

HEALTH MADE IN GERMANY

The Medical Technology Sector



Summary

The German medical technology sector is well positioned in international markets. It has established strong trading partnerships with health-care stakeholders across the globe and profits from increased demand worldwide. By combining long-standing competences in engineering, manufacturing and healthcare, German companies are pioneers in the development of new medical devices and services. They provide state-of-the-art products that fulfill the highest quality and safety standards in accordance with international regulations. The industry also benefits from exceptional research facilities in the different health and engineering disciplines, optimal health-care infrastructure with internationally renowned hospitals, and excellent manufacturing standards.



EUR 29.9 bn

turnover generated by
the German medical
technology sector in 2017

1,300+

German manufacturers active
in the medical technology sector

18.6%

of German medical technology exports to
North America in 2017

1,340

German medical technology patent
applications in Europe in 2017

Market Data

The medical technology industry is a major pillar within modern healthcare systems, providing innovative solutions for current challenges and needs. German companies enjoy global acclaim for their high-quality products and services, allowing Germany to consolidate its position as one of the world's leading healthcare providers.

The sector in Germany is largely made up of family-owned small and medium-sized enterprises (SMEs) who are backed by tradition, quality and high standardization. In 2017, the approximately 1,300 medical device manufacturers (>20 employees) and their 137,900 employees generated EUR 29.9 billion in total sales. This represents a continuous revenue growth compared to previous years. The industry is strongly committed to research and development (R&D). Approximately nine percent of revenue is spent on R&D activities. The high degree of innovation in the German medical technology sector is further borne out by the fact that one third of turnover is generated from medical products that are just three years old or younger. Germany is second only to the United States in terms of medical technology patents filed at the European Patent Office.

Excellent domestic R&D conditions have contributed to the formation of a diverse start-up environment in Germany. Driven by regional governments, large companies and clinics, more than a dozen accelerators and local hubs support the foundation of new medtech start-ups – most of them focusing on digital health solutions.

Top EU Medical Technology Industries

in EUR billion

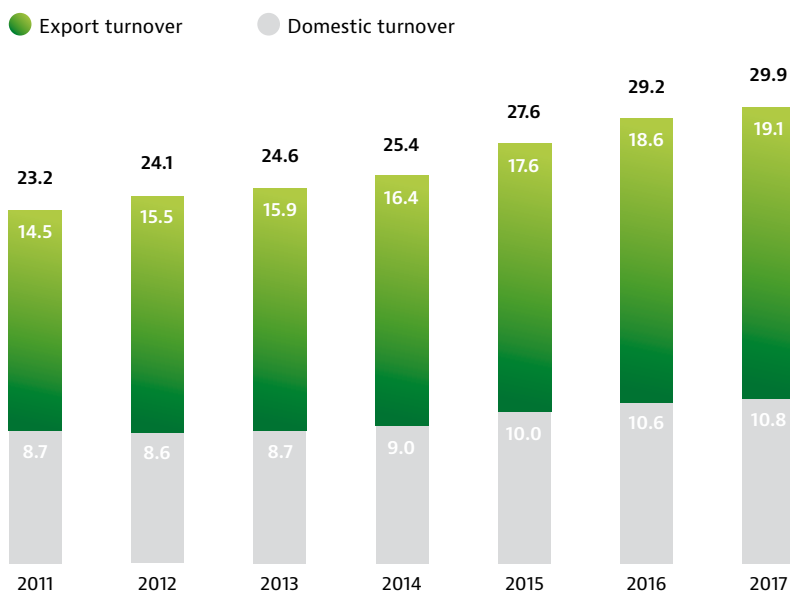
Country	National Industry Turnover*
Germany	32.39
Ireland	11.62
France	11.02
Italy	9.51
United Kingdom	8.15

Sources: Eurostat, SPECTARIS 2018

*referring to 2015 or latest available national sources; also includes small companies with <20 employees

German Medical Technology Turnover* 2011 to 2017

in EUR billion



Sources: SPECTARIS, German Federal Office of Statistics 2018

*data refers to German medical technology companies with >20 employees

This innovative spirit goes well beyond medical technology companies active in the field of in-patient and out-patient healthcare, rehabilitation and prevention. Germany also has a solid base of companies providing high-quality and innovative processing, production and manufacturing services to clients in the medical technology industry.

These attributes are major reasons for the success of German medical technology companies in the global market. A large share of revenue is generated from exports – Germany is the third-largest provider of medical technology services and products globally. The strongest demand arises from its nearest neighbors, with one third of European medtech sales originating from German companies and almost half of all German medical technology exports going to other European countries.

Germany is also a respected trading partner in North America and Asia, regions that account for approximately 19 percent of German exports respectively. Emerging markets such as China and India have also helped revenue growth, providing a solid base for German medical technology companies' international expansion.

