



The 2nd Medical Devices & HIT International Conference

June 10-13, 2013, Tel Aviv, Israel



MEDinISRAEL 2013

In June 2013, the brightest of minds in the industry will gather under one roof to share knowledge, technologies and foresights for a more efficient HealthCare future – Point of Care Clinics, Emergency Units and Hospitals.

Initiated by The Israel Export & International Cooperation Institute, The Ministry of Industry, Trade & Labor, The Ministry of Foreign Affairs and The Ministry of Health. The 2nd Biennial Medical Devices & HIT Conference will be held this year from June 10th to June 13th, 2013, in Tel Aviv.

Representatives from over 50 countries will join forces with Israeli companies representing the brightest and most innovative solutions and practices in the Life Science arena. The highest ranked experts in the field, as well as decision makers, high profile regional and state leaders, will present new methodologies, trends, challenges, and opportunities taking today's medicine forward.

An International Forum on Public Health will:

- Enable enhanced cooperation and exchange of ideas among authorities from around the globe on improving access to safe, effective and innovative quality medical devices.
- Present the Israeli HealthCare System and share your own experience with hundreds of your colleagues from around the world.
- Provide live, on-site demonstrations at Israel's leading hospitals & manufacturing facilities.

Exhibition & B2B Event showcasing some of the finest field-proven and next-generation technologies and systems:

- Smart Hospital for Inpatient Care
- Diagnostic & Monitoring equipment for Ambulatory & Home Care
- HealthCare IT & Telemedicine
- Research Equipment, Laboratories, IVD & Point of Care
- Intelligent Hospital (hospital infrastructure efficiency)
- Emergency Preparedness
- Meet Israeli Subcontractors

Why Israel?

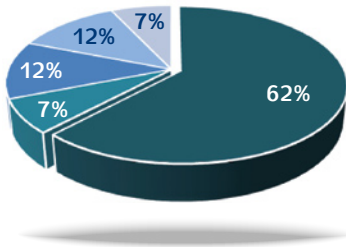
In the Medical Devices arena, **Israeli scientists and engineers have integrated advanced technologies** in Electronics, Communications and Electro-optics to develop world-class innovations in digital imaging, medical lasers, telemedicine, and diagnostic and surgical equipment.

Electronics

Communications

Electro-Optic

- Digital Imaging
- Medical Lasers
- Electro-Medical Devices
- Telemedicine
- Surgical Equipment
- Diagnostic Kits
- Rehabilitation Equipment



More than **80 LS service companies**: CROs, Engineering, Labs, Bankers and Lawyers help successfully develop and commercialize innovative ideas.

About **40% of all Israeli Life Science companies were established during the last six years**, while 70-80 new companies are established every year: **over 1000**

companies in 2012 are active in a variety of medical specialties, including **Cardiovascular & Peripheral Vascular, Neurology and Degenerative Diseases; Emergency Medicine; Intensive Care & Rehabilitation; Respiratory & Airway Management; Oncology; Women's Health; Orthopedics & Sport Medicine; Gastroenterology; Infection Control; Ophthalmology; Pain & Wound Management; Oral & Dental; Dermatology & Aesthetics.**

Today

- Many of Israel's Medical Device Innovations have been adopted worldwide.
- More than 30% of Israeli LS Companies have reached the Revenue Stage.
- Rich Pipeline of Seed and R&D Companies promises further growth

Revenue Growth

Initial Revenue

Seed and R&D Companies

Israel is among the first adopters of the major cultural change called Health IT. Israel has the know-how and close to 20 years of implementation expertise to manage this change.

MEDinISRAEL 2013 – Meeting Global HealthCare Challenges

Taking place at a critical time for meeting Global HealthCare Challenges, it is our goal to pave the way towards lower healthcare costs, appropriate solutions for the evolving needs of an aging population, and better, higher quality medical care for emerging middle classes.

Who Should Attend? Who Will Benefit?

- Medical Device Importers & Distributors
- HealthCare IT Providers & Integrators
- Hospital Managers (Governmental and Private; Senior Decision Makers and Purchasing Managers)
- Pharmacy Chain principals and directors of Business Development
- Governmental and Regulatory Affairs Representatives
- HMO / Government Strategists
- Investors, Venture Capital Funds
- Press & Media
- Medical Device Manufacturers (seeking to enrich their portfolios with higher quality / supplementary products)

Remain at the forefront of change,
adopt innovative solutions, and create
a positive impact with a wealth of new
information, ideas and solutions by attending
MEDinISRAEL 2013!



Program*

Monday, June 10

19:00 Gala Evening

Tuesday, June 11

08:30 Registration

09:00 – 11:30 Plenary Session

Break

11:30 – 13:00 Technological Exhibition & B2B Meetings

13:00 – 14:00 Networking Lunch

14:00 – 18:00 Technological Exhibition & B2B Meetings

B2B meetings during the conference can be scheduled in advance or on-site.

Wednesday, June 12

08:30 Registration

09:00 – 11:30 International Forum on Public Health

Break

09:00 – 13:00 Technological Exhibition & B2B Meetings

13:00 – 14:00 Networking Lunch

14:00 – 18:00 Technological Exhibition & B2B Meetings

B2B meetings during the conference can be scheduled in advance or on-site.

Thursday, June 13

08:00 – 17:00 Live, on-site demonstrations at leading Israeli Hospitals & Manufacturing Facilities (choose one that fits you best)

- Emergency Preparedness
- HealthCare IT & Telemedicine
- Medical Robotics
- Rehabilitation
- Medical Simulation & Training
- Woman & Child
- The Best of Israeli Scientific Research

Friday, June 14 (optional)

08:00 – 16:00 Tourism Program (choose one that fits you best)

- Incredible Jerusalem
- Antique Caesarea & Haifa
- Modern Tel Aviv & Old Jaffa

A Program that will Keep You and Your Colleagues on the Leading Edge!

* Program is subject to modification.

Register now at your country's Commercial Attaché of Israel

MEDinISRAEL 2013 is a professional event closed to the general public.

For more information about MEDinISRAEL 2013, please contact:

IEICI – The Israel Export & International Cooperation Institute: www.export.gov.il

Ms. Meital Kuperman – Project Manager, Technology Industries Division

Tel: +972 3 514 2907 | E-mail: MeitalK@export.gov.il

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Director, Medical Operations, Rambam Health Care Campus
Service in Israel Defense Forces Airborne Rescue & Evacuation Unit

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VP Sales & Marketing, Cnoga Medical

Ms. Angela W. Rabinovich

Manager, Life Science Industry
IEICI – The Israel Export & International Cooperation Institute

**We hope you will be able to join us and look forward to seeing you at
MEDinISRAEL 2013**

