



# Germany – Partner for Medical Technology

November 2012

## GERMANY – PARTNER OF MEDICAL TECHNOLOGY

### A short portrait of the international campaign of the German Federal Ministry of Education and Research

Germany has an excellent position in the fields of science, research and development, both by European and by international standards. German companies play a leading role in the development of innovative products, and "Made in Germany" is regarded as a seal of quality and of solid German workmanship throughout the world.

In our globalized world, scientific and technological progress is no longer achieved in isolation within individual countries, but depends on cooperation and the exchange of ideas with leading experts from across the world. That is why, in its future efforts to improve its technological position, Germany plans to cooperate more closely with recognized centres of excellence and strengthen its role as a "gateway to Europe" for its international partners.

To this end, the German Federal Government, under the leadership of the **Federal Ministry of Education and Research (BMBF)**, has launched an initiative to advertise Germany as an excellent research location. Under the motto "**Germany – Land of Ideas**", the campaign will highlight the attractiveness of Germany and its research environment in important target countries and present German research organisations, including universities, institutes and private companies that are active in the field of research.

The field of **medical technology** has been selected for the fourth thematic campaign. Medical technology is an emerging sector that is based on high knowledge intensity and possesses outstanding innovative strength.



Research in  
Germany  
  
Land of Ideas



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Within the context of this campaign, medical technology is concentrated on the following 6 core fields of innovation: **Imaging techniques, prosthetics and implants, telemedicine, surgical and interventional systems in medicine, in-vitro diagnostics and cell and tissue engineering.**

The campaign has the aim of initiating more mutually beneficial **R&D collaborations between German and foreign research institutions and companies.**

The campaign was launched on **16 November 2011** at **Medica 2011** in Duesseldorf. Other sector-specific events organized by German research and technology establishments will give interested partners the opportunity to establish contacts with German research establishments and strong technological companies till the end of 2013. Currently, **workshops, multiplier events, partnering events, lectures, and presentations at conferences and meetings** are being organized. They are aimed at scientists at universities and research institutions, scientists and decision-makers at R&D-oriented companies, junior scientists, multipliers and investors.

Further information is available at: [www.research-in-germany.de](http://www.research-in-germany.de)

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