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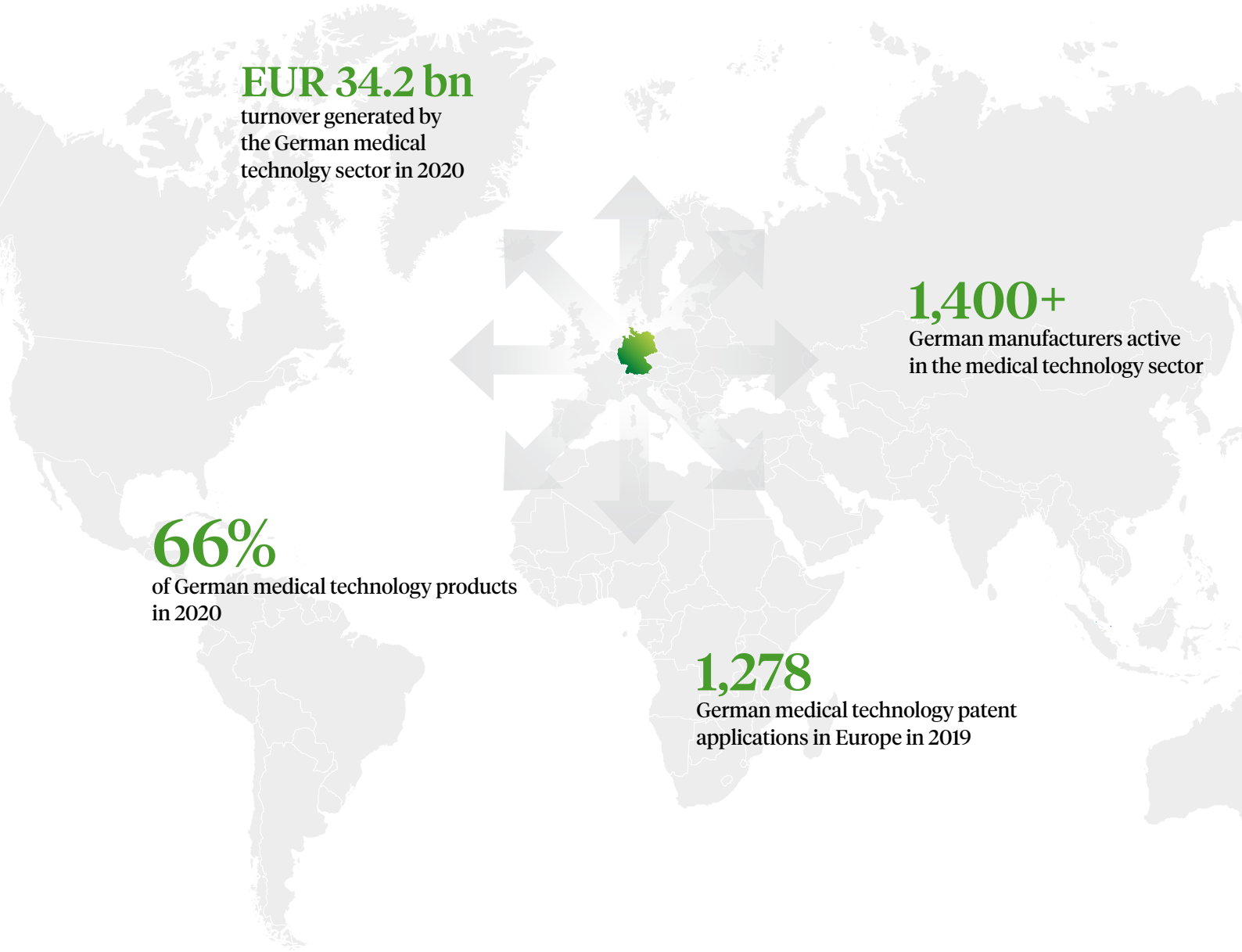
HEALTH MADE IN GERMANY

The Medical Technology Sector

Summary

The global coronavirus pandemic has had a devastating effect on health and economic systems around the world. An international comparison shows that the German health system remained a force to be reckoned with during this time – with the local medical technology industry leading the way. Germany's medical technology sector is well-positioned in international markets. It has established strong trading partnerships with healthcare stakeholders across the world and is profiting from increased demand worldwide.

By combining long-standing competences in engineering, manufacturing, and healthcare, German companies are pioneers in the development of new medical devices and services, providing state-of-the-art products that fulfill the highest quality and safety standards in accordance with international regulations. The industry also benefits from exceptional research facilities in both the health and engineering disciplines, optimal healthcare infrastructure with internationally renowned hospitals, and excellent manufacturing standards.



EUR 34.2 bn
turnover generated by the German medical technolgy sector in 2020

1,400+
German manufacturers active in the medical technology sector

66%
of German medical technology products in 2020

1,278
German medical technology patent applications in Europe in 2019

Market Data

The medical technology industry is a major pillar among modern healthcare systems, providing innovative solutions for current challenges and needs. German companies enjoy global acclaim for their high-quality products and services, allowing Germany to consolidate its position as one of the world's leading healthcare providers.

The sector in Germany consists predominantly of family-owned small and medium-sized enterprises (SMEs) who are backed by tradition, quality, and high standardization. In 2020, the approximately 1,450 medical device manufacturers (>20 employees) and their 152,000 employees generated EUR 34.2 billion in total sales. This represents a continuous revenue growth compared to previous years (e.g. 2018: EUR 30.2 billion, 2019: EUR 33.4 billion). The industry is strongly committed to research and development (R&D). Approximately nine percent of revenue is spent on R&D activities. The high degree of innovation in the German medical technology sector is further borne out by the fact that one-third of turnover is generated from medical products that are just three years old or younger. Germany is second only to the United States in terms of medical technology patents filed at the European Patent Office.

