

CLUSTERVERMARKTUNG GESUNDHEITSWIRTSCHAFT/ MEDIZINTECHNIK

09.-13.10.2017

MINNEAPOLIS/ST. PAUL, USA

Änderungen vorbehalten, Stand: 08.03.2017



Clustervermarktung Medtech USA

Veranstaltungsinformationen

Format: Clusterveranstaltung mit mehreren Bausteinen

Datum: KW 41, 09. bis 13.10.2017

Orte: Minneapolis und St. Paul, USA

Industriefokus: Gesundheitswirtschaft / Medizintechnik

Clustervermarktung Medtech USA

Zielsetzung und Zielgruppe Clustervermarktung

Übergeordnetes Ziel:

- Internationalisierung der ostdeutschen Wirtschaft stärken
- Internationale Sichtbarkeit des Investitionsstandorts Ostdeutschland sowie des Clusters erhöhen

Maßnahmenziele:

- Zielmarkt kennenlernen
- Kontakt-/Netzwerk- und Kooperationsanbahnung für Unternehmen und Wissenschaftseinrichtungen (bzw. Kontaktvertiefung)

Zielgruppe:

- Unternehmensvertreter des beteiligten Clusters
- Vertreter der Forschungseinrichtungen des Bundeslandes
- Multiplier (wie z.B. Verbände, Fachmedien etc.) der Zielregion

Clustervermarktung Medtech USA

Clusterveranstaltungen 2016/2017

Durchgeführte Clusterveranstaltungen 2016

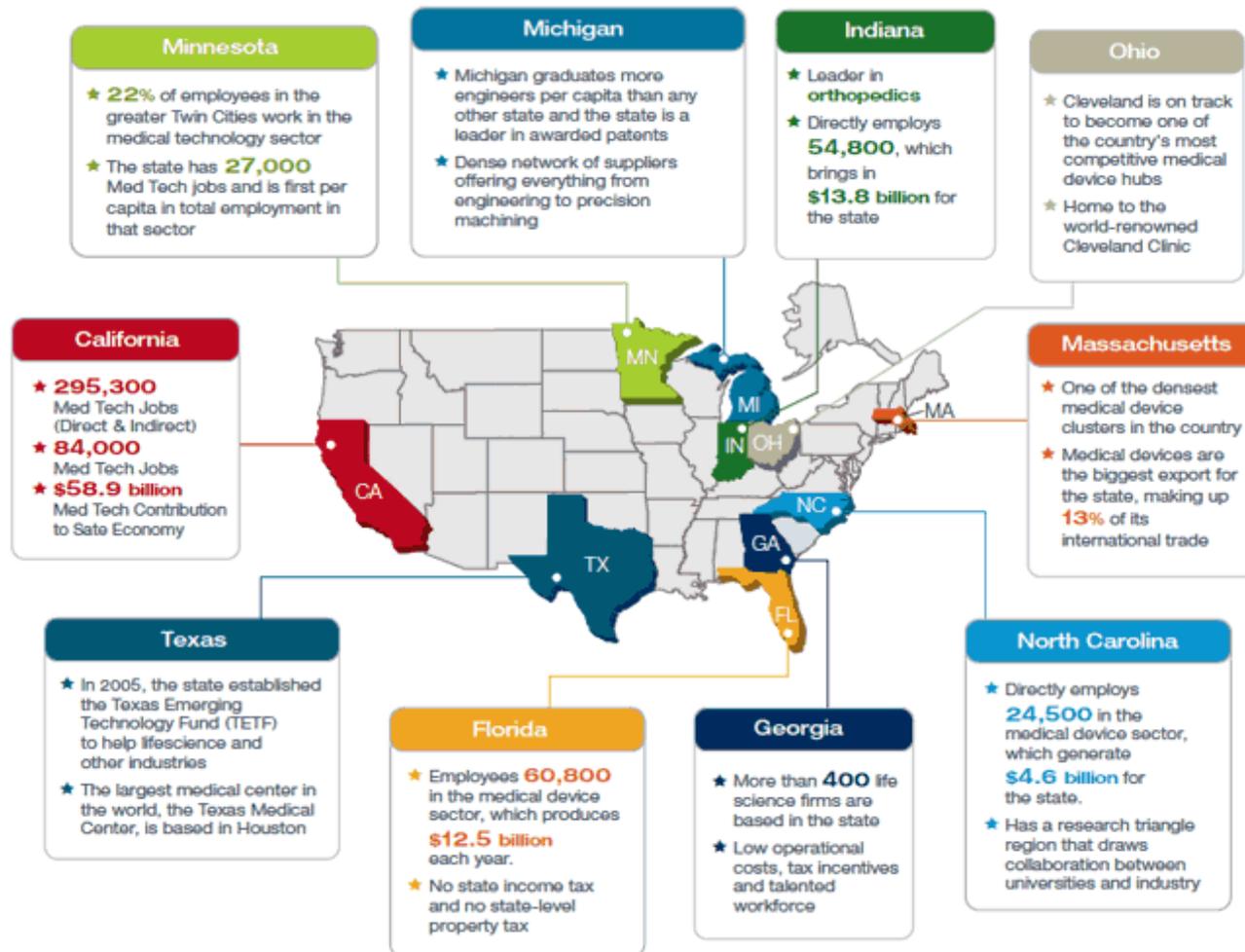
- OptoNet (Thüringen) in Japan
- Cleantech in Südkorea
- BioEconomy in Finnland
- Silicon Saxony (Sachsen) in Taiwan

