



PRELIMINARY  
PROGRAMME

# MedFIT

Fostering Innovation in medTech

Connecting you with key innovators  
in the medtech and diagnostics sectors

26<sup>TH</sup> & 27<sup>TH</sup>  
JUNE  
2018

STRASBOURG - FRANCE

[www.medfit-event.com](http://www.medfit-event.com)



Organised by:



With the support of:



Institutional partners:



This project is co-funded by the European Union  
and the European Regional Development Fund:



# MedFIT at a glance

MedFIT is both the leading European business convention that is dedicated to innovation partnerships and the main marketplace for early-stage investment in medical technologies and diagnostics.



**600**  
Delegates



**20+**  
Countries represented

## Why should you participate?

- IDENTIFY AND PROMOTE innovative technologies and services
- BUILD AND DEVELOP R&D, licensing and financial partnerships
- ACCELERATE market access for innovations
- ENHANCE AND SHARE your knowledge and gain insight into the latest industry trends

### MEDFIT FEATURES



Business convention



Conferences



Exhibition



Presentation sessions



Meet-the-experts sessions

# The Steering Committee

## Industries



**Stig Visti Andersen,**  
CEO,  
Visticon



**Leo Kretzers,**  
General Manager,  
Bakken Research Center,  
Medtronic



**Daniel Kroiss,**  
VP Chief Scientific Officer  
CRM,  
LivaNova



**Stéphane Lavallée,**  
President,  
Surgivisio



**Louis de Lillers,**  
CEO,  
CorWave



**Antonin Marcault,**  
New Business Development  
and Innovation Manager,  
Philips



**Arnaud Marie,**  
Global VP/GM,  
Prefillable Syringe Platform,  
Becton Dickinson



**Nicolas Ploquin,**  
Area General Manager VP for  
Western European Markets,  
Johnson and Johnson



**Cécile Réal,**  
CEO,  
Endodiag



**Nils Reimers,**  
R&D Manager,  
Stryker

## Associations, clusters



**Marco Pintore,**  
General Manager,  
Alsace BioValley



**Florent Surugue,**  
Economic Development  
and SMEs Director,  
SNITEM



**Grégory Vernier,**  
Executive Director,  
Medicalaps



**Etienne Vervaecke,**  
General Manager,  
Eurasante

## TTOs, research institutes



**Remke Burie,**  
Operations Director,  
Technical Medical Centre,  
University of Twente



**Josephine Dixon-Hardy,**  
Director of Medical  
Technology Innovation,  
University of Leeds



**Terry Gourlay,**  
Head of Department,  
Biomedical Engineering,  
University of Strathclyde



**Michel de Mathelin,**  
Director,  
I-cube lab



**Abhay Pandit,**  
Scientific Director,  
CURAM

## Investors



**Alessio Beverina,**  
General Partner,  
Panakes Partners



**James Greene,**  
Advisor,  
Seroba Lifesciences



**Joseph Nathan,**  
Director New Ventures,  
Alfred Mann  
Institute at the Technion

# They support us

## Sponsors

★ Silver ★



★ Bronze ★



★ Contributing ★



## Supporters



## Media partners



# Who will you meet?

MedFIT gathers a broad medtech and diagnostics crowd, allowing you to meet the most qualified players on the innovation cycle, from research to market, along with technology regulation and assessment.



## 600 KEY ACTORS INCLUDING:

Medtronic, J&J Medical Devices, Baxter, Stryker, Becton Dickinson, Livanova, Philips, Urgo, Guerbet, Macopharma, Deloitte, BioCer, Endodiag, Heartkinetics, CorWave, Orthospace, Verapido Medical, 3D-Side, Defymed, Vitricell, Mitral technologies, Cohesives, Panaxium, Inserm Transfert, FINDMED, Ariel Scientific Innovations, Hadasit, Campus Technologies Freiburg, CURAM Institute, Queensland University of Technology, University of Leeds, University of Bath, University of Strathclyde, University of Twente, Kaunas University of Technology, AMIT Technion, Quadrivium Ventures, High-Tech Grunderfonds Management, Seroa Life Sciences, Kreos Capital, Medevice, Panakes Partners, Baxter Ventures.