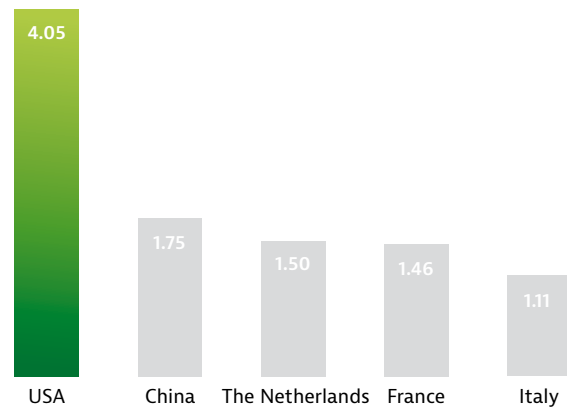
Industry Trends

Growing Export Markets

Demand for modern healthcare infrastructure – based on high-quality medical technology products and standards – is rising across the globe thanks to increasing economic wealth and well-being as well as demographic change. The German medical technology industry is excellently positioned, enjoying specific export growth in Asian, African and Middle Eastern countries. One of the most important emerging markets is China where German companies generated sales of around EUR 1.75 billion in 2017, surpassed only by sales of EUR 4 billion in the United States. Other rising trading partners include Japan, India and certain African countries. New regulatory frameworks for the approval or market entry of foreign medical products based on existing CE marks will stimulate further expansion in these markets.

German Medical Technology Export Turnover by Country 2017

in EUR billion



Sources: German Federal Office of Statistics, SPECTARIS 2018

Digital Health Know-how

Advanced global health standards boost demand for digital health products and telemedical devices. The disruptive nature of digital health innovation is dramatically changing the structure of health systems worldwide, offering growth opportunities for digital health solutions in emerging countries. The German medical technology industry provides a broad spectrum of services in this field; be it medical imaging and diagnostics, IT-based medical information systems, video consultation, wearables to monitor chronic diseases, cloud-based patient data storing or digital doctor-to-patient communication

tools. Germany's dynamic digital health landscape is home to established corporations and start-ups alike, bringing together long-standing IT expertise and high-level healthcare professionals in hospitals and clinics. The interlinking of in-patient and out-patient care is among the major issues addressed, leading to the improvement for rehabilitation services and home care. Wearables, cloud computing, blockchain technologies, artificial intelligence (AI) approaches, deep learning tools, and virtual reality systems are all explored to help meet today's healthcare challenges.

German Medical Technology Exports by Region 2017

in percent



Sources: German Federal Office of Statistics, SPECTARIS 2018

AI-based Medical Imaging

Germany offers strong clinical expertise and world-class professionals in the fields of oncology, cardiology, neurology, diabetology, and infectious diseases. According to data published by the BVMed medical technology industry association, these indications belong to the top priority R&D topics addressed by German businesses.

Companies work closely together with university hospitals and private clinics domestically and internationally. Fast and precise high-resolution medical imaging – such as magnet resonance imaging (MRI) – supporting diagnostic and treatment processes in hospitals is just one of the strengths of the German medical technology industry. Large corporations, mid-sized companies and start-ups adapt a number of innovative approaches to provide more efficient products and services. AI-based systems are clearly at the top of the agenda for optimizing treatment outcomes for cancer and skin diseases. Other applications focus on the further development of preventive healthcare strategies.