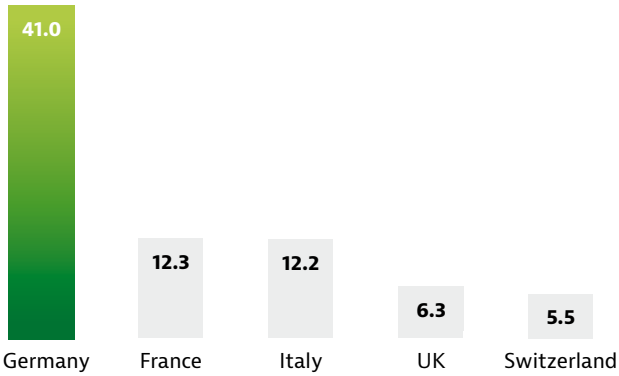
Excellent domestic R&D conditions have contributed to the formation of a diverse start-up environment in Germany. Driven by regional governments, large companies, and clinics, more than a dozen accelerators and local hubs support the foundation of new medtech start-ups – most of them focusing on digital health solutions.

German Medical Technology Turnover 2018 to 2020
in EUR billion

	2018	2019	2020
Domestic	10.5	11.4	11.7
Exports	19.8	21.9	22.5

Source: BVMed (2020)

Medical Technology Turnover in the EU 2018
in percent



Source: SPECTARIS (2020)

This innovative spirit goes well beyond medical technology companies active in the field of in-patient and out-patient healthcare, rehabilitation, and prevention. Germany also has a solid base of companies providing high-quality and innovative processing, production, and manufacturing services to clients in the medical technology industry.

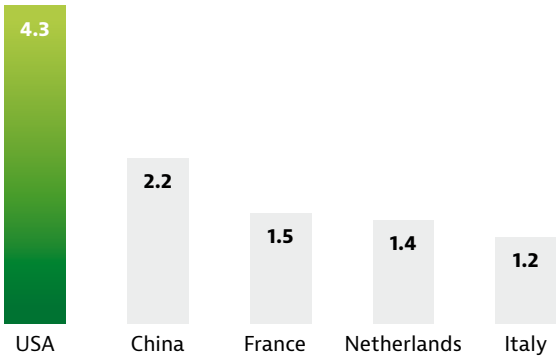
These attributes are major reasons for the success of German medical technology companies in the global market. A large share of revenue is generated from exports – Germany is the third-largest provider of medical technology services and products globally. The strongest demand arises from its nearest neighbors; with one-third of European medtech sales originating from German companies and almost half of all German medical technology exports going to other European countries.

Germany is also a respected trading partner in North America and Asia – regions that account for approximately 19 percent of German exports respectively. Emerging markets such as China and India have also helped revenue growth, providing a solid base for German medical technology companies international expansion activities.

Industry Trends

Growing Export Markets
Demand for modern healthcare infrastructure – based on high-quality medical technology products and standards – is rising across the globe thanks to increasing economic wealth and well-being as well as demographic change. The German medical technology industry is excellently positioned to meet this demand, enjoying export growth in Asian, African, and Middle Eastern countries. One of the most important emerging markets is China where German companies generated sales of around EUR 2.2 billion in 2020, surpassed only by sales of EUR 4.3 billion in the United States. Other rising trading partners include Japan, India, and a number of African countries. New regulatory frameworks for the approval or market entry of foreign medical products based on existing CE marks will stimulate further expansion in these markets.

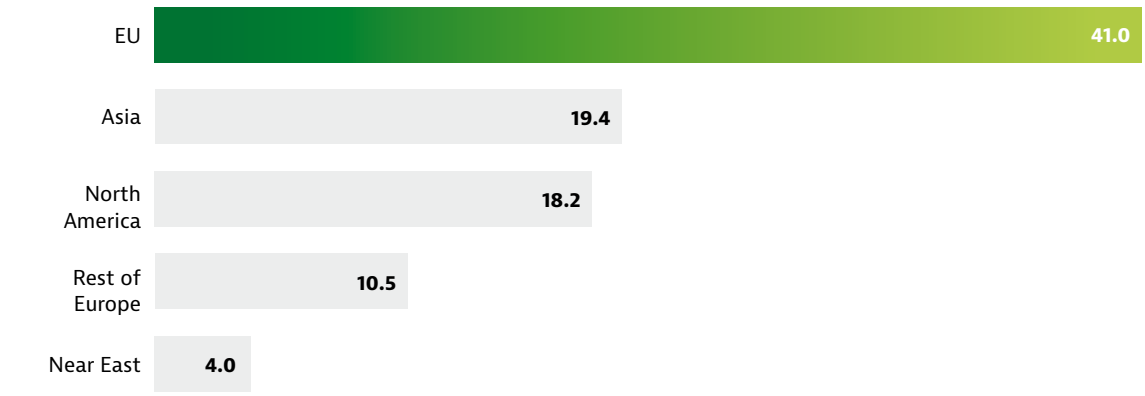
German Medical Technology Exports by Country 2020
in EUR billion



Source: SPECTARIS (2021)

Digital Innovation
Demand for digital health products and telemedicine devices continues to rise exponentially thanks to advanced global health standards. The disruptive nature of digital health innovation is transforming the structure of health systems worldwide – offering new growth opportunities for digital health solutions. The German medical technology industry is in the position to provide a broad spectrum of services in this field; be it medical imaging and diagnostics, IT-based medical information systems, video consultation, wearables to monitor chronic diseases, cloud-based patient data storing, or digital doctor-to-patient communication tools.
Germany's dynamic digital health landscape is home to established corporations and start-ups alike, bringing together long-standing IT expertise and high-level healthcare professionals in hospitals and clinics. One of the major issues faced in this industry is the interlinking of in-patient and out-patient care which is leading to improvement for rehabilitation services and homecare. Wearables, cloud computing, blockchain technologies, artificial intelligence (AI) approaches, deep learning tools, and virtual reality systems are all explored to help meet today's healthcare needs and challenges.