## FROM 20+ COUNTRIES AROUND THE WORLD INCLUDING:



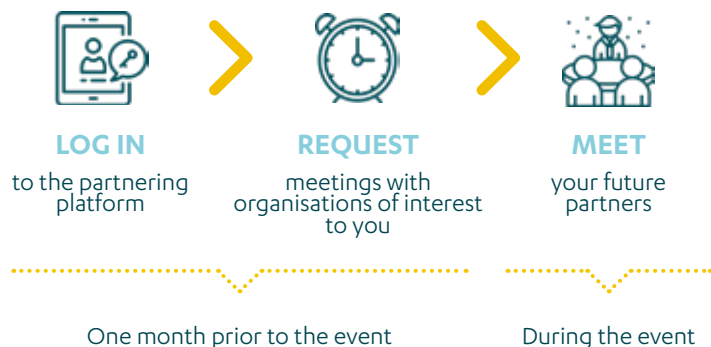
# An optimum business convention

**48 hours to meet your future project partners, accelerate innovation, and obtain funding.** MedFIT's business convention is the most efficient way to identify and connect with potential business or research partners and investors.

## How does it work?

One month before MedFIT, you will be given access to an online platform where you can:

- **Fill out your profile** to promote your products and services and to inform other participants about the type of collaborations you are interested in.
- **Manage your agenda freely and set up your availability:** Meetings will automatically be scheduled.
- **Send meeting requests:** Search and benchmark companies and organisations that are of interest to you.
- **Reply to incoming meeting requests:** You are free to accept or decline them in order to ensure you connect with the most relevant contacts.



# Meet-the-experts sessions



16

Medtech experts



30

Minute meetings

## Do you need strategic advice to make your project move forward?

**Meet-the-experts sessions\*** give you the opportunity to go over all of your strategic needs with specific experts including:

- Regulatory affairs / Quality assurance
- Production / Sourcing
- Preclinical evaluation / Clinical affairs
- Reimbursement
- Commercial and business strategy
- Funding and financing
- Mergers and acquisitions
- Human resources

And many others...

## How does it work?

Each expert will have a meeting table in the Experts Area inside the exhibition space.

Please note that the number of available time slots is limited. To secure a meeting, you must book on the partnering platform beforehand.

Do not forget to request your meeting as soon as the platform opens (1 month prior to the event). Onsite meeting requests are subject to availability.

Powered by:



\* Free of charge for all MedFIT registrants



# Presentation sessions

Sponsored by:



**The Start-up Slams\*** are designed to showcase the most innovative medtech and diagnostics start-ups to help them develop their project.



**Jury members include:** Johnson&Johnson Innovation, Baxter Ventures, Alsace Business Angels, Medevice, MD Start...

## Do you want to apply and present your innovation for a €5,000 cash prize?

**The Start-up Slams\*** are dedicated to young entrepreneurs who are about to create or have created an innovative company (<5 years old).

### WHY SHOULD YOU APPLY?

If chosen, you will have the opportunity to:

- **Present your global strategy and innovation** to potential partners and investors who could support your company
- **Receive advice and feedback** from medtech experts in order to optimise your project's development
- **Win the €5,000 cash prize** or a 6m<sup>2</sup> equipped booth for MedFIT 2019

## Do you want to support innovative start-ups?

### THEY HAVE THE INNOVATION YOU NEED!

**The Start-up Slams** give you the opportunity to single out the most innovative and promising start-ups so as to foster partnerships and business development within the industry.

\* Free of charge for MedFIT registrants

# Conference programme

**The conference programme**, which brings together 50+ prestigious international speakers, is organised around 2 plenary sessions and 4 tracks:



**TRACK 1**  
**COLLABORATE**  
**TO INNOVATE**



**TRACK 2**  
**FINANCING**  
**INNOVATION**



**TRACK 3**  
**MARKET**  
**INNOVATION**



**TRACK 4**  
**NAVIGATING**  
**DIGITALISATION**

## They will be sharing their expertise:

**Leo Kretzers**,  
General Manager,  
Bakken Research Center  
**Medtronic**

**Mirren Mandalia**,  
Senior Director New  
Ventures & Transactions,  
Medical Devices,  
**Johnson & Johnson**  
**Innovation**

**Anke Cassing**,  
Investment Manager,  
**High-Tech Grunderfonds**  
**Management GMBH**

**Paul Timmers**,  
digital innovation Advisor;  
research fellow,  
**University of Oxford**

**Susanne Elvidge**,  
Journalist,  
**Pharmawrite**

**Anne Osdoit**,  
Partner,  
**MD Start**

**Dan Gelvan**,  
Founder,  
**Medtech to Business**

**Mathilde Desselle**,  
Project Manager:  
Biofabrication and Tissue  
Morphology Group,  
**Queensland University**  
**of Technology**