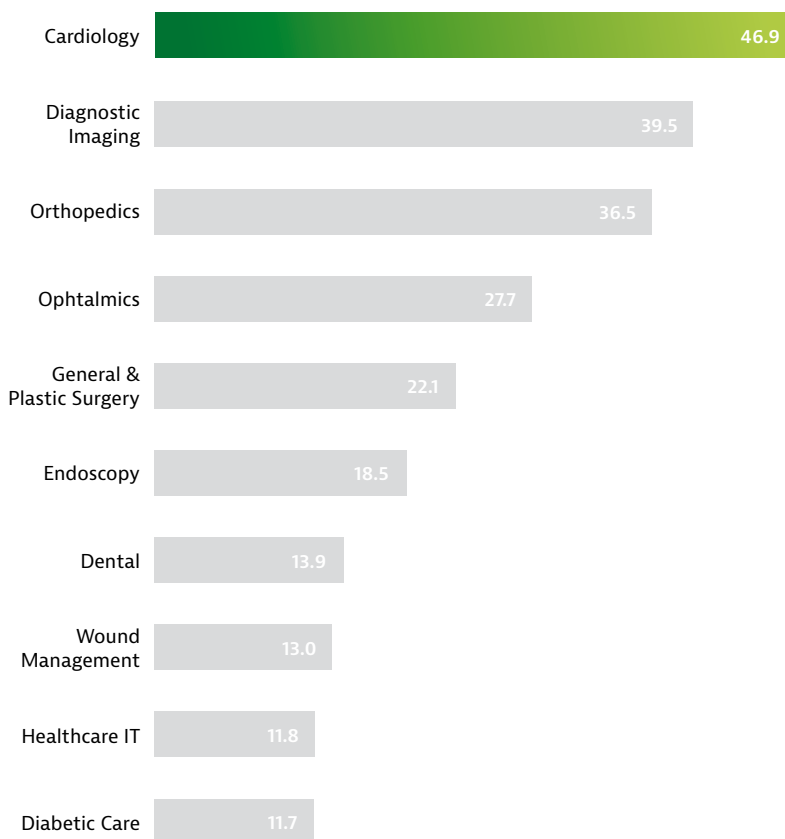
Engineering Excellence

German excellence in engineering, processing and automation makes the country a hot spot for developing technically complex devices, machines and robotic- or sensor-based processes for use in the medical technology industry. Specific competences exist in the development of completely new surgical operation systems with connected devices, thereby bringing IT-based infrastructure and innovative medical products together.

German companies have an enviable reputation for producing and manufacturing high-quality materials adapted and intended for use in medical products like implants and prostheses. Trends, such as 3D printing and innovative polymers, are explored in close cooperation with academic research institutes and start-ups. This provides novel functionalities and enhanced production processes to medical technology industry clients.

Global Medical Device Sale by Application Area 2017

in USD billion



Source: Evaluate Ltd. 2018

DIGITAL HEALTH SECTOR



A significant number of companies in Germany are developing digital health solutions. This publication gives an overview of the sector and provides partner links.

Sector Structure

The German medical technology sector is dominated by family-owned SMEs. According to industry association SPECTARIS, a total of 1,300 German medical technology companies had a workforce of more than 20 people in 2017, making up a total workforce of around 137,900 people. Around 11,300 small enterprises with less than 20 employees and a total workforce of almost 81,000 people can be added to this, creating overall manpower of 218,900 people in the domestic medical technology industry. Diversification along the healthcare value chain is very high in terms of the business activities of these companies.

- *Preventive medicine & diagnostics:* The characterization of health and illness is a complex matter, demanding efficient and reliable medical devices. Germany has a diagnostics sector

with many companies providing innovative point-of-care and laboratory diagnostics as well as ultrasound systems and magnet resonance tomography (MRT). New solutions offer insights into the causes of diseases even before symptoms are realized, for instance in inflammatory diseases, cardiovascular diseases, gastroenterology, skin cancer or patients at risk of stroke, respiratory diseases, and cardiac arrhythmia. Considered expertise can be particularly found in the field of medical imaging, enabling the implementation of more efficient and less harmful treatment strategies in hospitals. Large globally active corporations have their imaging R&D centers located in Germany for this reason, and work in unison with university hospitals and start-ups. New trends such as wearables, digital health and AI further boost innovative diagnostics development.

- *Therapeutic treatments:* Medical devices and monitoring products provide clinicians, doctors and patients with the essential data sets and basic information required for implementing targeted medical treatments (e.g. patients with chronic diseases including cardiovascular diseases, chronic respiratory disease, and diabetes). A major asset is the integration of new developments from other health-related sectors – like the biotechnology industry, the IT sector and the pharmaceutical industry – in the medical technology field which leads to completely new therapy approaches. This has helped to accelerate pioneering strategies in the area of personalized medicine. There is also a strong focus on new technologies and systems for surgeons installed in operation theaters, where instrument and device connectivity and interoperability are major challenges. Here, the German medical technology industry is working together with experts in academic research institutes and clinics to find efficient solutions. A strong partnership between science and industry also exists in terms of new implants in the fields of endoprotheses and ophthalmology. Novel strategies in wound care, combining bioactive compounds with classic products, are another innovative topic currently being addressed by German companies. In all of these approaches, the German medical technology industry has a strong focus on innovative high-quality products, ensuring safety for patients and healthcare providers at the same time.

HEALTH MADE IN GERMANY AT MEDICA

For more than four decades, MEDICA, the world's leading medical technology trade show, has opened its doors every November in Düsseldorf. The industry event offers more than 5,200 exhibitors from 70 countries an excellent platform to meet with potential customers, partners and experts. HEALTH MADE IN GERMANY and Germany Trade & Invest will attend MEDICA with a multi-featured exhibition stand. Here they will introduce visitors to their services and provide information about the German medical technology market. With a broad spectrum of expert presentations addressing different market segments, a one-to-one meeting service and an exclusive tour for foreign diplomats, HEALTH MADE IN GERMANY will highlight the major strengths of the German medical technology sector. The MEDICA booth also represents an excellent starting point for international visitors to find industry partners in Germany.