German Medical Technology Export Turnover by Region 2020
in percent



Source: SPECTARIS (2021)

During the Covid-19 pandemic, healthcare systems and the respective industry have had to respond with quick and constant innovation; not only in terms of digitalization but also in many different branches and the respective companies within the field of medical technology.

Developments to be expected from Covid-19 (Top 10 trends)
Trend 1 Increasing digital sales and services
Trend 2 Accelerated market consolidation
Trend 3 New work models and digital collaboration form the "new normal"
Trend 4 Increased pressure on healthcare budgets due to declining health insurance income
Trend 5 Growing acceptance of telemedicine and digital out-patient care concepts
Trend 6 Acceleration of digitalization process in medical technology and hospitals
Trend 7 In-vitro diagnostics, robotics/automation and sensors as technology winners
Trend 8 Pandemic risk and prevention shape health care
Trend 9 Persistent staff shortages in nursing and health care, improved access to engineers
Trend 10 Trade fairs replaced by digital event formats

Thriving in crisis
By understanding market demand and trends, businesses have a greater chance of surviving or even benefiting from the pandemic scenario. This could be seen as a reason why there is a relatively optimistic outlook on the effects of the Covid-19 pandemic in the medical technology market. This is grounded in the fact that there is a newfound appreciation and public awareness of tech-enabled ways to manage healthcare and the life-saving technological developments for, or implemented during, the pandemic.

The digitalization of many branches forces companies to rethink digital awareness and the possibilities to benefit from this new direction. Through the acquisition of new tools and skills to deal with digital sales and services and implementing previously unseen strategies, for instance cooperative competition, many SMEs have been able to thrive during the pandemic. It is now more obvious to companies to diversify their workforce. Finding new talent and committing to broadening the fields within their own company area of expertise is essential.

The acquisition of more strategic and agile supply chains creates more possibilities for growth and stability within the German medical technology market. This benefits those looking to align with this market segment.

The Covid-19 pandemic has demonstrated the relevance of the medical technology sector. As a result, the federal government has supported the industry through targeted stimulus. This allows new technological breakthroughs to reach the proposed patients at a swift pace. The most effective way to combat this virus, but also diseases in general, is through early detection, rapid and accurate diagnosis, monitoring of the treatment process, and the acute therapeutic measures taken. Germany provided the needed infrastructure to meet the increase in respiratory equipment, computer tomography systems, blood gas systems, X-ray (thorax), and ultrasound systems.

Protective mask market opportunities
The protective mask market currently offers attractive opportunities and Germany is the leading medical technology and PPE export nation in Europe, boasting an export rate of 50 percent to other EU member countries. For international companies diverse partnership opportunities exist within the German protective mask market, ranging from equipment manufacturers, intermediate product suppliers, and R&D establishments. Manufacturers in Germany have successfully applied for production funding equivalent to the production capacity of around 7.5 billion protective masks annually.

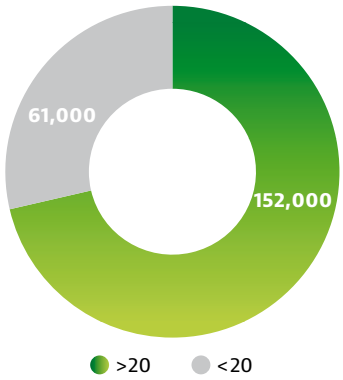
DIGITAL HEALTH SECTOR

A significant number of companies in Germany are developing digital health solutions. This publication gives an overview of the sector and provides partner links.

Sector Structure

The German medical technology sector is dominated by family-owned SMEs. According to industry association SPECTARIS, a total of 1,450 German medical technology companies had a workforce of more than 20 people in 2019 – making a total workforce of around 152,000. Around 11,000 small enterprises with less than 20 employees and a total workforce of almost 61,000 people can be added to this, creating overall manpower of approximately 213,000 employees in the domestic medical technology industry. Diversification along the healthcare value chain is very high in terms of the business activities of these companies. German companies cover the entire medical technology value chain. These include the following categories listed below.

German Medical Technology Workforce 2019
employee numbers



Source: SPECTARIS (2020)

- *Preventive medicine & diagnostics*: Germany has a diagnostics sector with many companies providing innovative point-of-care and laboratory diagnostics as well as electrodiagnostic tools such as ultrasound systems and magnet resonance tomography (MRT). The fundamentals of modern endoscopy originated within Germany. Large globally active corporations have their imaging R&D centers located in Germany for this reason and work in unison with university hospitals and start-ups. New health trends such as wearables, digital health and AI further boost innovative diagnostics development. The Covid-19 pandemic clearly illustrates the multiple effects of a global health crisis. The impact on public health and the socio-economic consequences affect all areas of life. Germany was uniquely positioned to respond as swiftly as it did because its laboratories have the expertise, accreditation, and equipment to conduct PCR assays as well as quickly deliver diagnostics and scale-up testing capacity.

