November). "Artificial intelligence, robotics, digitalisation and networked care are shaping the transformation of the healthcare sector. At the same time, regulatory requirements, disrupted supply chains and increasing trade restrictions are challenging the medtech industry. Amidst this tension, our specialist audience can draw on a wealth of resources and prepare themselves for change. We offer a variety of discussions and presentations with top speakers, the best networking opportunities and countless new products," says Michael Degen, Executive Director of Messe Düsseldorf, looking forward to the trade fair.

A total of more than 5,300 exhibitors from 70 nations will offer a comprehensive overview of the latest medical products, services and developments for modern outpatient and inpatient care – unique worldwide along the entire medical technology value chain, including supplier innovations.

A particularly high-ranking visitor is expected right at the start of MEDICA 2025 on Monday: **Federal Health Minister Nina Warken** and **NRW Health Minister Karl-Josef Laumann** will take part in the opening event of the 48th German Hospital Day. 'A new start for hospital policy – the courage to change' is the motto of this year's Hospital Day, which will once again take place in the midst of the MEDICA trade fair (in Hall 10). At a time when reforms and the quality of healthcare provision are being



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discussed on a daily basis, the speeches by Nina Warken and Karl-Josef Laumann in front of senior management from German hospitals promise to be highly exciting!

Step by step clarity for investments

“In the course of implementing hospital reform, hospitals will gradually gain clarity for investments. Various market studies predict significant growth momentum and, for example, annual growth of five per cent in the German market for medical technology until 2029, as well as a total volume of investments in modern hospital equipment and digital, networked infrastructures worth well over 100 billion euros. However, the speed and design of the reforms vary greatly from region to region, and challenges such as hospital closures and a shortage of skilled workers remain. Overall, there are positive signs for the medical technology industry and the trade fair business in the medium term,” explains Carmen Berger, the new Director of MEDICA and COMPAMED at Messe Düsseldorf since 1 October.



The industry situation and rapid market access for medical technology innovations are also likely to be topics of discussion on Tuesday when **EU Health Commissioner Olivér Várhelyi** visits MEDICA 2025 and meets with CEOs from the medical technology industry for an exchange of ideas and lunch. On Wednesday, **Tim Walz, Governor of the US State of Minnesota** (US Vice-Presidential candidate for 2024) is expected to attend, highlighting MEDICA's international appeal, particularly in the USA. With around 300 exhibitors, the USA is once again one of the strongest national participants.

‘Dr Robot’ – a colleague with a future

The field of medical robotics is currently undergoing particularly dynamic development. This is reflected in numerous applications highlighted by exhibitors and in the stage programme at MEDICA 2025. In future, robots will increasingly be used not only in traditional medical areas – such as



operating theatres – but also in laboratories and logistics. Examples include blood sample handling and drug preparation. ‘The combination of robotics and artificial intelligence will also open up many options. Think, for example, of robot-assisted surgery based on AI-refined image data,’ says Michael Degen, who sees great potential and refers to the publication ‘Robotics in Healthcare’ released at the MEDICA pre-press conference. The study was developed cooperatively by Messe Düsseldorf and the industry association SPECTARIS. It offers insights into current developments, research perspectives, legal frameworks and market data.

Hotspot for ‘Future Health Tech’ with top speakers on stage

At MEDICA 2025, pioneering innovations at the interface with practical application will also be presented at the newly launched MEDICA INNOVATION FORUM (in Hall 12). The topics of the previous MEDICA HEALTH IT FORUM have been integrated into the forum's stage programme. Top speakers and key opinion leaders (such as **digital health pioneer Daniel Kraft** and **Spiegel bestselling author** and reporter **Thomas Schulz**), start-up competitions such as the 14th MEDICA START-UP COMPETITION and the 17th HEALTHCARE INNOVATION WORLD CUP send a clear message: With its programme formats, MEDICA is *the* hotspot for the entire spectrum of digital innovations – from smart wearables and AI-supported diagnostics to micro-medical robotics. The MEDICA START-UP PARK and the Wearable Technologies Show (on the latest wearable technologies), located in the immediate vicinity of the MEDICA INNOVATION FORUM, also contribute to this. Also in Hall 12, the MEDICA ECON FORUM, organised by Techniker Krankenkasse, focuses its discussions in particular on the digital transformation of the German healthcare system towards modern, networked care.

Start-up power in Hall 12 – networking with the start-up scene

The MEDICA START-UP PARK (in Hall 12), which has established itself in the digital health sector of MEDICA as an exclusive platform for



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networking with the inventive start-up scene, is achieving new record participation of around 80 start-ups this time. Participants include HeartHero (USA), Bottneuro (Switzerland) and Healex (Germany). HeartHero presents a portable, user-friendly AED that automatically defibrillates only when needed. Bottneuro heralds a new era of neurotherapy with 'MiamiMind'. The custom-made 3D helmet enables precise transcranial brain stimulation for Alzheimer's, stroke and depression. The future you can wear! Healex is introducing a digital platform that automates and significantly simplifies the management and billing of clinical trials. 'Hospitals lose millions of euros every year because invoices for contract studies are not issued. With our platform, we create transparency and secure this revenue for the healthcare system,' says Alexander van der Mey, CEO of Healex, highlighting the advantage.

All facets of modern medicine – 'hot topics' set the agenda

Not only in the Digital Health/Health IT experience world, but also in its other experience worlds, MEDICA 2025 reflects the **hot topics** of the industry, such as **AI/generative AI, robotics and automation**, and **networked care**. In addition to the exhibitors' innovations for the entire outpatient and inpatient treatment process, a varied stage programme and special shows also contribute to this. The experience worlds include: Laboratory Technology and Diagnostics (with MEDICA LABMED FORUM in Hall 1), Medical Technology and Electromedicine (with MEDICA TECH FORUM and "Hospital of the Future" in Hall 10), Consumables and Disposables, and Physiotherapy and Orthopaedic Technology (with the MEDICA SPORTS HUB in Hall 4).

This comprehensive range of topics and products at MEDICA is unique worldwide in combination with **COMPAMED**, which always takes place in parallel and has developed into the world's leading platform for the medical technology industry's supplier sector. Around 750 exhibitors will present an impressive variety of high-tech solutions and innovations that help drive medical progress. The spectrum of supplier expertise for medical technology, which will also be the subject of two programme



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stages in Halls 8a and 8b, ranges from electronic components and microtechnology to new materials, clean room packaging solutions and complete contract manufacturing.

Strong international response expected

Trade visitors from more than 160 countries are expected to attend MEDICA 2025 and COMPAMED 2025. The strong international response will also be boosted by the many high-calibre visitor delegations from all continents who have already announced their attendance.

Both events are aimed exclusively at trade visitors. New for this year are the opening hours on the final day (Thursday). The exhibition halls will then be open from 10 a.m. to 4 p.m. On the first three days (Monday to Wednesday), trade visitors can embark on a journey of discovery through the latest medical technology innovations from 10 a.m. to 6 p.m.

All information is available online at: <https://www.medica-tradefair.com>
and <https://www.compamed-tradefair.com>.

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