



## **International Forum: “Bochum in the Metropolis Ruhr – Your gateway to the German healthcare market”**

Bochum is one of Germany`s most important reference markets to introduce new procedures and products to the health sector and offers international companies and exporters a strategic presence within the Ruhr Metropolitan Area. This workshop outlines Bochum`s advantages as top entry-point for the German Market with its promising infrastructure and advisory network.

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**Monday, 12 November 2018, Venue – Düsseldorf Messe,  
CCD South, Room 28**

**13.30 – 14.30 German-Hungarian Networking**

**15.00 – 17.00 „Bochum goes International:  
Opportunities in a growing Healthcare Ecosystem”**

**Tuesday, 13 November 2018, Venue – Düsseldorf Messe,  
Hall 16, Stand B 39 JETRO**

**11.00 – 12.15 German-Japanese Workshop: Smart Health**

## The Agenda & Speakers

### Hungarian Digital Health Forum on MEDICA

**Location: Messe Düsseldorf, CCD South, Room 28; Stockumer Kirchstraße 61, 40474 Düsseldorf**

- 13.15**    **Doors open, registration**
- 13.30**    **Welcome by Balázs Szegner, Consul General of Hungary in Düsseldorf**
- 13.35**    **Welcome speech, Johannes Peuling, Head of Health Campus Agency Bochum**
- 13.40**    **E-Health Innovations in Hungary-from a research institute perspective**, Kata Pál, International Business Development Manager, Bay Zoltán Nonprofit Ltd. for Applied Research
- 13.45**    **WIWE- Message from the heart-  
Innovation of a renowned Hungarian company**  
WIWE uses a world-unique intelligent algorithm to demonstrate the risk of sudden cardiac arrest and atrial fibrillation Representative of Sanatmetal, Ms. Marina Pajtók, Head of Division
- 13.50**    **Startup Campus Germany – Business development opportunities in Germany for innovative enterprises – Zoltan Galla, CEO and Dr. Cornelia Hainer, Key Account Manager, Startup Campus Germany**
- 13.55**    **Pitches of the Hungarian Startups:**  
3 minutes pitches 2 minutes questions and answers
- **Kinepict-** X-ray angiography safer and more powerful by reducing contrast dose.
  - **Spomoco-** Smart calendar - facilitates the lives of coaches and athletes.
  - **FitPuli** - Workplace prevention for employees with health program.
  - **Spirocco** - Intelligentes Inhalationsgerät, das Daten zum Inhalationsverhalten misst und digitalisiert, für eine effizientere Therapie.
  - **Sineco Global** - Facilitates medical documentation with structured reports in multiple languages and supports the workflow with automatic text generation and AI image processing.
  - **Enduraid-** mobile application, which helps you to draw up the most optimal race nutrition protocol tailored to the challenges of your current race and training.
- 14.30**    **Closing remarks**
- 14.35**    **Networking**

International Innovation Workshop organized by the Bochum Health Campus

## The Agenda & Speakers

### Bochum goes international Opportunities in a growing Healthcare Ecosystem

Location: Messe Düsseldorf. CCD South, Room 28; Stockumer Kirchstraße 61, 40474 Düsseldorf

15.00 Welcome by **Johannes Peuling**, Head of Health Campus Agency Bochum

15.05 Presentation of Bochum Area (HealthcareCampus, Incubators, Support/Consulting etc.)

- **Johannes Peuling; Head of Health Campus Agency Bochum**  
Health Campus Agency Bochum

15.20 Investing in Bochum – Experiences and Success Stories

- **Uwe Brockmann, Cyberdyne Care Robotics:**  
Japan – Bochum: Gate into the Western Market
- **Dr. Tilman Frosch, G DATA:**  
IT-Security made in Bochum
- **Martin Zünkeler, Kairos GmbH:**  
Bochum – Berlin: Synergistic Hot Spots for Medical IT

15.50 Internationalization of Bochum based companies

- **Birger Nispel, AirMed Plus:**  
Bochum as a base for International Expansion in a growing market
- **Uwe Seidel, SNAP GmbH:**  
Cooperation with Romania – Experiences and Opportunities
- **Dr. Heinz-Werner Henke, ITP GmbH:**  
Entering the US-Market

16.20 Panel with companies and regional supporters

16.50 Concluding Remarks and  
Transfer to Opening Reception at the NRW-Joint Booth (Hall 3, Booth 80)

## The Agenda & Speakers

### German-Japanese workshop: Smart Health

Location: Messe Düsseldorf, Hall 16, Stand B 39, JETRO

**11.00 Greeting from JETRO**

**11.05 Johannes Peuling, Head of Health Campus Agency Bochum**  
Health Campus Agency Bochum

**Martin Zünkeler, CEO**  
Kairos GmbH

**Birger Nispel, CEO**  
AirMed Plus

**Marc Otten, Project-Coordinator RaVis 3D**  
Bochumer Institut für Technologie gGmbH

**11.45 Cyberdyne**

- Activity in Germany / Europe
- Future development plan / expectation

**12.00 Discussion**

**12.30 Networking**