

Program



FDA



Invitation to International Conference – November 18, 2008, Congress Center South, MEDICA fairgrounds



USA Partner & Investment Forum at MEDICA 2008

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On Occasion of MEDICA 2008

Invitation:

In response to overwhelming demand from last year's event, the U.S. Department of Commerce is pleased to announce its second annual USA Partner & Investment Forum at MEDICA 2008.

This event, held in conjunction with MEDICA 2008, makes available a formidable team of experts and resources for the all important U.S. market to the international medical technology community.

While all indications point to continued strong growth in the U.S. market for medical technology, the world's largest health care market is anything but static. It is undergoing dramatic change. It presents both enormous opportunities and risks to the foreign medtech industry. Keeping abreast of developments and finding the right partners are absolutely essential to success.

This Forum, in compact form, will help you navigate the complexities of the U.S. health care market. It brings together U.S. federal and state resources, leading industry association officials, certification organizations, prominent legal, financial and business experts in your field. Presentations, panel discussions, networking and opportunities for one on one meetings will give you answers your company needs and direct you to additional sources.

No international medical technology company can afford to be absent.

We look forward to welcoming you on November 18th in Düsseldorf!

Who should attend?

Owners, Managers, Strategic Planners, Export and Sales Managers, Legal and Business Advisers of international medical technology firms - anyone responsible for a medical company's global success.

When?

November 18, 2008

12:00 Noon - 1:00 PM

Registration, Networking + Refreshments

1:00 – 7:00 PM

Program followed by Networking Dinner Reception

Where?

MEDICA – Düsseldorf Fairgrounds, CCD South, Stadthalle, (Rotterdam Str. 141) Düsseldorf, Germany

Attendance is limited and will close as soon as filled. Registrations will be accepted on a first come basis.

Registration Fee is \$225 USD per person including all conference materials and hospitality.

Registration is only possible online through secure encrypted U.S. Government portal and via approved credit cards: Amex, MC, Visa, and Discover.

To register online please visit:

<http://tinyurl.com/medicausa>



**12:00 Noon – 1:00 PM Registration,
Information Displays, Networking**

Part I The Market

- 1:00 PM Welcome –**
*Wilhelm Niedergöker, Managing Director,
Messe Düsseldorf, MEDICA*
- 1:10 PM U.S. Medical Technology Market Still Poised for Growth**
*Heinrich Christen, Partner, Medical Devices, Ernst & Young,
Zurich*
- 1:25 PM Healthcare Reform in the U.S. and Impact on Medical Device Firms**
*Sarah Smiley, Associate Vice President, Global Strategy and
Analysis, Advanced Medical Technology Association,
Washington, DC*
- 1:40 PM Certification and Regulatory Approvals of Medical Devices**
*Anil Patel, General Manager, Global Medical Business
Underwriters Laboratories, San Jose, CA*
- 2:00 PM Promotion and Advertising of Medical Devices in the U.S.**
*Steven B. Datlof, M.D., J.D., Partner,
Hogan & Hartson, Philadelphia*
- 2:25 PM U.S. Risk Management for International Medical Technology Cos.**
The Risk Landscape, Recent Developments
*Mark Mazo, Partner, Hogan & Hartson, LLP, Paris and
Washington, D.C.*
Mitigating Risk - Considerations Every International Firm Should Make
Anil Patel, Underwriters Laboratories, San Jose, CA
- 3:05 PM Panel Discussion, Q & A**
- 3:20 PM Coffee Break/ Networking**