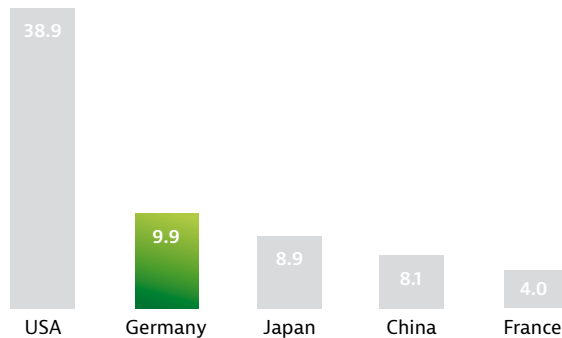
- **Rehabilitation and patient care:** Without medical aids, self-sufficient living or participation in ordinary everyday activities would not be possible for many people. Assistive devices that help balance out physical or mental disorders are used therapeutically, with many routine activities depending on the use of medical aids. The structure of medical aid companies in Germany is very heterogeneous. Specialized healthcare providers (e.g. opticians, hearing care professionals and orthopedic technicians), authorized medical supply stores, and home care companies also focus on the supply of medical aids. Experts estimate that there are as many as 3,000 of these service providers active across Germany. To set up efficient rehabilitation strategies for patients who have had amputations, spinal cord injuries, strokes, traumatic brain injuries, and other debilitating injuries, German companies have developed a broad portfolio of medical devices which support nursing staff, home care agents and physiotherapists in their daily out-patient care routine.

Based on its strong tradition in the orthopedic field, Germany is also a forerunner when it comes to new developments such as exoskeletons. Robot-assisted wearable systems for gait training that are connected to other digital mobile devices and new approaches for wheelchairs are further examples of rehabilitation-relevant innovations made in Germany. Other enterprises focus on online-based therapeutic tools for chronic diseases such as diabetes, mental illness and neurodegenerative diseases. Digital health and telemedicine products are developed to improve home care, which is increasingly important in out-patient treatment. These products and services assist elderly people in their everyday life at home by preventing falls or supporting communication in emergency situations.

- **Health IT infrastructure and data handling:** A powerful infrastructure offering efficient medical information systems – including data storage and data sharing interfaces – is an imperative for effective treatment decisions and doctor-patient communication in in-patient and out-patient care scenarios. One of the key drivers is digitalization, expanding functionalities and improving data protection levels. German IT-focused medical technology companies are renowned for providing high-quality solutions

Medical Technology Worldwide Production Share 2017

in percent



Sources: Frost & Sullivan, EvaluateMedtech, SPECTARIS 2018

and systems in these fields. They are in particularly high demand among emerging countries currently in the process of establishing or modernizing their own healthcare infrastructure.

- **Dental medicine:** Germany is home to a long-established dental manufacturing industry that is mainly composed of around 200 SMEs with a total of 20,700 employees. According to the VDDI industry association, these businesses generated turnover of EUR 5 billion in 2017 – two thirds of which came from exports. German dental medicine companies have always been and remain pioneers in developing new high-class equipment and fittings for dental surgeries and dental laboratories, tools, materials, and further laboratory working materials. This is due in no small part to their close working cooperation with science and research partners.

PHARMACEUTICAL SECTOR



The pharmaceutical industry is the largest sector within the German healthcare industry. This publication highlights its strengths and international partnership opportunities.

The Medical Technology Landscape in Germany

Regional Strengths and Traditions

Germany's medical technology industry extends across the country and includes a number of regional hot spots. These hot spots build upon specific regional industry traditions thanks to the proximity of large cities and dense industrial and research landscapes. Where high density of manufacturers, producers and suppliers can be found in the south, biomedical applications and laboratory equipment are strongest in the west, and companies with a focus on optical and diagnostic devices are more represented in the east and north of the country.

High Quality Healthcare Infrastructure

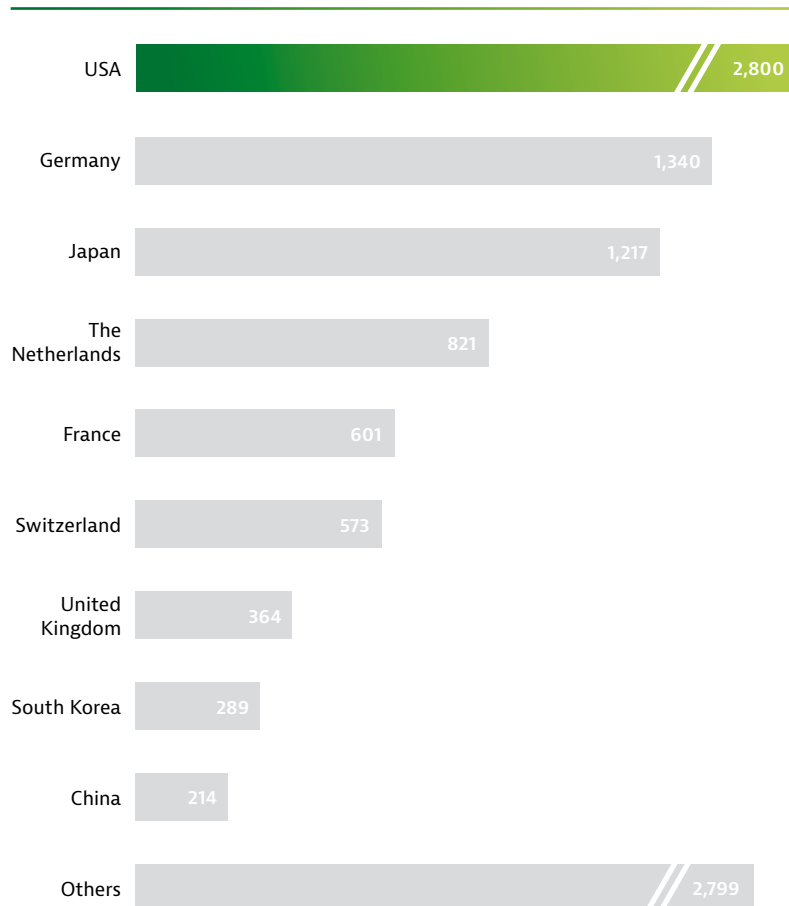
A nationwide system of high quality, innovation-driven hospitals and university clinics provides a strong platform for Germany's export-oriented medical technology industry. It offers an excellent