- *Therapeutic treatments:* The spread of the Covid-19 virus, which mainly affects the respiratory system, has led to an increased demand for medical devices in the field of ventilation and oxygen therapy. In Germany, the production of apparatus and devices for oxygen and ventilation therapy rose by 33 percent to 426 million units in the first three quarters of 2020 in comparison to the same period in the previous year. As the Federal Statistical Office (Destatis) also reports, the production value increased by approximately 60 percent to EUR 900 million in the same period. Germany was already

HEALTH MADE IN GERMANY AT MEDICA

Since 1969, MEDICA, the world's leading medical technology trade show, has opened its doors in November in Düsseldorf. The industry event offers more than 5,200 exhibitors from 70 countries an excellent platform to meet with potential customers, partners, and experts. HEALTH MADE IN GERMANY and Germany Trade & Invest are participating at MEDICA with a multi-featured exhibition stand.

With a broad spectrum of expert presentations addressing different market segments, one-to-one meeting service, and an exclusive tour for foreign diplomats, HEALTH MADE IN GERMANY highlights the major strengths of the German medical technology sector. The MEDICA booth also represents an excellent starting point for international visitors to find industry partners in Germany.

internationally renowned for its medical devices and monitoring products before the coronavirus pandemic drove growth in diverse medtech sectors. These devices and products set out to provide clinicians, doctors, and patients with the essential data sets and basic information required for implementing targeted medical treatments. A major asset is the integration of new developments from other health-related sectors – including the biotechnology, IT, and pharmaceutical industry sectors – in the medical technology field that leads to completely new therapy approaches. There is also a strong focus on new technologies and systems for surgeons installed in operation theaters, where instrument and device connectivity and interoperability present major challenges. Here, the German medical technology industry is working together with experts in academic research institutes and clinics to identify efficient solutions.

- *Rehabilitation and patient care:* Thanks to the comprehensive medical aids available in Germany, patients can resume their normal lives as quickly as possible. Through a wide range of rehabilitation opportunities, whether as out- or in-patient, there is far more support and assistance for different illnesses, addictions and disorders. The structure of medical aid companies in Germany is very heterogeneous and includes specialized healthcare providers (e.g. opticians, hearing care professionals, and orthopedic technicians), authorized medical supply stores, and home care companies who focus on the supply of medical aids. German companies have developed a broad portfolio of medical devices that support nursing staff, home care agents, and physiotherapists in their daily out-patient care routine.

PHARMACEUTICAL SECTOR

The pharmaceutical industry is the largest sector within the German healthcare industry. This publication highlights its strengths and international partnership opportunities.

Based on its strong tradition in the orthopedic field, Germany is a forerunner when it comes to new developments such as exoskeletons. There are a number of rehabilitation-relevant innovations made in Germany, including robot-assisted wearable systems for gait training that are connected to other digital mobile devices or new approaches for wheelchairs. Other initiatives focus on online-based therapeutic tools for chronic diseases such as diabetes, mental illness, and neurodegenerative diseases. Digital solutions and telemedicine products are developed to improve home care, which has become increasingly important in out-patient treatment during the Covid-19 pandemic.

- *Health IT infrastructure and data handling*: A powerful infrastructure offering efficient medical information systems is an imperative for effective treatment decisions and doctor-patient communication during in- and out-patient care scenarios. One of the key drivers is digitalization, expanding functionalities, and improving data protection levels. German IT-focused medical technology companies are renowned for providing high-quality solutions and systems in these fields. They are in particularly high demand among emerging countries currently in the process of establishing or modernizing their healthcare infrastructure. One important component in this respect is the Digital Healthcare Act (DVG), which from 2020 makes digital healthcare mobile applications in Germany eligible for coverage by the stationary health insurance (SHI) funds – "apps on prescription." Successful digital solutions are developed from the perspective of the patient and focus on individual needs and everyday actions.

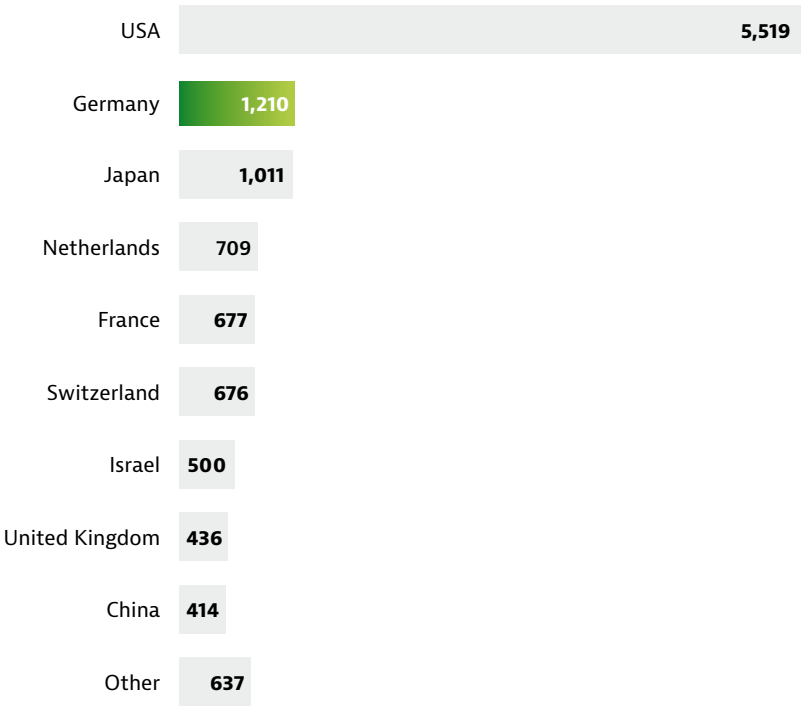
- *Dental medicine*: The German dental manufacturing industry has a rich history and tradition and has been organized under the VDDI industry organization since 1916. It has been and remains a pioneer in the development of innovative products and solutions for both dental offices and dental laboratories. Germany is home to a long-established dental manufacturing industry that is mainly composed of around 200 SMEs with a total of 21,293 employees. According to VDDI, these businesses generated a turnover of EUR 5.5 billion in 2019 with an astonishing EUR 3.4 billion solely from exports.