**Assaf Dekel**,  
CEO,  
**Orthospace**

**Nihal Engin Vrana**,  
Vice President of Scientific  
Affairs,  
**Protip Medical**

**Karen Taylor**,  
Director,  
**Deloitte Institute**  
**of Innovation and**  
**Entrepreneurship**

**Hans Martens**,  
Senior Advisor,  
**European Policy Centre**

**Anne Sissel**,  
Vice President and Head,  
**Baxter Ventures**

**Daniel Lyle**,  
Managing Partner,  
**Debere Capital Partners**

**Tamar Raz**,  
CEO,  
**Hadasit**

**Markus Clemenz**,  
Managing Partner,  
**Verapido Medical**

**Cécile Théard-Jallu**,  
Partner Attorney,  
**De Gaulle Fleurance &**  
**Associés**

**Christian Hense**,  
COO,  
**Universal DX**

**Benno Lansdorp**,  
Business Development  
Manager,  
**Demcom Medical**  
**Robotics**

**Lucas de Breed**,  
Entrepreneurial Investor  
in Life Sciences and  
Technology,  
**Inkef Capital**

**Kadem Al-Lamee**,  
CEO,  
**Arterius**

## Conference Programme Overview

### OPENING PLENARY SESSION DAY ONE

#### What will be driving growth in Medtech's future?

The medtech industry is undergoing many changes: New regulations, evolution from product-based to value-based healthcare, digitalisation, AI integration... All these transformations are going to have a significant impact on companies, from start-ups to big players, all of whom will need to adapt in order to innovate and keep or increase their market shares. Of course, there will be hurdles to overcome – but it's also a great opportunity for innovation.

In this plenary session, our high-level visionary panelists will discuss what will be driving growth in the sector over the next decade, as well as the ways that medtech players can turn these challenges into opportunities for growth.

**#FutureGrowth&Innovation #Digital #Regulations**

### PLENARY SESSION DAY TWO

#### Challenges in Medtech: From a product-based to an outcome-based strategy

To facilitate market access and be able to offer products that comply with regulations and local healthcare authorities requirements, the medtech industry needs to move away from a product-based strategy and towards a value-based one. Of course, innovation itself is still crucial, but nowadays medtech players also have to take cost-containment effectiveness, quality, and access to care into account: they need to focus on better health outcomes for patients or end users in order to remain competitive.

Our panelists will talk about how they are taking all these aspects into account in order to foster growth and innovation, as well what strategies you can apply to help you stay on top.

**#ValueBasedHealthcare #Innovation #MarketAccess**



### TRACK 1 COLLABORATE TO INNOVATE

#### From concept to successful commercialisation: How can we improve?

Academic and clinical research in medical technologies is not just about publications and presentations. It is also about being able to bring an idea from its inception to its patenting and ultimately into functioning, new, cutting-edge medical technologies with commercial and clinical applications. Still, translating academic research into commercial results that benefit patients can be a long road that is fraught with pitfalls.

We'll hear concrete examples and discuss the hurdles one encounters when financing research projects and developing technologies before spinning out, licensing out, or setting up and managing public-private collaborations. Our panel of experts will address all these crucial issues and outline the improvements that could be made to accelerate the transfer of technology from the research to the market stage.

**#PublicPrivateCollaborations #SpinOut #Licensing**

#### Understanding SMEs and big player partnerships

Innovative start-ups often see large corporations as the partners that could best help their businesses mature and grow. Conversely, large corporations are seeking new sources of innovation. The solution: Working together!

Many partnerships should be setup, such as: License agreements, co-marketing, co-development, joint ventures... Of course, implementing a successful collaboration is not so straightforward. How it should be set up depends not only on the start-up's stage of maturity, but also on each partner's expectations.

Our panels of experts will discuss the different collaboration patterns and explore the following questions: What criteria should inform the decision? How will these impact the start-up's development? How does that affect fundraising?

**#Startups&SMEs #BigPlayers #Collaboration**





## TRACK 2 FINANCING INNOVATION

### What method should you use to fund your start-up?

When it comes to funding a medtech start-up, there are many ways that you can go about it. Even though VCs are often the main source of funding for companies raising large amounts of capital, there are also other funding options available: Soft money and foundations, business angels and family offices, crowdfunding... Each has its own set of advantages and drawbacks and choosing the right investment for your company is not an easy thing to do.