starting point for testing and implementing novel solutions for in-patient and out-patient care. Every year, Germany's 1,900 hospitals and their 800,000 employees take care of around 19 million patients. There are around 1,400 rehabilitation centers, 13,500 nursing homes and a further 13,300 nursing service providers in the country.

In terms of national health expenditure, Germany is among the world's leading top five countries behind the United States, Switzerland and France respectively. In 2017, some EUR 374 billion was spent on healthcare in Germany, representing 11 percent of gross domestic product. The majority of hospital costs cover treatments of patients with cardiovascular diseases (EUR 46 billion), followed by mental illness (EUR 44 billion) and diseases of the digestive system (EUR 41.6 billion). Around EUR 34 billion was invested in medical products.

Medical Technology European Patent Agency Applications 2017

country of origin



Source: European Patent Agency 2017

Clinical Study Expertise

The nurturing environment of hospitals and clinical infrastructure in Germany lends an excellent background for clinical studies to evaluate and certify the quality and safety of medical devices and to conduct health technology assessments. Increasing requirements demanded by the new European Medical Device Regulation make general experience in this area even more relevant. Close relationships between research institutes, universities and hospitals put German medical technology companies at the forefront in coping with these challenges. This applies specifically to small and medium-sized businesses that often address niche markets.

Pooling together resources that allow synergy effects and minimizing R&D costs through joint purchasing initiatives or working groups on regulatory issues are just some of the strategies followed by German companies. Matchmaking and networking is supported by around 30 regional and local cluster initiatives focusing on medical technology. More than half of them are recognized by the national "go-cluster" excellence program in accordance with the guidelines of the European Cluster Excellence Initiative (ECEI).

R&D Excellence

Germany's medical technology industry profits from a strong R&D focus within these networks stimulating the foundation of new start-ups. Several accelerator and hub initiatives have been established to support founders in the medical technology sector set up their businesses in accordance to market needs and regulatory requirements. New financing sources for medical technology businesses have also been made available. German crowdfunding platforms dedicated to health businesses have been launched in recent

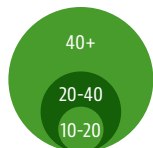
years to provide founders with seed capital for new ideas. Statutory health insurances opened up for new ways of financing, offering special support programs for young enterprises in digital health. Large international networks with a strong foundation in Germany boost additional growth. These include the EIT Health initiative, connecting more than 140 leading European organizations covering all key areas of healthcare (from industry, payers, research and finance) intensifying international collaboration and German medical technology sector expansion.