The Medical Technology Landscape in Germany

Regional Strengths and Traditions
Germany's medical technology industry boasts regional hotspots across the entire country, which build upon specific regional industry traditions. A high density of manufacturers, producers, and suppliers can be found in the south of Germany, biomedical applications and laboratory equipment are strongest in the west, and companies with a focus on optical and diagnostic devices are more represented in the east and north of the country.

High Quality Healthcare Infrastructure
A nationwide system of high-quality, innovation-driven hospitals and university clinics provides a strong platform for Germany's export-oriented medical technology industry. It offers an excellent starting point for testing and implementing novel solutions for in-patient and out-patient care. Every year, Germany's 1,900 hospitals and their 900,000 employees take care of around 19 million patients. There are around 1,100 rehabilitation centers, 15,380 nursing homes, and a further 14,688 nursing service providers in the country. In terms of national health expenditure, Germany is among the world's leading top five countries behind the United States, Switzerland, and France respectively. In 2019, health expenditure exceeded EUR 410 billion in Germany, representing a total of 11 percent of gross domestic product. The immense strength of the German healthcare infrastructure can be seen in the rapid increase in testing possibilities and laboratory capacity made available to compensate for Covid-19 testing.

Medical Technology European Patent Agency Applications 2020
by country of origin



Source: European Patent Office (2021)

Clinical Study Expertise
The nurturing environment of hospitals and clinical infrastructure in Germany lends an excellent background for clinical studies to evaluate and certify the quality and safety of medical devices and to conduct health technology assessments. Increasing requirements demanded by the new European Medical Device Regulation (MDR) make general experience in this area even more relevant. Close relationships between research institutes, universities, and hospitals put German medical technology companies at the forefront in coping with these challenges. This applies specifically to small and medium-sized businesses that often address niche markets.

Pooling together resources that allow synergy effects and minimizing R&D costs through joint purchasing initiatives or working groups on regulatory issues are just some of the strategies followed by German companies. Matchmaking and networking are supported by around 30 regional and local cluster initiatives focusing on medical technology. More than half of them are recognized by the national "go-cluster" excellence program based on the guidelines of the European Cluster Excellence Initiative (ECEI).

R&D Excellence
Germany's medical technology industry profits from a strong R&D focus within these networks stimulating the foundation of new start-ups. Several accelerators and hub initiatives have been established to support founders in the medical technology sector setting up their businesses in accordance to market needs and regulatory requirements. New financing sources for medical technology businesses have also been made avail-

able, such as crowdfunding platforms that are dedicated to health businesses providing founders with seed capital for new ideas. Statutory health insurances opened up new ways of financing, offering special support programs for young enterprises in digital health. Large international networks with a strong foundation in Germany boost additional growth which includes projects such as the EIT Health initiative, connecting more than 140 leading European organizations covering all key areas of healthcare from industry, payers, research, and finance. These types of international collaboration promote a strong German medical technology sector expansion. The ratio of total R&D spending to gross domestic product (GDP) in Germany reached 3.17 percent in 2019 – exceeding once again the European Union target of 3 percent. The private sector spent over EUR 75.6 billion on internal R&D activities and awarded research contracts with a value of EUR 21.6 billion to third-party service providers and institutes.

Medical Technology Manufacturing and Innovation Clusters in Germany

1 BioCon Valley

2 Life Science Nord

3 Auditory Valley Oldenburg

4 HealthCapital Berlin-Brandenburg

5 medways e.V.