Because it is essential to be knowledgeable about all these options and to weigh the pros and cons, successful CEOs will be sharing their experience and the choices they made for financing their start-up, providing valuable advice to young entrepreneurs.

**#Tips&Tricks #Startups #EarlyStageInvestment**

### Understanding the wishlists of seed equity investors: What do they expect?

Recently, investors have become incredibly risk adverse in the medtech industry and they hardly invest without actual clinical trial data. Moreover, not all investors have the same assessment criteria or the same expectations.

This situation is challenging for start-ups and makes it harder to find the right partner to raise equity capital with in the new medtech era. In this session, our panelists will discuss the different approaches investors from Europe and abroad have for funding innovative start-ups, how to get their attention, and what a start-up should do to meet their expectations.

**#EarlyStageFinancing #EquityInvestment #InvestorsExpectations**



## TRACK 3 MARKET INNOVATION

### Assessing international markets: How to crack the code?

**Part I – Navigating through the European and the Israeli markets**

**Part II – Assessing the Canadian market: meet the key players**

Each country has its own set of rules. Assessing different markets means adapting your strategy to comply with completely different processes and requirements. The main factors resulting in varieties in market access are: the process of getting reimbursed for product use, the DRG systems' support of or the resistance to adopting new technologies, and the complexity and duration of the licensing and regulatory tracks.

These workshops will focus on how to adapt your strategy to the target market, how to overcome hurdles, and offer advice on how best to comply with the country's regulations and licensing and reimbursement processes. It will also be an opportunity to meet key local stakeholders and understand local medtech ecosystems.

These workshops are organised in collaboration with 

**#MarketAccess #ClinicalTrialsStrategy**

### What impact do GDPR & data protection in Medtech and diagnostics have on innovation?

Designed to strengthen existing data protection, the GDPR has a significant impact, placing new obligations on medtech businesses as far as handling highly sensitive patient information is concerned. In fact, the GDPR states that collecting data from and for clinical trials increases the risk of the freedoms and rights of natural persons being infringed upon.

Since medtech companies require extensive preparation to adjust their data protection to new standards, and considering the mandatory nature of those standards as well as the looming penalties imposed on non-compliant businesses, how will the implementation of the new regulations affect innovation in medtech?

**#GDPR&DataProtection #NewRegulations #Compliance #Innovation**





## TRACK 4 NAVIGATING DIGITALISATION

### What impact does incorporating AI into medtech have on the innovation process?

There is no doubt that in the near future, AI will affect the whole healthcare system, as well as care delivery. Incorporating AI into medtech and diagnostics innovations will allow companies to provide personalized care for individuals, from their initial diagnosis to ongoing treatment options. This will empower patients, allow companies to improve their devices over time, and enable them to refine their algorithms as they amass more data. What's more, new cross-industry collaborations, combining different resources and areas of expertise, will enable the creation of innovative solutions that will improve patient care on a global scale.

How will these next level changes affect medtech innovations? How will they be incorporated into existing technologies? Will they be perceived as a revolution or merely as an expected industry development?

**#AIintegration #Medtech(r)Evolution #NewCollaborations**

### The route to successful Medtech digitalisation: How should you adapt business models?

As the industry moves towards a value-based healthcare model, digitalisation will reshape the medtech landscape like it has never been before. Bolstered by new opportunities, emerging threats, and disruptive forces, medtech companies need to develop a clear strategy to keep their business models relevant and competitive.

Since digitalisation is no longer a goal but an ongoing journey, what are the keys to getting digital transformation right in medtech from a business point of view? Which strategy is best: Adapting existing business models, inventing new ones, or both? How will new digital solutions be approved, priced, and marketed?

**#DigitalTransformation #BusinessModels #Pricing&MarketAccess**

## Hosted Conferences



### Cancéropôle Est sessions: Innovation in Cancer

Cancéropôle Est brings together 1,400 scientists and clinicians who join efforts to bring the latest innovations in terms of prevention, screening, diagnostic and therapeutic options in oncology to the 8.4 million inhabitants of the area that Cancéropôle covers (the Grand Est and Burgundy Franche-Comté regions).

Organising, coordinating, and strengthening cancer research by partnering with academic and clinical institutions and bringing together researchers (epidemiologists, biologists, physicists, computer scientists, mathematicians, robot engineers...), healthcare professionals, manufacturers, and patients is a top priority for the Cancéropôle Est.

Projects about new technologies, diagnostics, stratification, or cancer patient follow-up will be presented.

