

COMPAMED
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17-20 Nov.
2025

M
MEDILINK UK

2025

MEDICA | Düsseldorf

MEDILINK UK PAVILION POST-SHOW SUMMARY



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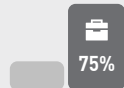
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MEDICA is the world's largest annual event for the medical industry

For over 40 years, it has opened its doors to leading figures from business, research and government sectors from across the world, alongside countless national and international experts and decision-makers and trade visitors from within the industry.



5,300
EXHIBITORS
FROM 70 NATIONS



78,000
TRADE VISITORS
WITH 75% BEING TOP MANAGEMENT



>160
COUNTRIES
IN ATTENDANCE



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The UK Pavilion: a cut above the rest

MEDICA 2025 welcomed over 200 UK companies, many of which formed part of the UK Pavilion.

Medilink continuously strives to enhance the UK's presence within the show, working closely with medtech networks, regional clusters, government and trade bodies, and development agencies to create a collective presence, all of which amplifies visibility, credibility, and return on investment for all our participating companies.



“ The Medilink UK Pavilion was all very well organised, and carried the UK national identity very well. During the show, we hosted visits from existing clients from 26 different countries, which is a bonus in itself.

Having attended MEDICA for over 30 years, I have seen many changes. Attendees might be fewer numbers, but the time wasters have gone and **the lead quality has definitely improved**. All in all, it's a worthwhile exhibition - which is why we'll be back in 2026.”

Dave Newman
International Sales Manager, DeSoutter Medical

deSoutter
MEDICAL

ON THE UK PAVILION

 **65+ EXHIBITING COMPANIES**

 **350+ REPRESENTATIVES**

 **1100+ COMMERCIAL LEADS**

 **4 MILLION ESTIMATED COMMERCIAL VALUE**

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Enjoying Success on the UK Pavilion

MEDICA, the world's largest medtech exhibition, is accessible in just over a one-hour flight from the UK.

 **94.5% POSITIVE FEEDBACK FOR THE UK PAVILION**

 **40% ON-SITE REBOOKING FOR MEDICA 2026**

 **SIGNIFICANTLY LOWER COST OF PARTICIPATION SHORTENING THE ROI TIMELINE COMPARED TO OTHER EXHIBITIONS**

“MEDICA is a huge and fast-paced show and the Medilink UK Pavilion team made the whole experience seamless. From a great stand build to accommodation support, communication was excellent.

The on-site team were friendly, responsive and engaging and the pavilion event programme offered valuable networking opportunities.”

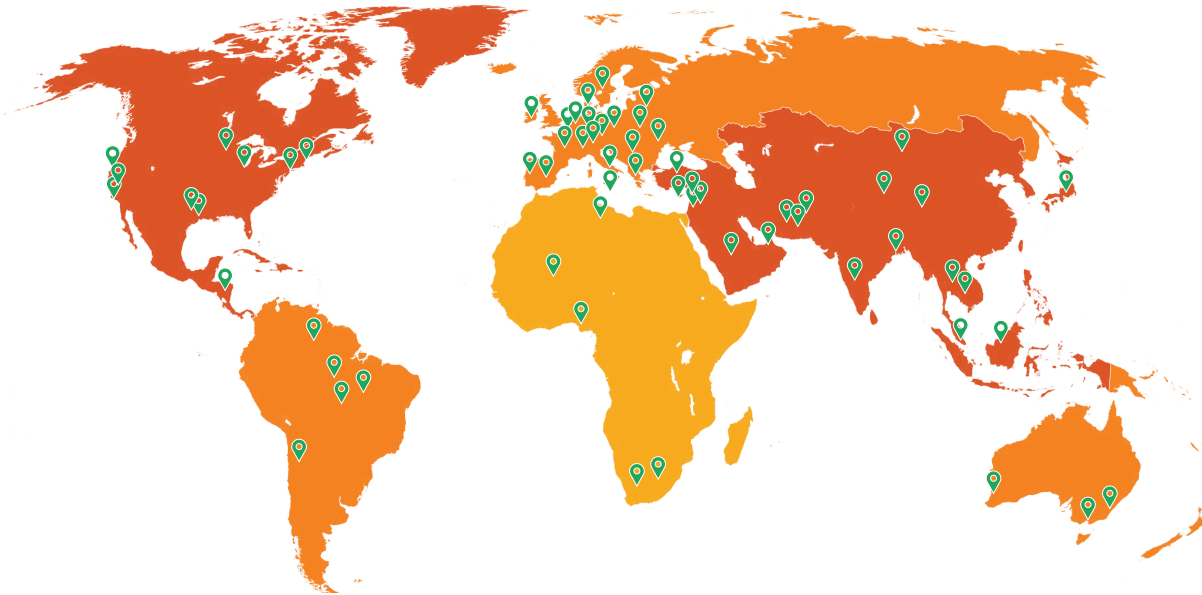
Noah Banienuba
Marketing Manager, Surgitrac