Geplante Clusterveranstaltungen 2017

- Cleantech in Kanada und den USA
- Maschinenbau (Sachsen-Anhalt) in Singapore
- Gesundheitswirtschaft/ Medizintechnik in den USA
- Cool Silicon (Sachsen) in Kanada
- Aerospace (Brandenburg) in Dubai
- ICT (Berlin) Indien

Top 10 US States in Medical Technology

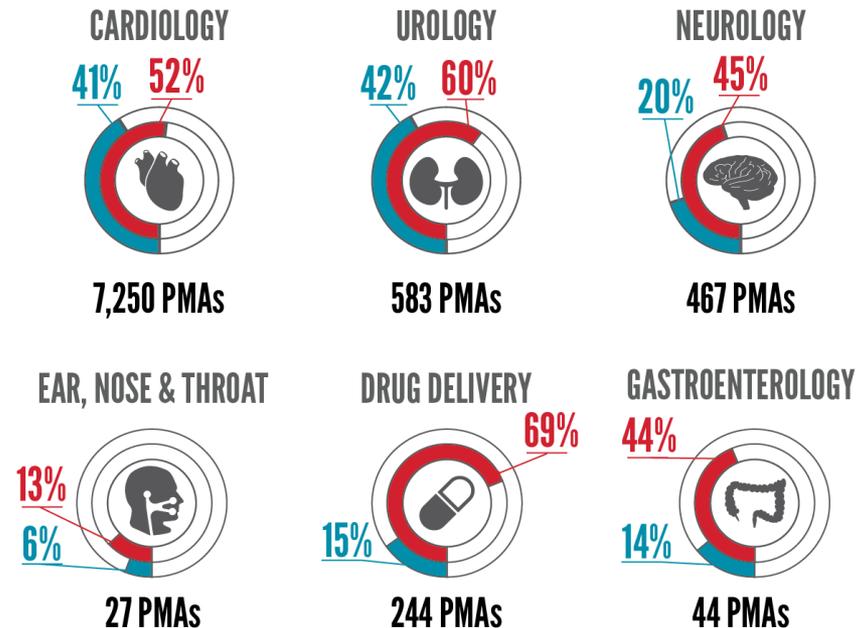
Minnesota is a leading region for medical device development and manufacturing with a high concentration of companies within its area.