[www.canceropole-est.org](http://www.canceropole-est.org)

# TechnoMed PARTY

26<sup>th</sup>  
June  
2018

From  
6:30 pm

#### TRANSPORT

A shuttle service is available to take you from the event venue to the barge at 6.15 pm & 6.30 pm

#### PARTY VENUE

Bacchus Barge  
19 A Quai des Pêcheurs,  
67000 Strasbourg

**GET ON BOARD  
AND KEEP ON NETWORKING!**

**#BBQ #Cocktail  
#Networking #Dancing**



## Event Snapshot • Day one

Tuesday 26<sup>th</sup> June 2018

	MedFIT Conferences & Start-up Slams Hosted Conferences	Meet-the -experts Sessions	Business Convention	
08:30 AM 09:00 AM	WELCOME COFFEE			
09:00 AM	Understanding SMEs and big player partnerships	 Medtech experts Flash meetings	 One-to-one meetings	
10:00 AM				
10:00 AM 10:30 AM	NETWORKING BREAK			
10:30 AM	OPENING PLENARY SESSION: What will be driving growth in Medtech's future?			
12:30 PM				
12:30 PM 2:00 PM	LUNCH			
2:00 PM	What impact does incorporating AI into medtech have on the innovation process?	What method should you use to fund your start-up?	 Medtech experts Flash meetings	 One-to-one meetings
3:00 PM		 Keynote Pitch		
3:00 PM	 Start-up Slams			
4:00 PM				
4:00 PM 4:30 PM		NETWORKING BREAK		
4:30 PM	 Navigating through the European & the Israeli markets			
6:00 PM				
STARTING AT 6:15 PM	TECHNOMED PARTY			



TRACK 1  
COLLABORATE TO INNOVATE



TRACK 2  
FINANCING INNOVATION











TRACK 3  
MARKET INNOVATION



TRACK 4  
NAVIGATING DIGITALISATION

## Event Snapshot • Day two

Wednesday 27<sup>th</sup> June 2018

	MedFIT Conferences & Start-up Slams Sponsored conferences	Meet-the- -experts sessions	Business Convention	
08:30 AM 09:00 AM	WELCOME COFFEE			
09:00 AM	What impact do GDPR & data protection in medtech and diagnostics have on innovation?	 Assessing the Canadian market: meet the key players	 Medtech experts Flash meetings	 One-to-one meetings
10:00 AM				
10:00 AM 10:30 AM	NETWORKING BREAK			
10:30 AM	 Innovation in Cancer	 Start-up Slams		
11:30 AM				
11:30 AM	 Innovation in Cancer	Awards Ceremony		
12:30 AM				
12:30 PM 2:00 PM	LUNCH			
2:00 PM	PLENARY SESSION: Challenges in Medtech:		 Medtech experts Flash meetings	 One-to-one meetings
3:00 PM	From a product-based to an outcome-based strategy			
3:00 PM	Understanding the wishlists of seed equity investors: What do they expect?			
4:00 PM	NETWORKING BREAK			
4:00 PM 4:30 PM				
4:30 PM	The route to successful Medtech digitalisation: How should you adapt business models?			
5:30 PM				
5:30 PM	END OF MEDFIT 2018			



