

## PRESS RELEASE

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### 365 days of networking in the medical technology industry

- **Launch of the new MedtecLIVE Community**

At the beginning of February, MedtecLIVE, the leading European trade fair for the production of medical technology products and door opener to the important European consumer and production market, launched a new format: the digital MedtecLIVE Community. "Following the relaunch of the website, the community now offers the unique opportunity to continue the trade fair experience digitally throughout the year. We connect exhibitors and visitors with each other and with many other players in the medical technology industry," says Christopher Boss, Managing Director of MedtecLIVE GmbH and Director of MedtecLIVE. The MedtecLIVE trade fair will take place in Stuttgart from June 18 to 20, 2024.

#### MedtecLIVE Community

"Network with experts online and then meet up in person at MedtecLIVE 2024. This is a central part of the new format," says Boss, promoting the new MedtecLIVE Community. Users can exchange messages and arrange appointments long before the trade fair, subscribe to news about companies or topics and actively engage in discussions. "We are therefore linking the many great content offerings from our exhibitors to the editorial content from our website in the Inside Industry section with solutions, opinions, people and events from the community. This way, we are creating a unique format that is just as inviting for networking or targeted searches as it is for browsing. A format that always connects content with companies and people to ensure direct exchange," says Boss.

#### Central focus topics 2024

MedtecLIVE rounds off its range and creates an effective and efficient exchange of knowledge on relevant industry topics both digitally and physically on site. Trends, news and regulations in the field of medical

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technology manufacturing and development are the major topics - both online and offline. This year the focus is on the "burning" topics: Automation, digitalization and circular economy. Another focus this year is the transformation from other industries to medical technology, but the topics of MDR and IVDR will also play a role in the diverse formats again this year. "We provide orientation for beginners and experts alike. In doing so, we contribute to an understandable picture of the industry with regard to the development and production of medical technology products," says Boss.

### **Great interest among exhibitors**

It is already becoming apparent that the trade fair, which is taking place in Hall 1 of Messe Stuttgart this year, will not only be able to grow with innovative formats onsite and online, but also in terms of exhibition space. After sending out the stand confirmations to the exhibitors, Boss draws a satisfied interim conclusion: "We are on target in terms of the number of exhibitors and floor space. We are therefore confident that in June, we will create an event in Stuttgart that will provide impetus and create new synergies - thanks to the diversity of exhibitors and visitors from all areas of medical technology."

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