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Leading International Trade Fair

DÜSSELDORF, GERMANY  
**13–16 NOVEMBER 2023**

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Member of  **MEDICAlliance**

Are you interested in **exporting your medical and health care products and services into the European markets?** We're ready to help you!

**Join ExportMontana and up to 10 of your fellow Montana Businesses in a USA/Montana Pavilion at Medica 2023, November 13-16, 2023, Dusseldorf, Germany.**

There is little to no cost for you to participate. ExportMontana will pay for the booth and furniture via our Montana State Trade Expansion Program grant (STEP, funded by a Federal grant from the US Small Business Administration). Additionally, up to \$2,000 of travel costs for 1 of your staff can be reimbursed from our grant program.

**To be a part of this opportunity, by May 31,** fill out the [online grant application](#) (see *How Do I Apply?* on page 4). Additional instructions will be sent to you after then.

## Why Medica?

With more than 3,500 exhibitors and 81,000 visitors from more than 150 countries – the figures for 2022 show the importance of Medica as a world-leading medical and health care trade fair. [Click here for a list of Medica 2022 exhibitors.](#)

Product categories for the show include:

- Medical equipment & technology
- Medical technology
- Lab technology
- Physiotherapy / Orthopedic technology
- Diagnostics
- Information & communication technology
- Medical services and publications
- Software

[Check out the show website](#) if you want more information.

## Medica 2022 Statistics

### Total visitors



### Origin of visitors

Germany	32%	Abroad	68%
Europe	75%		
- EU	67%		
- Non-EU	8%		
Non Europe	25%		
- Asia	13%		
- Africa	4%		
- South and Central America	4%		
- North America	3%		
- Australia	1%		

### TOP 10 visitor countries



### Primary interests of MEDICA visitors

Imaging and diagnostics/medical equipment and devices	77%
Laboratory equipment/diagnostic tests	33%
Disposables and consumables	17%
IT systems and IT solutions	11%
Physiotherapy/orthopaedic technology	10%

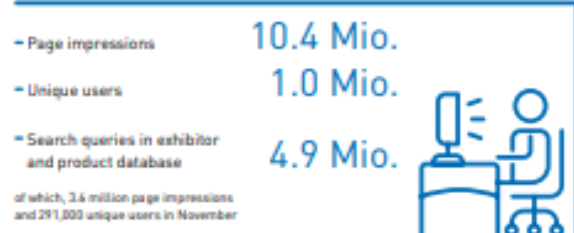
### Primary interests of COMPAMED visitors

Manufacturing of finished products	11%
Manufacturing of components	9%
Software, IT	9%
Components, modules, OEM equipment	8%
Manufacturing equipment	7%
Raw materials, materials, adhesives	7%
Electrical components, electronical components	7%
Technical services	6%
Microtechnology	5%

### Economic sector

- Medical trade/Group purchasing organization	39%
- Industry/manufacturer	24%
- Hospitals/Care facilities/Physicians' offices	16%
- Laboratory/research & science	9%
- Hospital operator/cost bearer/public authorities/associations	9%

### Digital reach 2022



## What is a Montana Pavilion?

The Montana Pavilion means that we take care of all the non-revenue-generating activities surrounding trade shows (like getting the booth space and graphics, etc.), and **you get to focus on doing business at the show and following up on your connections.**

Our staff contracts for the booth space and provides all the booth amenities (furniture, electricity, etc.). Then you can promote your products and services from smaller kiosks within the booth and set up one-on-one business meetings. We will also provide some pre-show training and in-country staff support via staff.



Montana Pavilion at Medica 2022

## What is the grant for?

Since we'll be paying for everything for the booth at the show, there will not be much cost to you for this show. The travel stipend provides reimbursement for up to \$2,000 of 1 staff person's travel expenses (hotel, airfare). We anticipate that total travel expenses per staff will be \$3,800 (hotel, airfare), so with the \$2,000 reimbursement, **total out of pocket will be \$1,800 for 1 staff.**

## How do I apply?

**Apply by May 31** to officially reserve your spot.

1. The application is now [online here](#).
2. **Log-in:** if you want to save your application and finish it or access it later, you will need to create an account (use the *Log In* link at the top right of the screen).
3. **Introduction:** Fill out the bottom of the page to progress to the next step.
4. **Business Information:** Fill out this entire section. If you need help with your NAICS or HS Code, let me know.
5. **Export Plan:** fill out this section as it relates to your European strategy.
6. **Application:**
  - a. Do NOT check *International Trade Show Exhibition*.
  - b. Check *International Travel Stipend* and enter:
    - i. 2,000
    - ii. November 13-16, 2023
    - iii. Montana Pavilion at Medica 2023

7. **Goals & Certifications:** Fill out this entire section and click *Submit* (top left under the menu), or you can continue on to *Submission & Next Steps* and *Review*, and then submit.

## What next?

After May 31, we will review the applications and determine approvals. You will be notified prior to June 30. We recommend you **wait until after official approval before making any travel plans.**

We will host an **orientation and Q&A webinar in early July** to get you fully prepared for Medica. More information on that will be sent in June.

We look forward to working with you to enter or expand the European Market!

## Who can I contact?

Angelyn DeYoung, International Trade Manager

**ExportMontana**

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