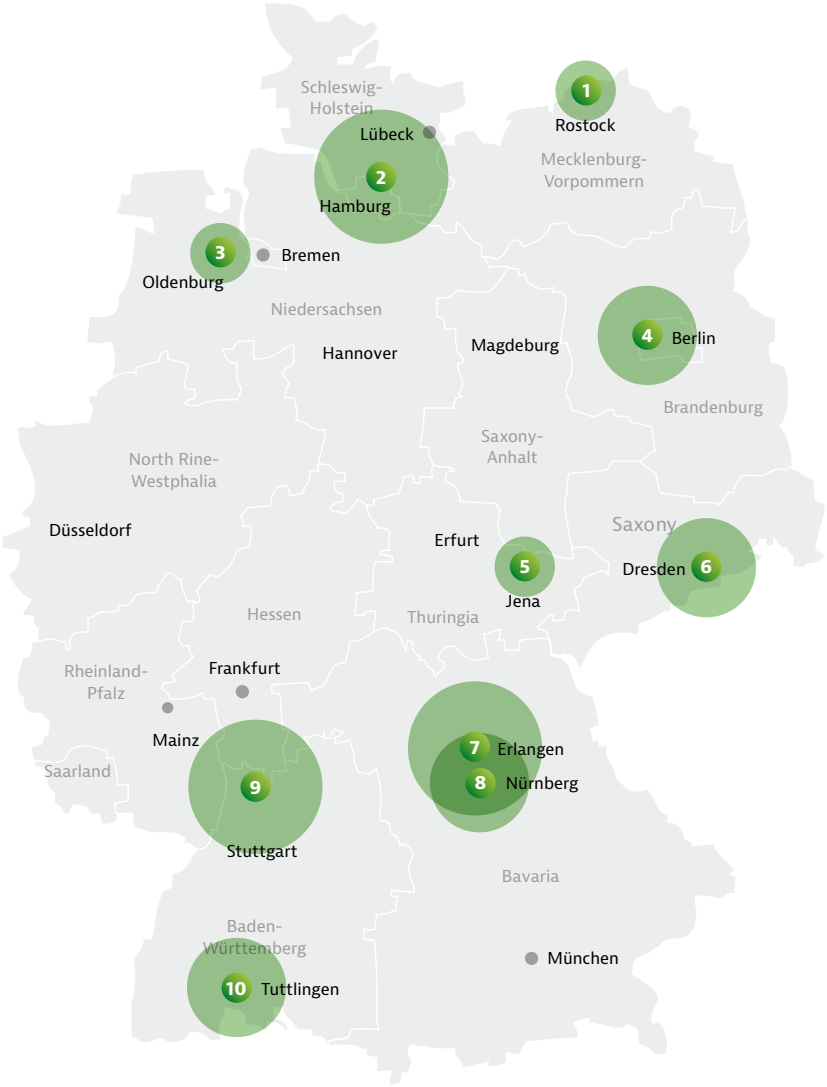
6 biosaxony

7 Medical Valley EMN e.V.

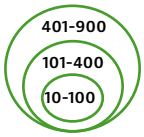
8 Forum MedTech Pharma e.V.

9 BIOPRO Baden-Württemberg

10 MedicalMountains GmbH



Number of Companies



Source: GTAI (2020)

German Expertise

German medical technology companies offer a large portfolio of medical products and manufacturing services for national and international clients. Foreign markets appreciate the innovative technologies, excellent product quality and industry focus on product safety in accordance with regulatory requirements. International business strategies play an important role for large corporations, family-owned mid-sized companies and technology-focused start-ups active in the medical technology sector.

Here, leading representatives of three German medical technology companies report on what makes their expertise so interesting for international partners, why global alliances and strategic partnerships are the key to successful business development and what they have learned from the corona pandemic.

Erbe Elektromedizin GmbH develops, produces, and sells surgical systems worldwide for professional use in a wide variety of medical fields. Erbe is a leader in many countries and thus an integral part of the surgical workflow. The portfolio includes devices and instruments for electrosurgery, thermofusion, plasma surgery, cryosurgery and hydrosurgery. Erbe employs over 1,000 people worldwide, more than 650 of them at the Tübingen and Rangendingen sites.

Drägerwerk AG & Co. KGaA, a family-owned company founded in Lübeck in 1889, has now developed into a global listed group. Dräger develops, produces, and sells equipment and systems in the fields of medical and safety technology. The company employs more than 15,000 people worldwide, and is represented in over 190 countries. The medical division's product range includes anesthesia workstations, ventilators for intensive care, critical care and transport ventilation, and heat therapy for newborns.

The ATMOS Group employs around 300 people worldwide. It is internationally positioned with 15 subsidiaries, representative offices in India and Colombia and approx. 70 country representatives. ATMOS supplies manufacturers, distributors, hospitals, and doctors worldwide with medical suction systems as well as complete solutions for ENT, gynecology, and swallowing diagnostics.

Christian O. Erbe
CEO & President, Erbe Elektromedizin GmbH, Tübingen

What distinguishes Medtech "made in Germany" in international comparison?
Medtech made in Germany has always been associated with technological differentiation and high product quality. That is still the case today but the focus now is on being the solution provider that places customer and patient benefits at the center of its products and services. The way to achieve this is increasingly through ecological sustainability – which is a top priority at Medtech made in Germany.

What can international partners expect from working with Erbe Elektromedizin GmbH?
We are an owner-managed family business with 170 years of tradition. We don't look back to the past but to the future. Long-standing cooperation based on respect, trust and innovation is particularly important to us. One of our six strategic fields is internationalization. Beyond international sales, our declared goal here is to significantly expand the fields of research, development, production and logistics globally.

What are your most important "lessons learned" from the corona crisis for international business?
We used the time to draw up a strategic plan and analyzed and optimized our company's processes. Among other things, the communication channels to our 17 subsidiaries and our international business partners were expanded – with digitalization playing a predominant role. We are currently reviewing the reliability of our supply chains. The focus here is on security of supply, both for the flow of goods into the company and to the customer.

www.erbe-med.com

Stefan Dräger
Chairman of the Executive Board, Drägerwerk Verwaltungs AG, Lübeck

What distinguishes Medtech "made in Germany" in international comparison?
Reliability! A high percentage of medical technology made in Germany comes from medium-sized enterprises which typically are owner-operated. The owners are responsible for keeping the promises made to customers, regarding performance as well as delivery, even in crises.

What can international partners expect from working with Dräger?
Great customer intimacy with application know-how and service with competent employees located in more than 50 countries. High-quality standards, not only with our products but also in handling complex projects and customer training.

What are your most important "lessons learned" from the corona crisis for international business?
Multilateral relationships across borders between customers and suppliers are essential for keeping health care systems running throughout the world. Our headquarter is in Lübeck, the capital of the Hanseatic League, which, already in the Middle Ages, built its prosperity by crossing borders. This has been reaffirmed in the current crisis, and is more relevant than ever: A free economic system is resilient even in crises. If bottlenecks should occur after a price spike, new alternative pathways and resources immediately open up, which can fill the gaps. The disruptions which occurred during the crisis were mainly caused by political interference.

www.draeger.com

Left: **Frank Greiser**, Right: **Maik Greiser**
CEOs, ATMOS MedizinTechnik GmbH & Co. KG., Lenzkirch

What distinguishes Medtech "made in Germany" in international comparison?
Since the term was introduced, 'Made in Germany' has been synonymous with quality leadership. Products manufactured in Germany are therefore highly regarded worldwide, with special focus on precision, reliability, durability, sustainability and efficiency. It is also reflected in the level of innovation. Germany is among the top 5 in the world rankings of patent applications, with a great potential of success with high-quality innovations.

