

## Program Preview



# FDA



Invitation to International Conference – November 18, 2008, Congress Center South, MEDICA fairgrounds



# USA Partner & Investment Forum at MEDICA 2008

Sponsors:



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**U.S. Federal States**



On Occasion of MEDICA 2008

## Invitation:

In response to overwhelming demand from last year's event, the U.S. Department of Commerce is pleased to announce its second annual USA Partner & Investment Forum at MEDICA 2008.

This event, held in conjunction with MEDICA 2008, makes available a formidable team of experts and resources for the all important U.S. market to the international medical technology community.

While all indications point to continued strong growth in the U.S. market for medical technology, the world's largest health care market is anything but static. It is undergoing dramatic change. It presents both enormous opportunities and risks to the foreign medtech industry. Keeping abreast of developments and finding the right partners are absolutely essential to success.

This Forum, in compact form, will help you navigate the complexities of the U.S. health care market. It brings together U.S. federal and state resources, leading industry association officials, certification organizations, prominent legal, financial and business experts in your field. Presentations, panel discussions, networking and opportunities for one on one meetings will give you answers your company needs and direct you to additional sources.

No international medical technology company can afford to be absent.

*We look forward to welcoming you on November 18<sup>th</sup> in Düsseldorf!*

## Who should attend?

Owners, Managers, Strategic Planners, Export and Sales Managers, Legal and Business Advisers of international medical technology firms - anyone responsible for a medical company's global success.

## When?

November 18, 2008

12:00 Noon - 1:00 PM

Registration, Networking + Refreshments

1:00 – 7:00 PM

Program followed by Networking Dinner Reception

## Where?

MEDICA – Düsseldorf Fairgrounds, CCD South, Stadthalle, (Rotterdam Str. 141) Düsseldorf, Germany

Attendance is limited and will close as soon as filled. Registrations will be accepted on a first come basis.

Registration Fee is \$225 USD per person including all conference materials and hospitality.

Registration is only possible online through secure encrypted U.S. Government portal and via approved credit cards: Amex, MC, Visa, and Discover.

To register online please visit:

<http://tinyurl.com/medicausa>



**12:00 Noon – 1:00 PM Registration,  
Information Displays, Networking**

## **Part I The Market**

- 1:00 PM Welcome – Invest in America and the U.S. Medical Technology Market**
- 1:10 PM U.S. Medical Technology Market Still Poised for Growth**  
*Dorman Followwill, V. P., Health Care, Frost & Sullivan, Oxford, requested*
- 1:25 PM Healthcare Reform in the U.S. and Impact on Medical Device Firms**  
*Sarah Smiley, Associate Vice President, Global Strategy and Analysis, Advanced Medical Technology Association (AdvaMed)*
- 1:40 PM Certification and Regulatory Approvals of Medical Devices**  
*Anil Patel, General Manager, Global Medical Business Underwriters Laboratories, San Jose, CA*
- 2:00 PM Promotion and Advertising of Medical Devices in the U.S.**  
*Steven B. Datlof, M.D., J.D., Hogan & Hartson, Philadelphia*
- 2:25 PM U.S. Risk Management for International Medical Technology Cos.**  
**The Risk Landscape, Recent Developments**  
*Mark Mazo, Partner, Hogan & Hartson, LLP, Paris and Washington, D.C.*  
**Mitigating Risk - Considerations Every International Firm Should Make**  
*Speaker, Underwriters Laboratories*
- 3:05 PM Panel Discussion, Q & A**
- 3:20 PM Coffee Break/ Networking**

## **PART II Practice – Partners and Strategies for Growth**

- 3:50 PM The Right Team in the Right Location – Partners for Expansion**  
*Roel Spee, IBM PLI, Global Location Strategies, Brussels, requested*
- 4:10 PM Best Practice in Logistics – Key to Success**  
*Speaker, Federal Express USA, Memphis, TN*
- 4:35 PM Banking and Finance for Foreign Medtech Companies in the U.S. during Turbulent Times**  
*Raimo De Vries, Director, Fifth Third Bank, Brussels*
- 4:50 PM Q&A, Panel Discussion**
- 5:10 PM Clinics as Partners for the Medical Device Industry**  
*John Shallman, Director, Business Development Beaumont Hospital Commercialization Center, Royal Oak, MI*
- 5:30 PM Opportunities for MedTech Contract Manufacturing in the USA**  
**What a U.S. Contract Manufacturer Can Do for You**  
*Art Burghouwt, Exec. V.P., Concordia Medical, Warwick, RI*  
*Nathu R. Dandora, Owner, CCC, Philadelphia, PA*  
**Considerations in Selecting Contract Manufacturers and Suppliers in the USA**  
*Anil Patel, General Manager, Global Medical Business, Underwriters Laboratories, San Jose, CA*  
**Supplier Controls – Requirements and Trends**  
*Michael S. Heyl, Hogan & Hartson LLP, Washington, D.C.*
- 6:00 PM CASE STUDIES – Lessons Learned**  
*1.) Michael Ott, MBA, General Manager MEDITE GROUP, Orlando, FL*  
*2.) requested*
- 6:45 PM Q & A, Panel Discussion**
- 7:00 PM Conclusion of Program, Networking, Buffet**

**Individual consultations with speakers and U.S. federal state representatives**

## Questions?

# Invest in America

### Please contact:

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