Areas of Expertise

Minnesota is mainly known for its expertise in cardiology, but is also leading in other fields, including digital healthcare .

ALL TIME LEADERSHIP IN FDA APPROVALS



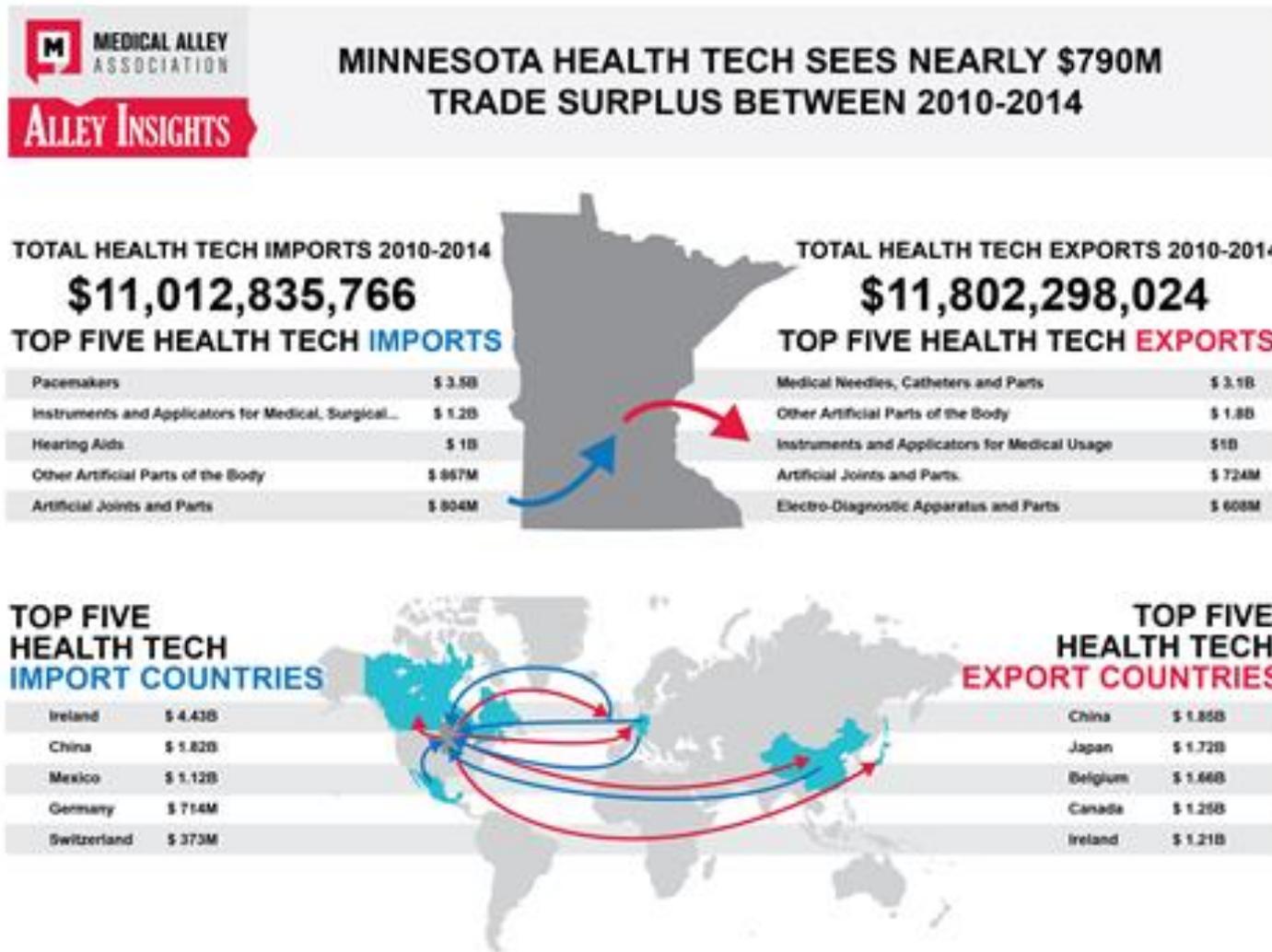
■ PMA & 510(K) **■ PMA ONLY**

MINNESOTA MEDICAL DEVICE FDA APPROVALS 1950-2014 (% OF US FILINGS)
SOURCE: EVALUATE MEDTECH, FEBRUARY 2015, EVALUATE LTD, WWW.EVALUATE.COM