Medical Technology Manufacturing and Innovation Clusters in Germany

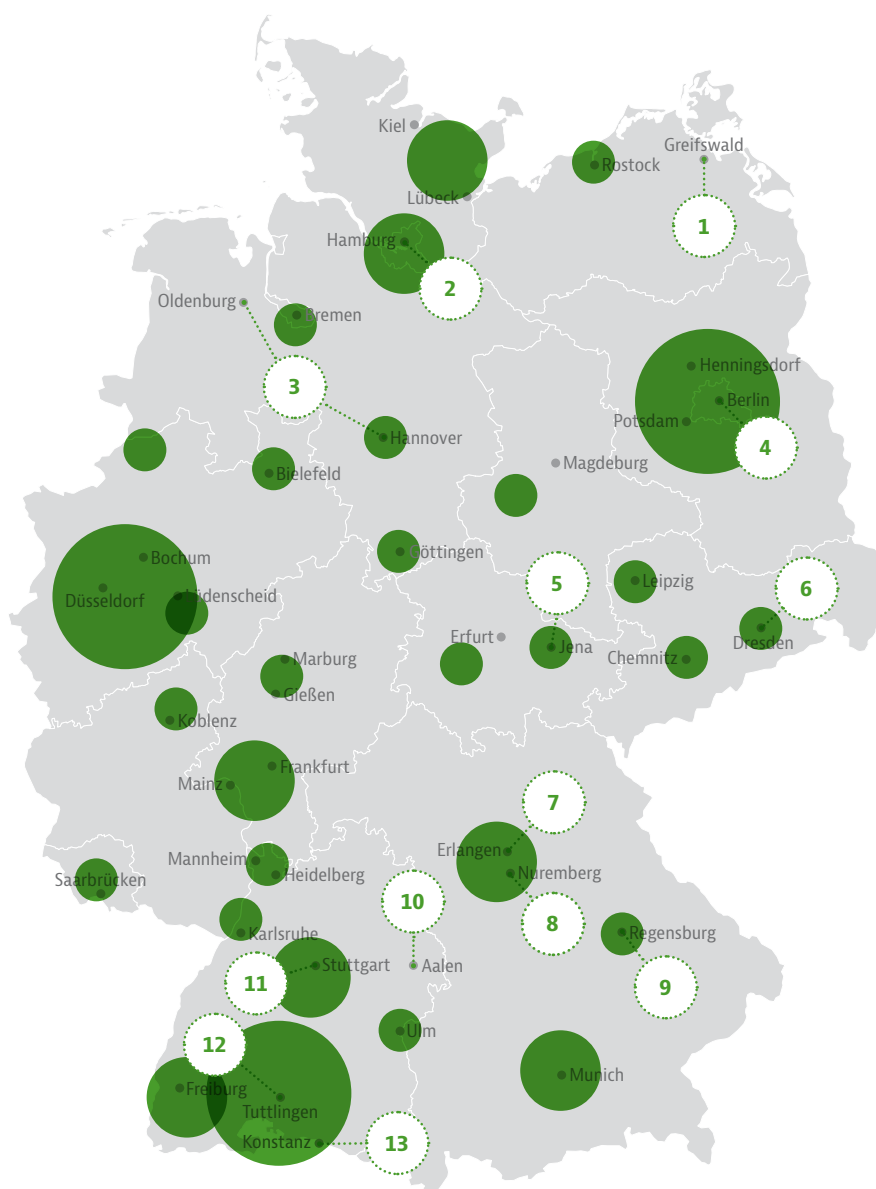
Cluster Management Headquarters

- 1 BioCon Valley
- 2 LIFE SCIENCE NORD
- 3 AUDITORY VALLEY FUTURE HEARING
- 4 HealthCapital BERLIN BRANDENBURG
- 5 medways
- 6 medtech by biosaxony
- 7 MEDICAL VALLEY
- 8 Forum Medtech Pharma
- 9 BIOPARK Regensburg
- 10 Photonics BW
- 11 BioRegio STERN
- 12 MedicalMountains
- 13 BioLAGO

Number of Companies



Source: Markus database, Bureau van Dijk



German Expertise

German medical technology companies offer a large portfolio of medical products and manufacturing services for national and international clients. Foreign markets appreciate the innovative technologies, excellent product quality and industry focus on product safety in accordance with regulatory requirements. International business strategies play an important role for large corporations, family-owned mid-sized companies and technology-focused start-ups active in the medical technology sector. Here, the CEOs of three German medical technology companies report on what makes their expertise so interesting for international partners and why global alliances and strategic partnerships are the key to successful business development.

Erlangen-based Siemens Healthineers represents a strong pillar in the German medical technology sector, looking back on a company history of 120 years. Today, the globally active company is one of the largest B2B providers worldwide with a focus on precision medicine and care delivery. The large product portfolio comprises solutions in the areas of diagnostics imaging, point-of-care and laboratory diagnostics, ultrasound, advanced therapy and services. The company operates from 70 countries and has more than 48,000 employees. In 2017, it generated revenue of EUR 14 billion.

PETER BREHM GmbH is a family-owned manufacturer of medical implants and prostheses, providing various products for total knee and hip arthroplasty as well as spinal surgery. Founded in 1981 in Weisendorf, the company has subsidiaries in Austria, Switzerland and Japan. The company has a workforce of around 160 employees.

Implandata Ophthalmic Products (IOP) GmbH, based in Hannover, is an early stage, privately financed medical technology company founded in 2010. IOP has developed a novel technology for 24-hour measurement of intraocular pressure that improves monitoring and therapy of glaucoma patients. A CE-marked, patient handheld device for sensor implant powering and data readout communicates with eye care specialists and patients in real time online. Company investors include KfW bank and High-Tech-Gründerfonds.



Bernd Montag

*CEO, Siemens Healthineers,
Erlangen*

What do international investors and business partners appreciate most about your expertise?

Siemens Healthineers is an important partner when it comes to improving efficiency and diagnostic capabilities in healthcare. This is all the more essential given the challenges facing healthcare systems worldwide due to aging societies, chronic diseases and ongoing cost pressure. We provide support with dependable precision medicine and innovative methods based on artificial intelligence to significantly improve clinical workflows.

