Webinar:

Success in the European Medical Device Market and Medica 2016

Event Summary: Medical device sales in the EU account for $122.5 billion (€95 billion) in yearly revenue – one-third of the global market. During this Webinar, you will hear from several experts in areas including insurance company reimbursement, logistics, and key market trends. As a bonus, you will receive information about how to make the Medica, the world's largest medical device show, a success for your company. This information is designed for both Medica exhibitors and non-exhibitors.

Registration Link:

Click here or visit http://tinyurl.com/h2hk4a5

Speaker Line-up:

- Marc Perlman, Managing Director, Life Sciences & Healthcare, Deloitte Consulting LLP
- Antonio Dai-Pra, Market Access and Compliance Specialist, U.S. Commercial Service European Union Office
- Michael Kauch, Public Affairs, Reimbursement and Product Registration Specialist, Kalms & Partner Consulting
- Walter van der Meiren, Division Manager, Customs Brokerage, UPS
- Ryan Klemm, Sr. Business Development Manager, Messe Düsseldorf North America
- Anette Salama, Medical Device Expert, U.S. Commercial Service
- Ken Walsh, Principal Commercial Officer, U.S. Commercial Service

Register now for this complimentary webinar!

When: Wednesday, Oct. 5, 2016
12:00pm Eastern/9:00am Pacific

Duration: 1 hour with Q&A

Questions, contact:
Ken.walsh@trade.gov

Registration:
E-mail amber.freier@trade.gov with the participant's name and full contact information, or register online.

Login details will follow upon registration.

Speaker Content/Subject Areas:

European Medical Device Market Overview - Deloitte Consulting LLP

Understand the growth potential in specific EU markets; determine how regulatory changes will affect your current and future business; and become familiar with the main demographic shifts with respect to European markets.

EU Regulations and New Medical Devices Directive - U.S. Commercial Service European Union Office

The Medical Device market in the EU (like the U.S.) is highly regulated. Learn how to position your product properly to enter the European market and how the new Medical Devices Directive (MDD) may affect your product.

Reimbursements and Product Registration - Kalms & Partner Consulting

Most exporters focus on the certifications to ensure that their products can be sold in the EU, but just as (or more) important is your ability to have your products recognized and reimbursed by European insurance companies. Learn how to make this process as painless as possible.

Logistics and Distribution Strategies – UPS

Clearing your products through customs and to your clients quickly and cost effectively can give you many advantages over your competitors. Learn from UPS shipping exports how to effectively use European-based warehousing to serve your EU clients and how to ensure your products get to and from Medica as easy as possible. UPS has extensive experience in the EU and recently completed a $200 million investment in their Air hub in Cologne, Germany.

Get the Most Out of Medica - Messe Düsseldorf North America & U.S. Commercial Service

Medica is the world's largest medical device show. With 5,000 exhibitors over 19 exhibit halls, it can be overwhelming. Learn from Messe Düsseldorf's North America representative how you can make the most of your visit either as an exhibitor or a first-time visitor to the show. Ken Walsh will also give an overview of the events at Medica designed especially for U.S. exhibitors.

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