Trade Partners

Germany is a major trade partner of Minnesota for medical technology.



Clustervermarktung Medtech USA

Bausteine Clusterveranstaltung

Briefing
Gespräch

Firmen
Besuche

Networking
Gespräche

Investoren
Veranstaltung

Clustervermarktung Medtech USA

Baustein Briefinggespräch

**Monday Oct. 9th –
Minneapolis, MN**
Dinner briefing,
informal
get-together for
German delegation

- GTAI correspondent to hold briefing on US Healthcare sector/market tbc
- Exportinitiative Gesundheitswirtschaft
- AHK staff tbc
- Embassy staff tbc

Clustervermarktung Medtech USA

Bausteine Firmenbesuche

Tour of Medtronic – based on availability Tue or Thurs

710 Medtronic Pkwy NE, Minneapolis, MN 55432

Tour of Boston Scientific Corporation – based on availability Tue or Thurs

1 Scimed Pl, Maple Grove, MN 55311

Tour of Mayo Clinic

200 First St. SW Rochester, MN 55905

Tour of DMC – Destination Medical Center

195 South Broadway Rochester, MN 55904

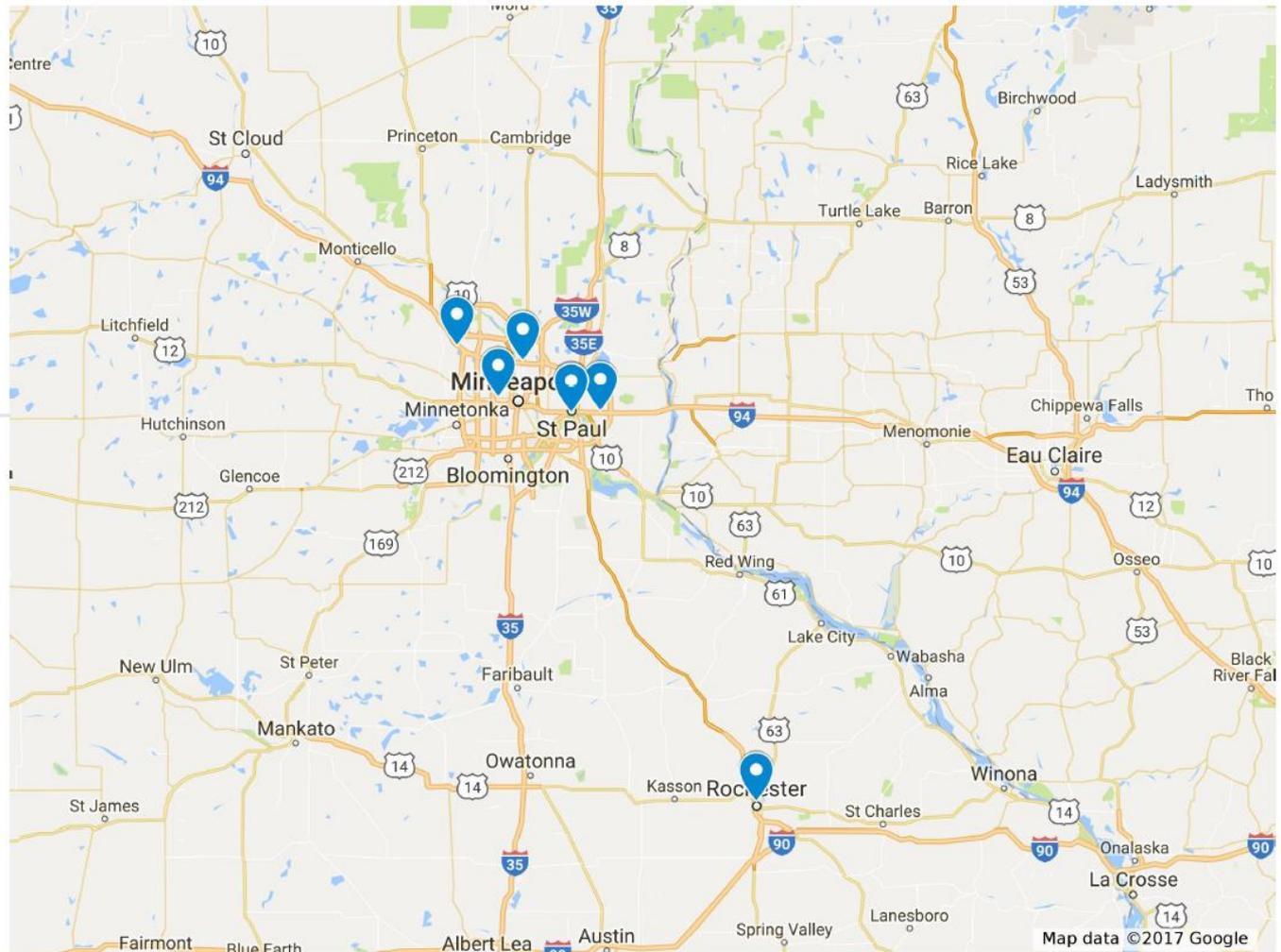
Tour of 3M - based on availability Tue or Thurs

2501 Hudson Rd, Maplewood, MN 55144

Locations

The portrayed organizations and corporations are located within 90 minutes from Minneapolis/St. Paul.

- Medical Alley Association
- Medtronic Inc
- Boston Scientific Corporation
- Mayo Clinic
- 3M Corporate Headquarters
- Greater MSP
- Minnesota Trade Office



Medtronic

Fridley, MN



- world's largest standalone medical technology development company, officially headquartered in Dublin, Ireland with its operational headquarters in Fridley, Minnesota
- In 2015, at the time of its acquisition of Covidien, Medtronic's market capitalisation was about USD100 billion. Medtronic operates in more than 140 countries, employs over 90,000 people and has more than 53,000 patents.
- Medtronic develops and manufactures devices and therapies to treat more than 30 chronic diseases, including heart failure, Parkinson's disease, urinary incontinence, Down's syndrome, obesity, chronic pain, spinal disorders, and diabetes. Main business units include: cardiac rhythm disease management, spinal and biologics, cardiovascular, neuromodulation, and diabetes.

Key Data

Type	Public
Traded as	NYSE: MDT; S&P 100 Component
Industry	Medical equipment
Founded	1949; 68 years ago
Headquarters	Dublin, Ireland (principal executive office) Fridley, Minnesota (operational headquarters)
Key people	Omar Ishrak, Chairman and CEO
Products	Medical devices
Revenue	US\$ 28.83 billion (2015)
Operating income	US\$ 5.29 billion (2015)
Net income	US\$ 3.24 billion (2015)
Total assets	US\$ 99.64 billion (2015)
Total equity	US\$ 52.06 billion (2015)
No. of employees	90,000+ (2015)
Website	www.medtronic.com

Boston Scientific

Maple Grove, MN



- worldwide developer, manufacturer and marketer of medical devices for interventional cardiology, peripheral and neurovascular intervention, electrophysiology, cardiac surgery, vascular surgery, endoscopy, oncology, urology and gynecology.
- known for the development of the Taxus Stent, a drug-eluting stent which is used to open clogged arteries, and for offering a minimally invasive implantable cardioverter-defibrillator (ICD)
- about two-thirds of its revenue stem from products made by divisions located in the Twin Cities area, with 60 percent of the company's U.S. workers here (7,300)
- Boston Scientific's main competitors are [Johnson and Johnson](#), [Medtronic](#), [St. Jude Medical](#), and the Abbott Vascular division of [Abbott Laboratories](#)

Key Data

Type	Public
Traded as	NYSE: BSX; S&P 500 Component
Industry	Medical equipment
Founded	1979
Headquarters	Marlborough, Massachusetts
Key people	John Abele, Founder & Director Emeritus Peter Nicholas, Founder & Director Emeritus Michael Mahoney, President and CEO
Revenue	US\$ 7.477 billion (2014)
Total assets	US\$ 3.471 billion (2015)
Total equity	US\$ 16.83 billion (2014)
Number of employees	13,000 US; 25,000 worldwide (2015)
Website	www.bostonscientific.com

Mayo Clinic

Rochester, MN



- Ranked No. 1 on the 2016–2017 *U.S. News & World Report* list of "Best Hospitals" of the US, maintaining a position near the top for more than 25 years.
- In addition to flagship hospital in Rochester, Mayo Clinic has major campuses in Arizona and Florida and operates affiliated facilities throughout Minnesota, Wisconsin, and Iowa.
- Innovation:
 - Adopted more than 15,000 mobile devices from Apple for patient care
 - In September 2015 launched the [Well Living Lab](#), designed to simulate real-world, non-hospital environments
 - The Mayo Clinic [Center for Innovation](#), established in 2008, has worked on over 270 projects and is often looked to as a role model for using design in healthcare
 - **Destination Medical Center (DMC)** is a local \$5.6 billion 20-year economic development initiative to become a global destination for health and wellness.

Key Data

Type	Non-profit organization
Industry	Health care
Founded	Rochester, Minnesota, United States 1889; 128 years ago
Headquarters	Rochester, Minnesota, United States
Area served	Worldwide
Key people	<ul style="list-style-type: none">• John H. Noseworthy, M.D. (CEO)• Samuel A. DiPiazza Jr. (Chairman)
Revenue	US\$ 10.32 billion
Total assets	US\$ 14.3 billion
No. of employees	64,000
Divisions	<ul style="list-style-type: none">• Mayo Clinic Health System• Mayo Medical Laboratory Services• Mayo Clinic Global Business Solutions• Mayo Graduate School• Mayo Medical School• Mayo School of Graduate Medical Education• Mayo School of Health Sciences
Website	www.mayoclinic.org

3M

Maplewood, MN



- Conglomerate offering more than 55,000 products, including: adhesives, abrasives, laminates, passive fire protection, dental and orthodontic products, electronic materials, medical products, car-care products electronic circuits, and optical films
- Almost 2000 healthcare products in the areas of dental, food safety & microbiology, hand hygiene, health information systems, medical device & optical components, orthodontic, patient monitoring, skin & wound care, sterilization monitoring, surgical solutions, and tapes & adhesives; both for consumer and professional markets
- International offices include Germany, but main offices for health care in Europe are located in Ireland and the UK.

Key Data

Type	Public
Traded as	NYSE: MMM, DJIA & S&P 100 Componentt
Industry	Conglomerate
Founded	1902 (as Minnesota Mining and Manufacturing Company), Two Harbors, MN
Headquarters	Maplewood, Minnesota, U.S.
Area served	Worldwide
Key people	Inge Thulin (Chairman, President, and CEO)
Products	List of 3M Company products
Revenue	US\$ 30.274 billion (2015)
Oper. Income	US\$ 6.946 billion (2015)
Net income	US\$ 4.833 billion (2015)
Total assets	US\$ 32.718 billion (2015)
Total equity	US\$ 11.747 billion (2015)
No. of employees	89,800 (2015)
Website	3M.com