What can international partners expect from working with ATMOS MedizinTechnik?
As a company based on a long tradition, we place the highest value on long-term "proven partnerships". We regard our business partners as an integral part of the global team and a driver of success. We also pay special attention to the selection of new partners. We consider a comparison of mutual expectations at an early stage to be essential and indispensable in order to be successful together later on. For us the "WE" – as a sense of community wins.

What are your most important "lessons learned" from the corona crisis for international business?
For ATMOS, 2020 was a very successful year - despite the corona crisis. In our business, we rely especially on four pillars: an indispensable will to act decisively - "adapt and overcome", motivated and well-trained employees, internationalization with our own subsidiaries in the most important markets and a balanced, diversified and crisis-proof product portfolio.

www.atmosmed.com/eng

Industry Associations

The German medical technology sector is represented by a number of industry associations that lobby for improvements for their member companies. HEALTH MADE IN GERMANY works closely together with them to provide support for international companies seeking collaboration and partnerships with German companies active in the medical technology sector. To further enhance sector visibility, we facilitate the presence of German players at relevant industry events such as MEDICA – the world's leading trade fair for the medical industry – and provide a platform for connecting with international partners.

BVMed – German Medical Technology Association

As a trade association, the BVMed promotes and represents the interests of around 230 German, international manufacturers and suppliers to the medical technology industry as well as aid service providers and homecare providers to politicians and the public. This is done through active participation in the shaping of laws, guidelines, ordinances and standards as well as through information and public relations. The BVMed is the voice of the German medtech industry and especially of medtech SMEs.

www.bvmed.de/english

GHA - German Health Alliance

The German Healthcare Alliance (GHA) unites the skills and interests of more than 110 leading German players with an international orientation. More than 50 members come from all areas of medical technology, and can supply approximately 80 percent of hospital equipment worldwide. The organization provides a wide range of products and services enabling the design of comprehensive, innovative and customer-oriented solution packages for almost any medical challenge for the benefit of patients all over the world.
GHA connects stakeholders from business, science, research, governments, and NGO institutions. In addition, as an initiative of the Federation of German Industries (BDI), the GHA works closely with numerous German companies, national and international partner organizations with a focus on global health, innovative medical technology, as well as health-related solutions and services that are needed in order to improve broad access to quality healthcare. All this makes it an ideal platform for the German health expertise.

www.gha.health

SPECTARIS – German Hightech Industry Association

SPECTARIS represents the interests of around 420 member companies from Germany, associated in four sector-specific associations: Medical technology; Consumer Optics; Analytical, Bio and Laboratory technology as well as Photonics. Through its political activities, public relations and industry marketing, the association gives its members a voice, formulates new responsibilities and opens up new markets. This ensures the international competitiveness of German industry in these sectors.
In the medical technologies sector, SPECTARIS represents around 150 German capital goods and auxiliary aid companies that mostly produce high-tech products and have a pronounced export orientation. The member companies cover an extensive research and applications environment which includes medical products for diagnostic and surgery purposes to supply systems and anesthesia and intensive care devices. The association also represents manufacturers of ophthalmic devices, large and small sterilisators, medical functional room equipment, respiratory home therapy, rehabilitation aids, and orthopedic technology.

www.spectaris.de/en

VDDI – Verband der Deutschen Dental-Industrie

The German dental industry's products occupy a leading position globally. They are a key component of the healthcare industry in Germany. The Association of German Dental Manufacturers (VDDI) is based in Cologne. It represents the interests of around 200 enterprises in this sector.

Recent surveys indicate that in 2019, VDDI member companies employed more than 21.000 workers and generated around EUR 5.5 billion in earnings. On average, member companies invest about 8 percent of their earnings in research and development. The aim of research and development in the dental industry is to supply applied dental technology and materials including innovative systems and new methods for practitioners and patients. The development of new diagnoses and therapy is based on close cooperation with academic dental medicine.

www.vddi.de

ZVEI - Zentralverband Elektrotechnik- und Elektronikindustrie e.V.

ZVEI, the German Electrical and Electronic Manufacturers' Association is among the most important industrial associations in Germany. It represents the interests of a high-tech sector with a very wide and extremely dynamic product portfolio.

In the area of medical devices, ZVEI is representing manufacturers of electromedical equipment and the associated software products in medical diagnostics and therapy. These products are for example being used in medical imaging, intensive care, surgery and telemedicine. With proposals on research, technology, environmental protection, education and science policy, ZVEI is a pacemaker of technological progress. It supports market-related international standardization work and international trade.

www.zvei.org

HEALTH MADE IN GERMANY

Germany is one of the world's most important providers and exporters of healthcare products and services. The country's innovative medical products set international standards for quality, safety and reliability. German manufacturers and service providers in all health and life sciences segments attract overseas customers and partners and deliver leadership in healthcare innovation.

HEALTH MADE IN GERMANY is the export initiative for the German healthcare industry. It supports international companies and organizations that are interested in establishing contact with potential German partners and suppliers. Set up by the German Federal Ministry for Economic Affairs and Climate Action (BMWK), the initiative bundles expert market intelligence for easy industry access. One of the initiative's main goals is to promote the German healthcare sector through international networking activities for the mutual benefit of international partners and German companies alike.

HEALTH MADE IN GERMANY does this by providing proactive support (including market and regulatory insight), introductory services, and networking platforms including trade events at home and abroad. The initiative serves four major industries active in the international medical market: pharmaceuticals, medical technology, medical biotechnology, and digital health care.

