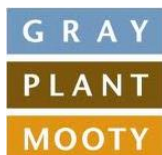


Medtech Focus USA: Export opportunities for suppliers and service providers

October 29 – November 1, 2012 Minneapolis, MN



Partners



Medtech Focus USA: Export opportunities for suppliers and service providers

Join us on a special suppliers and service providers medtech delegation trip to the US organized by Medtech Switzerland and partners.

Summary

Minnesota is a growing hot spot for medical technologies in the US. Nearly 80 per cent of the private sector biobusiness technology jobs in Minnesota today are involved in medical devices, with employment in this sector 43 per cent greater than in the US as a whole. With annual revenues of over USD 11 billion, Minnesota is home to medtech giants such as Medtronic, Boston Scientific and St. Jude to name a few. The Medtech Focus USA program is designed specifically to connect Swiss suppliers and service providers with **big US medtech** manufacturers.

- ✓ **Insight** into expanding your business to the US
- ✓ **Network** with the 'big medtech' companies in the Minneapolis area
- ✓ **Visit MD&M Minneapolis trade show** 2012 in Minneapolis, MN

MD&M Minneapolis 2012

Capitalizing on the high concentration of medical technology companies in Minnesota, the MD&M trade show holds one of its world renowned trade show events in Minneapolis. MD&M is dedicated to offering Minnesota's premier medical device trade show for R&D, design, engineering, manufacturing, and regulatory affairs professionals within the medical manufacturing industry. This year's program offers three unique days of events:

- MD&M Expo
- MD&M Conference
- Cardio Conference

For further information please visit:

<http://www.canontradeshows.com/expo/minn12/index.html>

Dates and location

Sunday, October 28, 2012 – Thursday, November 1, 2012 Minneapolis, MN.

Participants who would like to expand their continental business visit across US borders can also register for the **Mexico trade mission** (facilitated by Osec) targeted to the Swiss machine industry (MEM) and medtech suppliers, **October 22-25th** in Mexico City and Tijuana, Mexico. Mexico has long been a central location for many large US manufacturing companies and continues to attract global manufacturing business interests. The Mexican trade mission will kick off with a **seminar** on the business opportunities in Mexico **September 6th in Zurich**. For more information please visit: <http://www.osec.ch/en/node/43109>

Program.

Sunday, Oct. 28

Arrival in Minneapolis, MN. (individually arranged)

Optional get-together dinner (time and venue tba)

Monday, Oct. 29

Morning

Location: Minneapolis downtown, MN

Talks will be given by local experts and industry corporate heads

- 9:00 Welcome
- 9:15 Status of the US medtech market
- 10:00 The Minneapolis-St. Paul medtech cluster
- 11:00 Strategies for market entry
- 12:00 Lunch
- 13:30 Successful partnering – What is big medtech looking for?
- 14:30 Experiences from a Swiss supplier in the US
- 15:30 Panel discussion
- 16:00 End

Tuesday, Oct. 30

Morning

Site visit to Medtronic

Afternoon

Site visit (e.g. 3M, AMS, Spectralytics)

Wednesday, Oct. 31

Morning

Optional additional site visit (tbc) or individual attendance at MD&M Minneapolis EXPO and congress

Afternoon

Individual attendance at MD&M Minneapolis EXPO or congress

Thursday, Nov. 1

Individual program

- MD&M Minneapolis visit or,
- Individual partnering – Facilitated by Medtech Switzerland and the Swiss Business Hub (additional fees apply)

Evening

Optional farewell dinner

Registration, terms and conditions.

Registration

The **number of participants is limited** so please register as soon as possible to ensure a place by submitting the completed registration form (scan/email or fax - see last page). A detailed travel package with all information needed will be sent to you in early October. **Registration closes September 28th, 2012.**

Travel and accommodation

During the trip, Medtech Switzerland and its partners will organize the program and catering as listed in this brochure. Flights and hotel reservations are the responsibility of the participants. Minneapolis offers a variety of good hotels close to the Minneapolis Convention Center (MD&M venue).