Global Reach

Over 50 different countries visited the UK Pavilion:

Pins represent commercial meetings or contracts secured at MEDICA



Top 3 markets visiting the UK Pavilion:

1. Europe
2. North America
3. Asia

In 2025, through our strategic partnerships, we were able to continue widening our scope and welcome more visitors from across the world to the UK Pavilion.

MEDICA remains the only truly global exhibition in our sector, providing business, academia and clinicians a unique opportunity to connect with their counterparts and commercial contacts from around the world.

U.S. In Focus

At MEDICA 2025, collaboration with delegations from across the United States was a resounding success, converting high quality introductions into concrete avenues for joint innovation and market entry.

For organisations serious about the US market, MEDICA remains the definitive place to meet the right people, in the right place, at the right time.



Medical Alley, Boston Scientific, Mayo Clinic and other US partners meeting executives from the NHS



Governor Tim Walz of Minnesota leading a delegation to meet with the UK during MEDICA 2025

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Who did we meet @ MEDICA 2025?

Global Healthcare Leaders:

-  **German Federal Health Minister** Nina Warken
-  **North Rhine Westphalia Health Minister** Karl Josef Laumann
-  **EU Commissioner** Olivér Várhelyi
-  **Saudi Minister of Health** H.E. Fahad Abdulrahman Al Jalajel
-  **International buyer delegations** from all continents
-  **U.S. Department of Commerce** – U.S. Commercial Service
-  **Taiwanese Minister of Economic Development** (visited the UK following MEDICA)
-  **Numerous government and senior clinical representatives**
-  **All US state health authorities** represented

UK Organisations:

-  **Scottish International Development**
-  **Welsh Government**
-  **25 NHS Clinicians and Executives**

At MEDICA 2025, the delegation of 25 NHS executives and leading clinicians delivered an exceptional showcase of UK capability; holding high level, face to face meetings with counterparts from Europe, North America, Asia and Africa, and establishing clear pipelines for collaboration and market entry.

Against the backdrop of MEDICA's unmatched scale as the industry's "place to be" for decision makers, the delegation represented the UK with authority, aligning on regulatory and reimbursement priorities, clinical evidence needs and innovation adoption, and building strong momentum that will carry into 2026.



“ We are a large and growing hospital group serving a population of more than two million people.

MEDICA was an opportunity to share ideas and learn from other healthcare providers who are facing similar challenges and exploring the same opportunities as us; ensuring our services are aligned to changing population health needs, focused on improving outcomes and patient experience, harnessing innovation and improvement to continue to raise the quality of care and treatment we are able to provide.

Our use of digital technology will play an integral role in creating and shaping our future plans and I hope to bring back insights that will directly benefit the communities we serve.”

James Sumner

Chief Executive of NHS University Hospitals of Liverpool Group



Looking Forward to 2026

MEDICA Key Focus Areas for 2026

- MedTech & Medical Devices
- Artificial Intelligence (AI) and GenAI
- Robotics, Automation & Assistive Systems
- Integrated Care & Telemedicine



MEDICA is evolving - be a part of the journey

Meet agents,
distributors and
commercial
contacts from
around the world



Opportunities to
connect and network
with the government
agencies and
healthcare systems



Represent the
growing heart of
UK innovation in
the life sciences



Explore
collaboration
opportunities
with healthcare
institutions



MEDICA: Your Smarter Choice for a Faster Return on Investment

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