HEALTH MADE IN GERMANY also works closely with 16 major German industry associations and is part of the BMWK's MITTELSTAND GLOBAL umbrella program for small and medium-sized enterprises. The initiative is ideally placed to provide access to German healthcare market information and to help overseas businesses identify potential German partners.

The HEALTH MADE IN GERMANY initiative is implemented by Germany Trade & Invest, the economic development agency of the Federal Republic of Germany, on behalf of the BMWK.

For more information:
www.health-made-in-germany.com

Our support for your business:

We publish market briefs, in-depth market studies and company directories of the German healthcare industry and its different sectors.

Our calendar is regularly updated with the latest industry events in Germany and overseas.

We take part in leading healthcare trade fairs all over the world, organize networking events and enjoy ongoing dialogue and exchange with international health policymakers.

We provide free access to 3,500+ German healthcare companies with our online database. Detailed company profiles and direct contact information help international businesses to identify potential suppliers and partners in Germany.

Visit www.health-made-in-germany.com for more information about the German healthcare industry and all HEALTH MADE IN GERMANY activities.

Expert Advice

Stefanie Zenk is the senior manager responsible for the medical technology and digital health industries at HEALTH MADE IN GERMANY. She is your point of contact for expert advice in these fields and looks forward to receiving your inquiries and requests.

Get in touch with us to learn more about what HEALTH MADE IN GERMANY can do for you.

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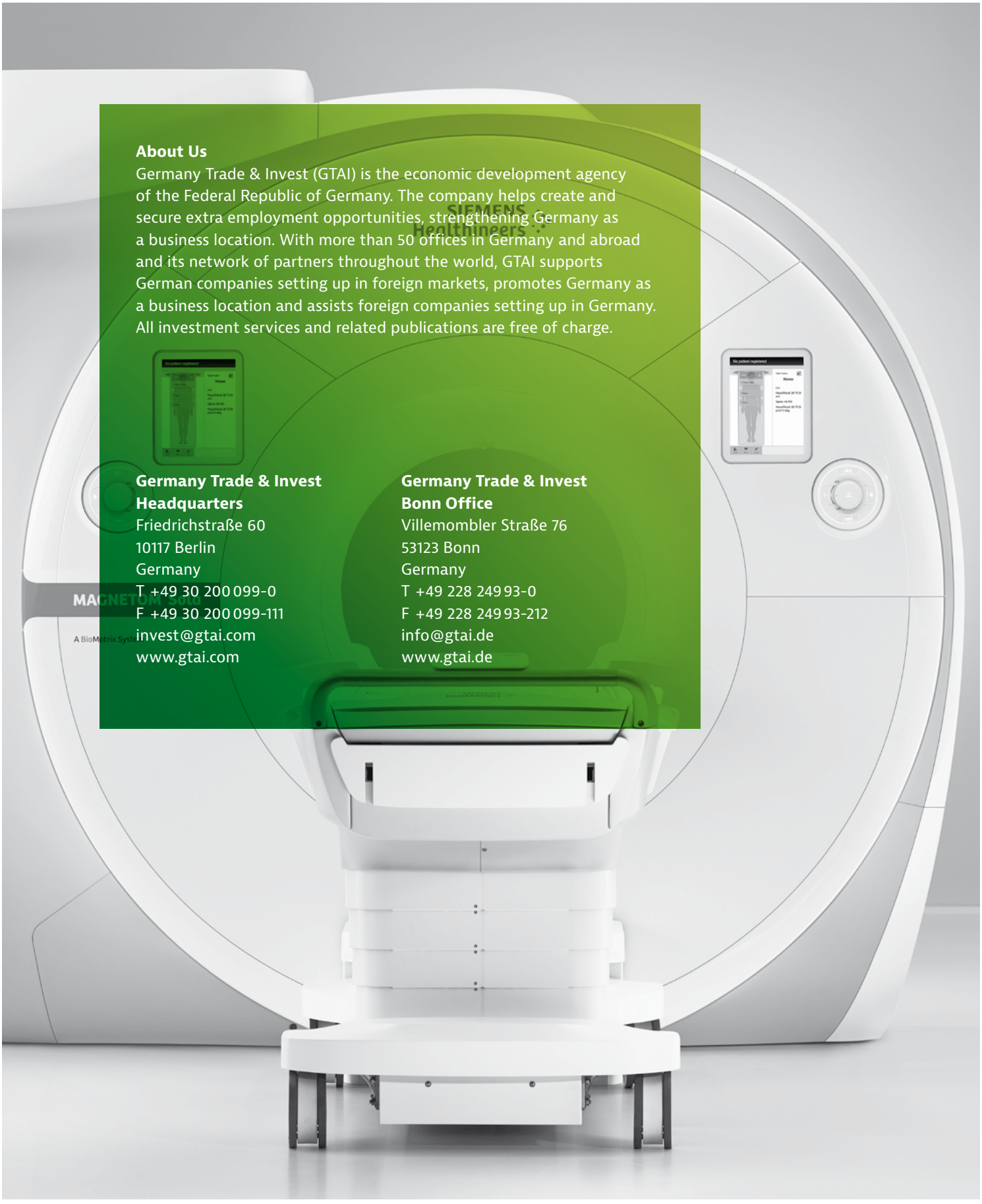

About Us

Germany Trade & Invest (GTAI) is the economic development agency of the Federal Republic of Germany. The company helps create and secure extra employment opportunities, strengthening Germany as a business location. With more than 50 offices in Germany and abroad and its network of partners throughout the world, GTAI supports German companies setting up in foreign markets, promotes Germany as a business location and assists foreign companies setting up in Germany. All investment services and related publications are free of charge.

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