PART II Practice – Partners and Strategies for Growth

- 3:50 PM The Right Team in the Right Location – Partners for Expansion**
*Jan Siemons, Partner, Ernst & Young, International Location
Advisory Services, Amsterdam*
- 4:10 PM Best Practice in Logistics – Key to Success**
Joachim Müller, FedEx Express, Cologne
- 4:35 PM Banking and Finance for Foreign Medtech Companies in the U.S. during Turbulent Times**
Raimo De Vries, Director, Fifth Third Bank, Brussels
- 4:50 PM Q&A, Panel Discussion**
- 5:10 PM Clinics as Partners for the Medical Device Industry**
*John Shallman, Director, Business Development Beaumont
Hospital Commercialization Center, Royal Oak, MI*
- 5:30 PM Opportunities for MedTech Contract Manufacturing in the USA**
What a U.S. Contract Manufacturer Can Do for You
Art Burghouwt, Exec. V.P., Concordia Medical, Warwick, RI
Nathu R. Dandora, Owner, CCC, Philadelphia, PA
Supplier Controls – Requirements and Trends
Michael S. Heyl, Hogan & Hartson LLP, Washington, D.C.
- 6:00 PM CASE STUDIES – Lessons Learned**
1.) Michael Ott, General Manager MEDITE GROUP, Orlando, FL
2.) requested
- 6:45 PM Q & A, Panel Discussion**
- 7:00 PM Conclusion of Program, Networking, Buffet**

Individual consultations with speakers and U.S. federal state representatives



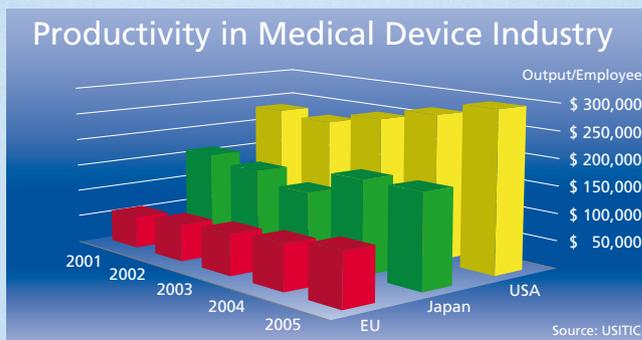
The U.S. Healthcare Market in Transition – Opportunity or Challenge for the Medtech Industry?

The dimension and potential of the U.S. medical market are well known:

The U.S. medtech market has defied economic downturns. Demand for medical technology products in the U.S. is strong and shows no sign of diminishing. Analysts anticipate medtech industry revenues in the U.S. (at \$75.6 billion in 2007, already over half of world totals) to grow annually at an average rate of 9% for the next 5 years. Despite the recent credit crisis, the U.S. medtech industry attracted record amounts of venture funding in 2007 and this trend continued into the first half of 2008, a vote of confidence in the highly competitive U.S. medical technology sector's prospects.

And the incoming administration has made a significant expansion of health insurance coverage for many of the approximately 47 million uninsured Americans an agenda priority. It has also indicated where limited public resources will be invested and which areas are targeted for cost saving. The required expertise for staying abreast of market directions, regulatory compliance and risk management is here at the USA Partner & Investment Forum.

Less well known by the international medtech industry are the advantages and partnerships available for doing business on the lucrative but challenging U.S. healthcare market. By increasing value-adding activities conducted within the U.S. and utilizing resources locally, foreign medtech companies can tap into the same economies of scale; wealth of talent and other factors which have given U.S. firms a competitive edge on the U.S. and world markets. A major asset of the U.S. medtech industry is high worker productivity: over three times that found in the EU and almost twice that of Japan.



This productivity advantage can be gained through direct investment and sourcing within the U.S. Moreover, a local strategy guards against unfavorable currency fluctuations. Cooperation with federal, state and local economic development and trade promotion agencies and location consultants can be instrumental in finding the most favorable location, the right contract manufacturers/OEM suppliers and skilled labor pools for building a successful U.S. operation. Logistic partners experienced with the special needs of the medical device sector can provide the knowhow needed to optimize supply and distribution chain management. Customers themselves, i.e. clinics, have developed into service providers which escort manufacturers through the development, commercialization and positioning of medical products specifically for the U.S. market. Even in today's tight credit environment, banking and financial advisors find creative ways to access capital needed for growth by international medtech firms.

The USA Partner and Investment Forum at MEDICA puts the necessary partners and resources at your fingertips.

Sign up today!



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Questions?

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