Costs

Medtech Switzerland and Osec partially subsidize the cost of this delegation trip. Rates are listed below and include the cost of attending MD&M Minneapolis 2012 (all prices excluding VAT)

CHF 1'500.-, for companies with less than 25 worldwide employees

CHF 1'700.-, for companies with less than 50 worldwide employees

CHF 1'900.-, for companies with more than 50 worldwide employees

Early bird savings: **Save CHF 100.-** off the above registration rates **until August 31!**

Companies with no established business activity in Switzerland are subject to full costs. Please contact Medtech Switzerland directly regarding this possibility.

Prices include access to the **MD&M Minneapolis 2012 EXPO, MD&M conference, and cardio conference** (together worth USD 1000), participation at the seminar, and meals as outlined in the program.

The fee for attendance will be invoiced after registration and must be paid within 10 days. No fee reduction is possible for individuals attending only part of the program. These costs are only for the services described in the program and do not include travel expenses, accommodations, or meals (except as outlined in the program). Medtech Switzerland and its partners will make every effort to provide the services and program as outlined, however changes to the schedule are possible and will not entitle attendees to reimbursement.

Cancellation policy

Fees for attendance are non-refundable after September 28, 2012. All cancellations must be submitted in writing. Cancellations submitted before September 28st will receive 50% reimbursement. Cancellations after September 28st will not be eligible for reimbursement, however companies may substitute another person to attend the event.

Contact, organizers and supporters.

Contact

Patrick Dümmler, Managing Director, Medtech Switzerland
Wankdorffeldstr. 102, Postfach 261, 3000 Bern 22

Registration & project management:

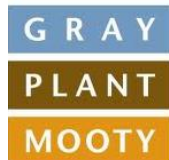
Sarah Moyle, Medtech Switzerland
Tel. +41 31 335 62 41, sarah.moyle@medtech-switzerland.com

Organizer



Medtech Switzerland is an initiative of the Swiss government, Osec and the Medical Cluster to promote the export of Swiss medical technology to key world markets.
www.medtech-switzerland.com

Partners



Gray Plant Mooty is the longest-standing law firm in Minneapolis. With offices in Washington, St. Cloud and Minneapolis, Gray Plant Mooty offers legal expertise and a commitment to excellence and community involvement.



Osec and Swiss Trade and Investment Promotion help companies from Switzerland and Liechtenstein to develop and expand their activities abroad.
www.osec.ch

Registration form.

Fax +41 31 335 62 63

sarah.moyle@medtech-switzerland.com

I would like to attend Medtech Focus USA, October 28 – November 1, 2012.

Mr. Mrs/Ms

First name: _____ Family name: _____

Position: _____ Division: _____

Company: _____ Address: _____

ZIP code/town: _____ Phone: _____

E-mail: _____ Signature: _____

I would like to register at the following rate (all prices excl. VAT):

- CHF 1'500.-, my company has less than 25 worldwide employees
- CHF 1'700.-, my company has less than 50 worldwide employees
- CHF 1'900.-, my company has more than 50 worldwide employees

Early bird: **Save CHF 100.-** off the above rates for registration **until August 31!**

Included in the price are:

- ✓ **Ticket** for the **MD&M Minneapolis 2012** (worth USD 1000.-)
- ✓ Access to the full day **seminar** tailored to the needs of the Swiss companies on Monday, October 29
- ✓ **Medtech site visits** as outlined in the program
- ✓ **Meals** as outlined in the program

I also want to register for:

- Dinner on October 28th (at no additional costs)
- Medtech site visits, Tuesday October 30th (at no additional costs)
- Medtech site visit (tbc), Wednesday October 31th (at no additional costs)
- Dinner on November 1st (at no additional costs)
- Please contact me regarding the partnering/ matchmaking opportunities

Upon registration for *Medtech Focus USA* you will be automatically registered for MD&M Minneapolis 2012. You will receive the detailed registration confirmation for MD&M Minneapolis 2012 by e-mail. The *Medtech Focus USA* program will take place when a minimum of 6 participants have registered. In the event that an insufficient number of participants register for the trip, registrants will be reimbursed for payments made to Medtech Switzerland only.

Please **register** by sending us (scan/email or fax) this completed form **by September 28th** to:

- sarah.moyle@medtech-switzerland.com or
- Fax +41 31 335 62 63

You will receive a registration confirmation for this delegation trip by e-mail. A detailed travel package with all information needed will be sent to you at the beginning of October. We are looking forward to seeing you soon in Minneapolis!