



SHOWCASE GLOBAL AT MEDICA

Considered the world's most important and largest international fair for medical equipment, the annual MEDICA trade show draws 130,000 trade visitors from 85 countries. Over 5,600 exhibitors from 75 foreign countries exhibit over 1.2 million square feet in 17 halls. Products include medical equipment and services; hospital equipment and supplies; laboratory technology and pharmaceuticals; diagnostics; building engineering; communication technology; therapeutics and orthopedics. As the largest foreign contingent, the United States features roughly 450 companies as official exhibitors, of which around 200 are in three U.S. Pavilions, and around 22 are new-to-market/increase-to-market U.S. firms participating in CS Germany's "USDOC Business Center" program as part of the Showcase Global initiative. Further details on the program are available at http://www.export.gov/germany/TradeShowsEvents/FeaturedGermanTradeShows/medica/eg_de_069283.asp.

Comments by participants ranged from "most effective" to "a little too productive". Similarly, expectations among the U.S. exhibitors in the two large U.S. pavilions in Halls 3 and 16 recruited by Messe Dusseldorf North America in Chicago are more than fulfilled every year. There is also a smaller U.S. Pavilion in the Compamed-Medical Manufacturing Segment of MEDICA, also recruited by Messe Duesseldorf North America. MEDICA remains the most important trade event of its kind in the world. See also <http://www.mdna.com> for U.S. Pavilion application.

SHOWCASE GLOBAL ACTIVITIES INCLUDE:

- USA CEO Center
- Global Industry Focused Promotion (GIFP)
- Showtime

USA CEO CENTER

The CEO has been organized by the US Department of Commerce's Düsseldorf office for the past 20 years, and has been exceptionally successful. In summary, a U.S. participant will receive the following:

- Free catalog entry
- MEDICA Internet presence for a year
- Personal assistant for the four days of the show
- Full support by our office on the show floor
- Your presence in our CEO will be promoted through mailings and fax campaigns by all medical specialists in European Embassies and Consulates to their local business community; also through Embassies in Asia, Africa and Australia.
- Approx. 15 medical specialists from other Embassies around the world will be present in the CEO at MEDICA for personal counseling and assistance.
- International buyers which receive the CEO information often ask for pre-scheduled appointments; thus, you will likely have some pre-scheduled and some on-the-floor appointments.
- Your personal assistant, a student graduate assigned to your firm only, will work the show with you and set up appointments, garner market information and do anything else you wish him/her to do. The assistants will be assigned in early October.

For application forms, please contact our Commercial Service Desk in the USA CEO Center, Hall 16, C04, ph: 49-211-947-1013 or, email: anette.salama@trade.gov; or, Sandra.Campbell@trade.gov, in our Tampa Bay office; she is Medica team lead for 2015.

Also available to all U.S. exhibitors is CS Germany's "Exhibitor Outreach" and Showcase Global programs, including Showtime and Industry Focused Promotions, by which:

- We can alert potential German partners which U.S. exhibitors will be at the show.
- We can inform, via our Showcase Global Program, local distributors in a number of other European countries through our Europe-wide network of U.S. Commercial Service offices at other U.S. Embassies and Consulates which U.S. companies will be exhibiting, and invite them to visit their booths.
- We can arrange counseling meetings with our industry specialists from U.S. Embassies around the world to help you determine your market entry strategy in these various markets.
- We can assist with information on how to protect new designs on display, and to take expedited action against foreign exhibitors who copy design and trademarks. Please see important information about trademark and design protection at German trade fairs on our website: <http://www.buyusa.gov/germany/en/ipr.html>
- We can assist with information on how to apply for VAT tax refunds. Please see <http://www.buyusa.gov/germany/en/vat.html>
- We can provide information about services we offer to exporters of American-made products, including the possibility to be featured on our official U.S. Commercial Service websites in Germany and other countries around the world to generate additional business leads, for ad hoc interpreting, counseling, or logistics assistance.

IMPORTANT NOTE ON INTELLECTUAL PROPERTY RIGHTS (IPR): The U.S. Commercial Service in Germany is proactively engaged in defending American companies against counterfeit and copyright infringement. IPR is an important part of corporate value and international competitiveness. U.S. trademark, design and patent rights do not of themselves provide protection in Germany or the rest of the European Union (EU); U.S. companies must protect their IPR here in Europe. It is possible to register in countries individually or, for EU-wide trademark and design protection, there are a Community Trademark (CTM) and Registered Community Design (RCD). These provide a single right that protects industrial design or trademark in the entire 25-nation EU mega-market of 450 million people. Both national trademarks and the CTM can be registered through the U.S. Patent and Trademark Office. The U.S. Commercial Service can provide information on EU-wide protection for IPR and defend IPR in Europe at trade fairs. More information is available on our website:

<http://www.buyusa.gov/germany/en/ipr.html>.

Please also visit our website to obtain info about U.S. Commercial Service programs and services designed to help U.S. exporters succeed in the German and European markets, and about VAT recovery procedures.

<http://www.buyusa.gov/germany/en/vat.html>

The **Global Industry Focused Promotion (GIFP)** trade lead program offers your company the opportunity to maximize the number of potential international business partners you connect with through your presence at MEDICA. This free, innovative promotional program for U.S. exhibitors at MEDICA creates automated international trade lead generated through international buyers who visit our official GIFP site on export.gov/Germany, which will be posted about a month prior to the show. This program leverages our U.S. Commercial Service network in U.S. Embassies and Consulates around the world to promote your U.S. exhibitors to international buyers who will attend MEDICA, and also to international buyers unable to attend the show but interested in potential business with U.S. exhibitors at MEDICA. The GIFP utilizes e-marketing, e-mail, mailings and fax campaigns to help generate international buyers interested in participating in this automated trade lead program. Once a qualified trade lead has selected your company on the MEDICA IFP site, the U.S. exhibitor and the U.S. Commercial Service office nearest to the client are automatically notified.

The **SHOWTIME PROGRAM** at Medica provides the opportunity for U.S. exhibitors to meet one on one with our U.S. Commercial Service Trade Specialists attending MEDICA from various countries/regions. These Trade Specialists are available to discuss with your company export market development for your products in their respective international markets and to brief U.S. exhibitors on the opportunities in their respective markets. Showtime meetings can be arranged at the U.S. exhibitor booths. Showtime appointments with our Trade Specialists offer U.S. companies information and business counseling on the market opportunities, trade and consumer trends, market regulations and product registration for U.S. products for countries represented in this program. On-line registration for this program is generally available in October of each year. Not all previous participants disclose sales or agreement details. From feedback from their assistants, however, we know that they make contact with new and old distributors from all over the world, EVEN from the United States (!) where they do not have a chance to meet, but they DO meet at MEDICA.

MEDICA DATES

- MEDICA 2015, Nov. 16-19, Düsseldorf (<http://www.medica.de>); CS Germany offers CEO and Global Showcase, 3 USA Pavilions (diagnostics; medical; manufacturing); more information at <http://www.buyusa.gov/germany/en/medica.html>

Associations & Federal Institutions

- German Medical Technology Association (<http://www.bvmed.de>)
- MEDICA German Association for Interdisciplinary Medicine (<http://medicacongress.de>)

For More Information

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