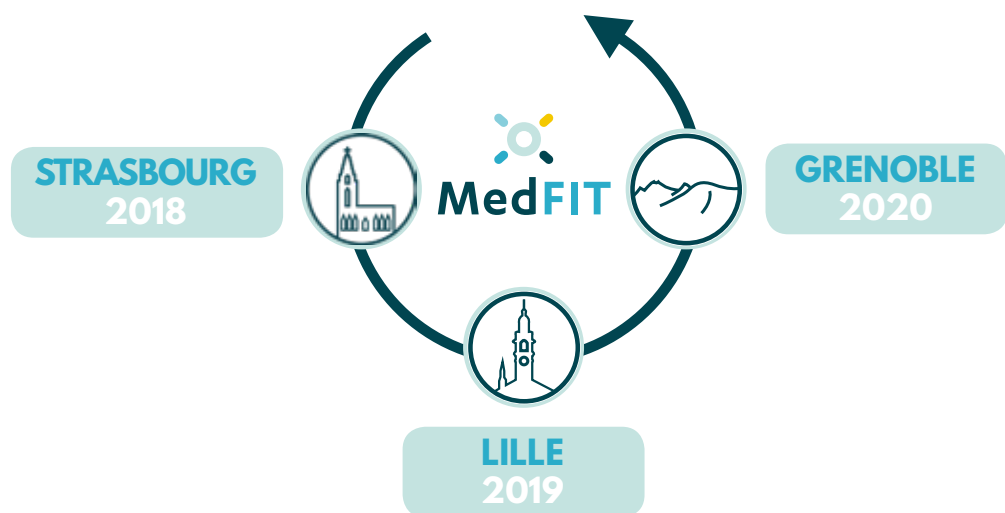
HOSTED CONFERENCES



START-UP SLAMS

# About the organisers

MedFIT is organised annually and alternates between Strasbourg, Lille and Grenoble.



## Eurasanté

Eurasanté is both an incubator, a technology transfer tool, and a cluster manager in the fields of medtech, biotech, nutrition and healthcare in Northern France.



## The Nutrition Health Longevity Cluster

A dynamic network that focuses on the main health issues of today, at the intersection of health, biotechnology, and nutrition.



## Alsace BioValley

A world-class cluster dedicated to therapeutic innovation and medical technologies. It actively participates in developmental projects for the health industry and supports its members in their approaches to innovation, allowing them to get access to high-level national and international added-value expertise.



## Medicalps

A cluster of companies in the healthcare technology field that enhances networking and business partnerships among healthcare players and facilitates access to international markets.

# Register now for MedFIT 2018

## Registration fees (Excl. VAT)

	Regular registration until 27 <sup>th</sup> May 2018	Late registration After 28 <sup>th</sup> May 2018
<b>Mature company (&gt; 5 years old), Investor</b>	<b>€859</b>	€944.90
<b>Non-profit organisation, TTO, Research institute</b>	<b>€659</b>	€724.90
<b>Emerging company (&lt; 5 years old) SME (&lt; 5 employees)</b>	<b>€479</b>	€526.90
<b>Academic scientist, Clinician</b>	<b>€259</b>	€284.90

## Exhibition fees (Excl. VAT)

Book your booth and:

- Increase your visibility on a highly competitive market
- Highlight your services and innovations
- Multiply R&D and business opportunities through informal meetings at your own booth

<b>6m<sup>2</sup></b> (Incl. 1 full pass)	<b>€ 2,200</b>
<b>9m<sup>2</sup></b> (Incl. 1 full pass + 1 visitor pass)	<b>€ 3,300</b>
<b>12m<sup>2</sup></b> (Incl. 2 full passes)	<b>€ 4,400</b>
<b>18m<sup>2</sup></b> (Incl. 2 full passes + 1 visitor pass)	<b>€ 6,600</b>

## Sponsorship opportunities (Excl. VAT)

Discover our sponsorship opportunities and maximise your visibility before, during, and after the event.



## Other sponsorship opportunities

- Exclusive delegate bags sponsor ..... **€ 8,000**
- Exclusive badge lanyards sponsor ..... **€ 5,000**
- Bag insert ..... Starting at **€ 2,500**
- Conference sponsorship ..... Starting at **€ 2,000**


There are many other opportunities for visibility. Please contact us to get a tailored offer.



## Event venue

Palais de la Musique et des Congrès  
Place de Bordeaux  
67082 Strasbourg - FRANCE

[www.medfit-event.com](http://www.medfit-event.com)

 @MedFIT\_event

## STRASBOURG AND THE GRAND EST REGION:

### A HOTSPOT FOR MEDTECH INNOVATIONS

The French/German/Swiss BioValley is where more than 45% of the European medtech market is located, drawing renowned leaders such as Stryker, GE Healthcare, Brüker, Zimmer and innovative start-ups, in addition to medtech scientific experts and influencers who are based out of 13 research institutes and laboratories. Furthermore, Strasbourg's medtech campus brings together industrial, scientific, and clinical talent, as well as a complete range of additional services to help companies design, develop, and launch the medical devices of tomorrow onto the European market.


## Contacts

- **Anaïs Schoreel**  
Business Development Manager  
[aschoreel@eurasante.com](mailto:aschoreel@eurasante.com)  
+33 (0) 359 390 181
- **Ramona Pirv-Chicireanu**  
Conference Programme Manager  
[rpirv@eurasante.com](mailto:rpirv@eurasante.com)  
+33(0) 359 390 184



Organised by:  **eurasanté**  
Invest for Success



With the support of:  **connectus**

Institutional partners:



This project is co-funded by the European Union  
and the European Regional Development Fund:

