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MedtecLIVE Brand Family:

Ideal new formats for the medical technology sector

* MedtecLIVE Innovation Expo at MedtecSUMMIT, Nuremberg, 18‑19.02.2025
* MedtecLIVE Healthtech Pavilion at automatica/LASER World of PHOTONICS, Munich, 24-27.06.2025
* MedtecLIVE: Stuttgart, 5-7.05.2026
* MedtecLIVE Community: 365 days a year

MedtecLIVE is the leading European exhibition for the development and manufacture of medical technology. It is part of a brand family that, in future, will have more than just one exhibition to offer the sector. The organizers are creating several platforms on which players of all kinds within the sector can find their ideal target group. MedtecLIVE, the leading European exhibition for the development and manufacture of medical technology, will take place in Stuttgart at the beginning of May 2026. The MedtecLIVE Innovation Expo will be held in Nuremberg in February 2025 as part of MedtecSUMMIT. And in June 2025, the MedtecLIVE Healthtech Pavilion at automatica and LASER World of PHOTONICS will provide exhibitors specializing in robotics, automation and photonics with an opportunity to address customers in these specific fields. Within the MedtecLIVE Community, players in the sector can access key topics, personal updates and targeted networking opportunities 365 days a year.

As part of its efforts to drive forward medical technology in Europe, the MedtecLIVE Brand Family supports the medical technology sector through its broad range of products and services, its strong network and its partners. “Bringing exhibitors together with their specific customers is part of this process, and in the future we will make use of numerous suitable formats, each in the right place and at the right time,” says Christopher Boss,

Managing Director of MedtecLIVE GmbH, summarising the benefits of the MedtecLIVE Brand Family. “That makes it easy to network, present innovations and work together to develop solutions.” During 2025 and through to MedtecLIVE in 2026, the brand family formats will enable industry players to select the specific event that’s right for them in terms of best reflecting their products, services and needs, and therefore to position themselves most appropriately for their target groups and offer the most appropriate solutions. Spreading the events between the various locations – Stuttgart, Nuremberg and Munich – creates a comprehensive arc covering the catchment areas of the key medical technology locations in southern Germany and Europe as a whole. “Southern Germany is the heart of medical technology,” summarises Silke Ludwig, Key Account Manager MedtecLIVE at NürnbergMesse GmbH.

**MedtecLIVE: New location, new schedule**

The next dates for MedtecLIVE, the leading European exhibition for the development and manufacture of medical technology, will be 5-7 May 2026, when it will take place in Stuttgart. “This is our way of meeting the wishes of the majority of our exhibitors and partners, who had expressed an interest in Stuttgart as a location for an industrial exhibition,” says Ludwig, explaining the background to the decision. “In addition, there was a preference for a two-year cycle, which we are also accommodating.” Starting now, in every second year MedtecLIVE will provide an excellent platform where OEMs and distributors can learn about the latest developments and industry trends directly from leading providers, SMEs and also startups, and gain a comprehensive overview of the entire medical technology value chain. The focus on Europe enables a thematic emphasis on key aspects, which also includes an economic context: Digitalization, automation, stable supply chains, and social, environmental and economic sustainability. In addition, a skilfully integrated, market-oriented supporting programme with a wealth of variety offers top-quality presentations, workshops and discussion sessions.

**MedtecLIVE Innovation Expo at MedtecSUMMIT in Nuremberg**

The MedtecLIVE Innovation Expo will be held in Nuremberg on 18 and 19 February 2025 as part of MedtecSUMMIT. As an accompaniment to the innovation-focused MedtecSUMMIT congress, this expo will give a limited number of participating companies the opportunity to present their innovations to an audience with an R&D focus, to learn about innovations and functioning innovation processes in the technology and science nexus of Nuremberg-Fürth-Erlangen, and to engage in depth with experts from the worlds of industry, application, science and policymaking. “Topics will include clinical robotics, digital health applications, artificial intelligence, new materials and smart implants, in addition to regulations,” says Dr Jörg Traub, head of Specialization Field Health at **Bayern Innovativ GmbH**, summarising what the Congress will offer. “The Innovation Congress and exhibition will cover the entire pipeline, from the scientific idea through to the successful establishment of innovative products on the market.”

**MedtecLIVE Healthtech Pavilion at automatica/LASER World of PHOTONICS in Munich**

Another highlight in the MedtecLIVE Brand Family is the MedtecLIVE Healthtech Pavilion at automatica and LASER World of PHOTONICS, taking place in Munich from 24 to 27 June 2025. This will be the first time that this medtech-focused pavilion will be there. It will enable participating providers to tap into new application areas and target groups. At the same time, the topic of medical technology creates the perfect link between these two leading exhibitions. “Robotics and automation, the focus of automatica, represent an increasingly important field of application in the medical technology sector, and so things that belong together fit together well,” comments Anja Schneider, Exhibition Director automatica at Messe München GmbH, expressing her satisfaction with the new strategic partnership. Anke Odouli, Exhibition Director LASER World of PHOTONICS at Messe München GmbH, adds: “In the healthtech area, too, lasers and photonics have become essential, which is why we are particularly pleased to have a strong partner at our side in the form of MedtecLIVE.” Participation in the leading exhibitions automatica and LASER World of PHOTONICS offers an excellent chance to make international contacts and take up the opportunities offered by the global market. An appealing programme of lectures rounds out this collaborative arrangement.

**MedtecLIVE Community**

The linking element between all the members of the MedtecLIVE Brand Family is the year-round, digital MedtecLIVE Community. This platform, available 365 days a year, uses algorithms to ensure a match between the interests of participants and the relevant products and services on the part of the exhibitors. The unique networking and information services, involving the most important topics relating to medical technology manufacture and development, bring people together based on the topics and questions that are of current relevance to them well before, during and after the exhibition. Providers can thus stay in contact with a tailored target group all year round and boost both their synergies and their reach. In turn, visitors benefit from a continuous knowledge-sharing arrangement 365 days a year thanks to access to exclusive content and industry articles, in addition to extensive networking opportunities.

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