Clustervermarktung Medtech USA

Bausteine Networking Gespräche

Breakfast meeting with Medical Alley Association
4150 Olson Memorial Hwy, Golden Valley, MN 55422

Breakfast meeting with Greater MSP
400 Robert St N, St Paul, MN 55101

Final briefing with Minnesota Trade Office
332 Minnesota St # E200, St Paul, MN 55101

Associations, Trade and Investment Agencies

The following organizations have pledged their support for a German delegation visit:



Medical Alley Association serves the individuals and organizations that comprise Minnesota's health industry by influencing policy, fostering connections and providing critical intelligence to improve the quality of health around the world. 450+ members

GREATER > MSP

Minneapolis Saint Paul Regional Economic Development Partnership

GREATER MSP (Minneapolis Saint Paul Regional Economic Development Partnership) is a private, non-profit organization dedicated to providing public and private sector leadership, coordination and engagement to grow the economy (accelerate job growth and capital investment) of the 16-county MSP region.



The Minnesota Trade Office provides export assistance to Minnesota's manufacturers and service providers. Programs and services focus primarily on assisting small and medium-sized companies.

Clustervermarktung Medtech USA

Baustein Investorenveranstaltung

**Invest Event/
Networking
Reception**
Minneapolis, MN
either Tue or Wed
Venue TBC

- GTAI introductions/Master of Ceremony
- German State and cluster introductions
- Company Presentations
- Networking

