



**Market Presentations  
@MEDICA 2017  
Booth 15 F 37**

International visitors interested in business opportunities in Germany’s healthcare market are invited to attend a variety of presentations by GTAI’s industry specialists and selected guests. Our program:

**Monday, 13 November**

1:30 – 2:30 pm	<b>Succeed in Germany’s Medical Aids Market</b> - market and demographic developments - reimbursement and the German catalogue of medical aids
4:00 – 5:00 pm	<b>Medical Devices Market Access: Who needs Clinical Trials?</b> Recent success stories, regulatory and reimbursement update

**Tuesday, 14 November**

12:00 – 1:00 pm	<b>Succeed in Germany’s Digital Healthcare Market</b> Markets and trends
1:00 – 2:00 pm	<b>Reimbursement Strategies for Medical Technology</b> Pathways for innovative and non-innovative Devices

**Wednesday, 15 November**

1:00 – 2:00 pm	<b>In Vitro Diagnostic Market</b> Market update
4:00 – 5:00 pm	<b>German Healthcare Market</b> CE-regulation, medical societies, reimbursement

**Thursday, 16 November**

12:00 – 1:00 pm	<b>Financial Incentives</b> Programs for R&D and manufacturing in Germany
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**FREE REGISTRATION**

Presentations are in English and take about 20-60 min. Content and length of presentations can be tailored to specific needs. Presentations and consulting services are supported by the German government and free of charge.

For groups of 5-40 people, please contact us to arrange specific times. [CONTACT US!](#)

**About us**

Germany Trade and Invest is the foreign trade and inward investment agency of the Federal Republic of Germany. We support international companies preparing to expand into Germany. Our services are free of charge and include:

- market research
- market entry strategy support
- legal, tax, and financing information
- financial incentives consulting
- site selection and site visit coordination
- partner identification and introductions