What do you believe is the basis for successful international cooperation and expansion?

We are a partner of 90 of the world's top 100 healthcare providers. Long-term and close relationships are important for all of them, as they enable us to clearly understand the respective needs and challenges. As a result, we can combine our expertise in medical technology and data analysis to create added value for our customers.

Which export markets and international activities play a crucial role for your company development?

As the largest medical technology B2B company in the world, we are represented around the globe. The US is a very important market for us: every second MRI sold there comes from us. But we have also been able to participate in the rapid growth in China. And we expect China to continue to be an important growth driver for us in the future. Our Atellica analysis platform will play an important role in this. In the coming years, we want to raise the number of systems established worldwide significantly. Today, the figure is already more than one thousand.



www.healthcare.siemens.de



Marc Michel

*CEO, PETER BREHM GmbH,
Weisendorf*

What do international investors and business partners appreciate most about your expertise?

Our foreign partners appreciate our uncompromising attitude to product quality; our innovative, technically sophisticated endoprosthesis solutions; and our family-like operation, which is designed above all for the long term and not for short-term profit. As an SME, the continuous fusion of innovation and craftsmanship, of tradition and progress, of professionalism and empathy is what our customers value in this age of increasing globalization.

What do you believe is the basis for successful international cooperation and expansion?

Above all, trust in and loyalty to the respective partner as well as courtesy and commitment – even if this may seem trivial. On this foundation of values, it is possible to individually and interculturally develop the appropriate business model that the respective target country requires in order to satisfy the market and customer needs in the long term. An exciting project in recent years was Vietnam, where we were able to develop a successful, trust-based cooperation with a local partner.

Which export markets and international activities play a crucial role in your company development?

We are concentrating on CE markets in Eastern Europe, which are currently being neglected by large companies due to small quantities and/or low prices. In addition, we are continuously driving forward our subsidiaries in Japan, Austria and Switzerland as well as expanding our activities with sales partners in South America, Australia and Russia.

→ www.peter-brehm.de



Max Ostermeier

*CEO, Implants Ophthalmic Products GmbH,
Hannover*

What do international investors and business partners appreciate most about your expertise?

Implants is combining proprietary implantable sensing technology with a digital health solution, providing useful real-time information to eyecare specialists but also to glaucoma patients for more efficient disease management. With this solution, Implants is really going to transform current glaucoma care.

What do you believe is the basis for successful international cooperation and expansion?

A unique solution addressing an important market need, strong intellectual property, a mature technology stage ready for rapid commercialization and a company mind-set to address global markets are key for successful cooperation. But the ability to create win-win situations, to define common long-term objectives and develop a joint plan are the most important factors. This provides transparency and will guide an international collaboration through all stages.

Which export markets and international activities play a crucial role in your company development?

Because of aging populations and the chronic nature of glaucoma, its incidence is growing worldwide and treatment solutions are in demand globally. After having attained a CE mark, Implants is going to address the European marketplace first. But we have already started activities to gain regulatory approval in the US. And we are currently looking for partnerships in Asian countries such as Japan, China and India.

→ www.implantsdata.com

Industry Associations

The German medical technology sector is represented by a number of industry associations that lobby for improvements for their member companies. HEALTH MADE IN GERMANY works closely together with them to provide support for international companies seeking collaboration and partnerships with German companies active in the medical technology sector. To further enhance sector visibility, we facilitate the presence of German players at relevant industry events such as MEDICA – the world's leading trade fair for the medical industry – and provide a platform for connecting with international partners.

GERMAN HEALTHCARE EXPORT GROUP

GHE – German Healthcare Export Group

Nearly 50 innovative, export-oriented medical technology companies work together in the German Healthcare Export Group (GHE). The business network has promoted exports and the international medical technology business for more than 25 years. The GHE represents the interests of companies that account for around 80 percent of German medical technology exports from across nearly the entire medical technology spectrum.

The GHE combines innovative technology and high-quality products "Made in Germany" with outstanding services and customer support. The GHE brings its member companies together in numerous projects and pools their expertise. This enables customized solutions to be offered and large-scale projects to be delivered.

Under the slogan "Proven Partnership," the GHE provides its members with in-depth expertise complemented with excellent contacts to ministries and institutions such as the German Federal Ministry for Economic Affairs and Energy (BMWi) and Germany Trade & Invest (GTAI).

 www.gheg.de/en/



SPECTARIS – German Hightech Industry Association

SPECTARIS represents the interests of around 420 member companies from Germany, associated in four sector-specific associations: Medical technology; Consumer Optics; Analytical, Bio and Laboratory technology as well as Photonics. Through its political activities, public relations and industry marketing, the association gives its members a voice, formulates new responsibilities and opens up new markets. This ensures the international competitiveness of the German industry in these sectors.