Clustervermarktung Medtech USA

Kooperation der Wirtschaftsförderungsgesellschaften

Das Kooperationspaket beinhaltet folgende Leistungen für die WFBs/ Cluster

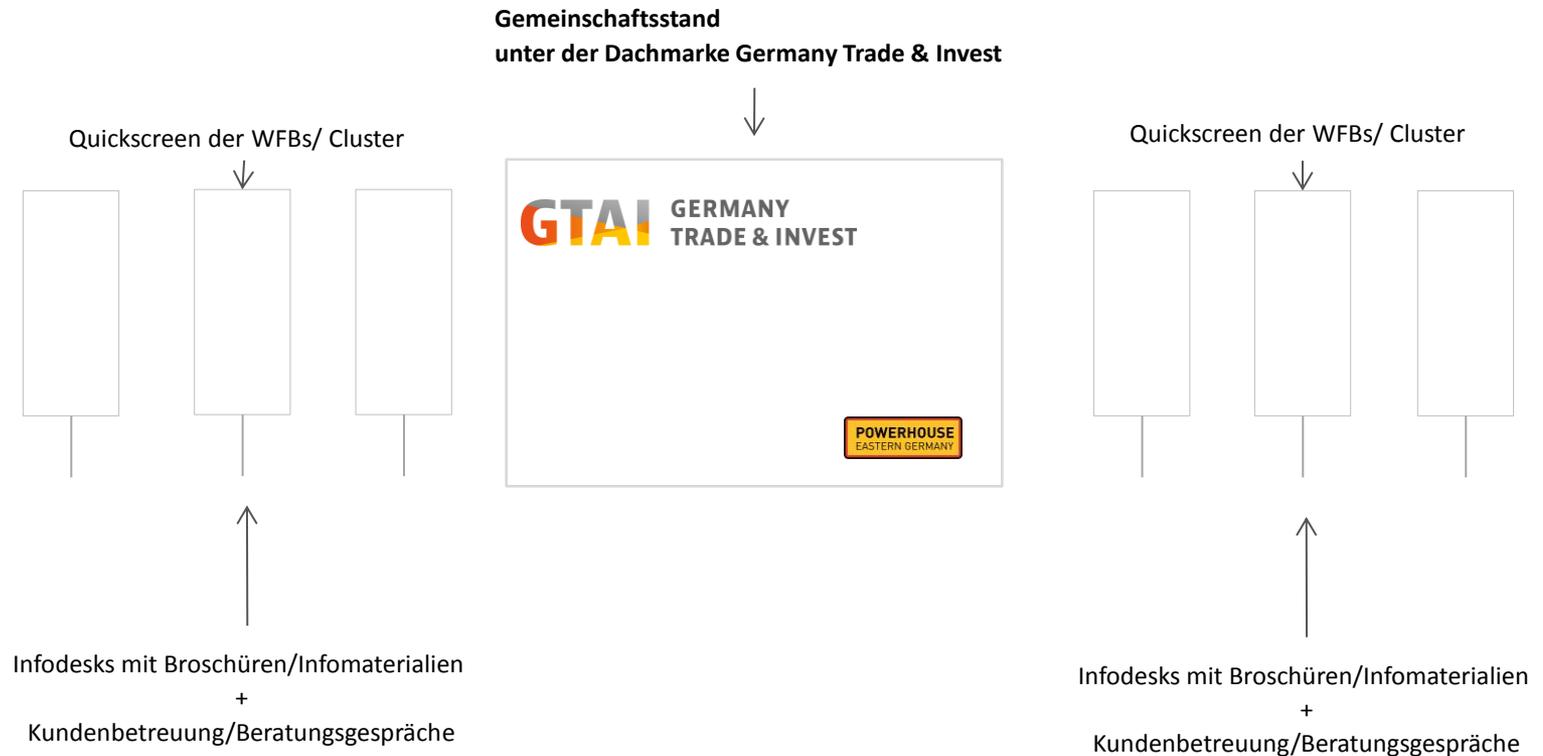
- 1. LOGOPRÄSENZ:** Das Logo der WFBs/ Cluster erscheint in der Website mit der Ankündigung der Clusterveranstaltung.
- 2. FACT SHEET:** Darstellung ihres Clusters. Vorgaben dazu werden durch GTAI übermittelt
- 3. DELEGATIONSBROSCHÜRE (optional*):** Darstellung Kurzprofil, Ansprechpartner und Kontaktdaten. Vorgaben dazu werden durch GTAI übermittelt
- 4. INFORMATIONSTAND IM RAHMEN DER INVESTORENVERANSTALTUNG:** Die „Infocounter“ werden am Veranstaltungsort, vor den Räumlichkeiten des Forums im Foyer (und in der Räumlichkeit des Networkings) aufgestellt. Das ermöglicht den WFBs/ Cluster, mit den Gästen ins Gespräch zu kommen. In Verbindung mit der Vermarktungsoffensive wird es einen eigenen Stand „Powerhouse Eastern Germany“ für die neuen Bundesländer geben.
Ihr STAND: WFBs/Cluster können sich mit einem eigenen Quickscreen/Roll-Up (Breite 85cm x Höhe 230cm) präsentieren. (Es ist nicht möglich, Poster an der Wand zu befestigen.) Jeder WFB stehen weiterhin ein Counter (Tisch) und ein Prospektständer zur Verfügung, der Platz für die Auslage sechs verschiedener Broschüren bietet. Die Betreuung des Standes liegt in der Verantwortung der WFB, ebenso die Auslage Ihrer Materialien.
- 5. EINLADUNG Ihrer Kontakte in den USA:** Sie haben die Möglichkeit ihre US-amerikanischen Geschäftspartner zur Investorenveranstaltung einzuladen. Wir stellen Ihnen das von uns erstellte Einladungsschreiben als PDF-Datei zur Verfügung.

*in Abhängigkeit der Teilnahme von Unternehmen

Clustervermarktung Medtech USA

Kooperation der Wirtschaftsförderungsgesellschaften

Bei der Investorenveranstaltung befindet sich im Foyer des Veranstaltungsortes die Präsentationsfläche für die Wirtschaftsförderungsgesellschaften der Bundesländer / Cluster.



Contact Us

Germany Trade & Invest 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, Germany Trade & Invest supports German companies setting up in foreign markets, promotes Germany as a business location and assists foreign companies setting up in Germany.

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