

MEDICA 2023

November 13-16, 2023

Medical Technology Trade Fair and CEO Program



WHY GO TO MEDICA?

The California Governor's Office of Business and Economic Development (GO-Biz) is pleased to announce STEP funding opportunities for MEDICA 2023.

MEDICA in Düsseldorf, Germany is one of the largest medical B2B trade fairs in the world. The trade fair hosts over 4,500 exhibitors from 66 countries and more than 81,000 visitors.

The show boasts a wide range of products and services in the fields of medical imaging, laboratory technology, physiotherapy/orthopedic technology, diagnostics, health IT, mobile health, and medical consumables.

CEO PROGRAM

The U.S. Commercial Service is recruiting U.S. companies for the CEO Program at MEDICA, which includes an extensive itinerary of forums, conferences, and special shows to provide opportunities for thought-provoking presentations and discussions with experts and politicians, while also including pitches of new products and award ceremonies.

CEO PROGRAM BENEFITS

- Semi-private or private space on the show floor for meetings
- Counseling and market research from U.S. Commercial Service international healthcare specialists
- A dedicated multilingual assistant/interpreter
- Inclusion in online and printed CEO Center Program brochure, distributed globally and on-site at the show
- Shared office center with hospitality service and refreshments/light lunch
- Admissions to MEDICA 2023
- Entry in the MEDICA exhibitor catalog as a full exhibitor

This opportunity is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

COSTS

- Cost of a table within the CEO Center Program is \$7,200. A limited number of private rooms are also available at a cost of \$8,200.
- To help offset participation expenses, your company may be eligible for State Trade Expansion Program (STEP) grant funds of up to \$5,400.

REGISTER NOW

[STEP.BUSINESS.CA.GOV](https://step.business.ca.gov)

- Select "STEP Event" as application type
- Select "MEDICA 2023 CEO Program" from the event selection drop down menu

Only interested MEDICA 2023 trade fair? Please consider applying for a STEP Export Voucher.

GO-BIZ CONTACTS

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