In the medical technologies sector, SPECTARIS represents around 170 German capital goods and auxiliary aid companies who mostly produce high-tech products and have a pronounced export orientation. The member companies cover an extensive research and applications environment which includes medical products for diagnostic and surgery purposes to supply systems and anesthesia and intensive care devices. The association also represents manufacturers of ophthalmic devices, large and small sterilisators, medical functional room equipment, respiratory home therapy, rehabilitation aids, and orthopedic technology.

 www.spectaris.de/english.html



VDDI – Verband der Deutschen Dental-Industrie

The German dental industry's products occupy a leading position globally. They are a key component of the healthcare industry in Germany. The Association of German Dental Manufacturers (VDDI) is based in Cologne. It represents the interests of around 200 enterprises in this sector.

Recent surveys indicate that in 2017, VDDI member companies employed more than 20,000 workers and generated around EUR 5.3 billion in earnings, with a 4.4 percent increase to the previous year. On average, member companies invest about eight percent of their earnings in research and development. The aim of research and development in the dental industry is to supply applied dental technology and materials including innovative systems and new methods for practitioners and patients. The development of new diagnoses and therapy is based on close cooperation with academic dental medicine.

→ www.vddi.de



ZVEI - Zentralverband Elektrotechnik- und Elektronikindustrie e.V.

ZVEI, the German Electrical and Electronic Manufacturers' Association, is among the most important industrial associations in Germany. It represents the interests of a high-tech sector with a very wide and extremely dynamic product portfolio.

In the area of medical devices ZVEI is representing manufacturers of electromedical equipment and the associated software products in medical diagnostics and therapy. These products are for example being used in medical imaging, intensive care, surgery and telemedicine.

With proposals on research, technology, environmental protection, education, and science policy, ZVEI is a pacemaker of technological progress. It supports market-related international standardization work and international trade.

→ www.zvei.org



BVMed – German Medical Technology Association

BVMed, the German Medical Technology Association, represents about 230 manufacturers and service providers of medical devices. The medical technology industry in Germany employs about 210,000 people and invests an average of nine percent of their sales volume in research and development.

Our member companies produce e.g. wound dressings, medical aids for ostomy and incontinence care, or single-use devices such as syringes, catheters, and cannulas.

Moreover, BVMed represents manufacturers and suppliers of infusion therapies, surgery materials and devices, implants (i.e. lenses; hip, knee, shoulder, and backbone implants; heart valves, pacemakers, implantable defibrillators, artificial heart), home care services, and medical software.

BVMed is campaigning for the adequate and appropriate supply with high-standard medical devices for the German citizens and thereby to improve people's health and quality of life in all periods.

→ www.bvmed.de/english

HEALTH MADE IN GERMANY

Germany is one of the world's most important providers and exporters of healthcare products and services. The country's innovative medical products set international standards for quality, safety and reliability. German manufacturers and service providers in all health and life sciences segments attract overseas customers and partners and deliver leadership in healthcare innovation.

HEALTH MADE IN GERMANY is the export initiative for the German healthcare industry. It supports international companies and organizations that are interested in establishing contact with potential German partners and suppliers. Set up by the German Federal Ministry for Economic Affairs and Energy (BMWi), the initiative bundles expert market intelligence for easy industry access. One of the initiative's main goals is to promote the German healthcare sector through international networking activities for the mutual benefit of international partners and German companies alike.

HEALTH MADE IN GERMANY does this by providing proactive support (including market and regulatory

insight), introductory services, and networking platforms including trade events at home and abroad. The initiative serves four major industries active in the international medical market: pharmaceuticals, medical technology, medical biotechnology, and digital health care.

HEALTH MADE IN GERMANY also works closely with 16 major German industry associations and is part of the BMWi's MITTELSTAND GLOBAL umbrella program for small and medium-sized enterprises. The initiative is ideally placed to provide access to German healthcare market information and to help overseas businesses identify potential German partners.

The HEALTH MADE IN GERMANY initiative is implemented by Germany Trade & Invest, the economic development agency of the Federal Republic of Germany, on behalf of the BMWi.



For more information:
www.health-made-in-germany.com

Our support for your business:



We publish market briefs, in-depth market studies and company directories of the German healthcare industry and its different sectors.



Our calendar is regularly updated with the latest industry events in Germany and overseas.



We take part in leading healthcare trade fairs all over the world, organize networking events and enjoy ongoing dialogue and exchange with international health policymakers.



We provide free access to 3,500+ German healthcare companies with our online database. Detailed company profiles and direct contact information help international businesses to identify potential suppliers and partners in Germany.



Visit www.health-made-in-germany.com for more information about the German healthcare industry and all HEALTH MADE IN GERMANY activities.

Expert Advice



Stefanie Zenk is the senior manager responsible for the medical technology and digital health industries at HEALTH MADE IN GERMANY. She is your point of contact for expert advice in these fields and looks forward to receiving your inquiries and requests.

Get in touch with us to learn more about what HEALTH MADE IN GERMANY can do for you.

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