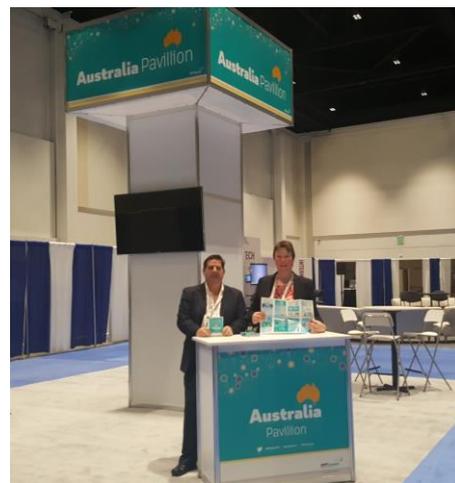


# Case Study

## MTPConnect-led delegation showcases Australian medtech on the international stage



MTPConnect took 29 Australians to the 2017 MedTech Conference in San Jose, that brought together thousands of medical technology professionals from the US and across the globe. The conference provided an opportunity to showcase Australia’s capabilities, connect on business development and innovative technologies, and network with policymakers, business executives and industry leaders, resulting in numerous leads.

The largest international delegation at the conference included companies, research organisations and industry, showcasing Australia’s outstanding innovative medical technology companies, building invaluable inroads into international markets, and providing a strong, united presence for the Australian sector via the Australian Pavilion and Australian delegate booklet. Led by MTPConnect’s General Manager of Stakeholder Engagement Dr Alfredo Martinez-Coll and Director of Major Projects Elizabeth Stares, the impressive Australian delegation included the likes of CSIRO, Analytica Medical, Life Whisperer Diagnostics, TechInSA and the Graeme Clark Institute from The University of Melbourne.

The MTPConnect Australian Pavilion provided delegates with a space to easily engage with international audiences at the conference through meetings, presentations, with a majority saying that the delegation drove their decision to attend, particularly for SMEs. Delegates said that a booklet with profiles on each delegate and a sector infographic was instrumental in catching the attention of and facilitating productive engagement with co-delegates and attendees, and provided a united front that presented Australia’s strong standing internationally.

**“The MTPConnect delegation was well planned, opened doors to key contacts and potential partners, and provided a visible and vibrant ‘shopfront’ for Australia.”**

*Judy Halliday, TechInSA*

# Case Study



MTPConnect hosted a 45-minute ‘Why Australia?’ panel session, inviting CSIRO and Austrade to present to the international audience highlighting Australia’s thriving medical technology, biotechnology and pharmaceutical ecosystem, generous incentive programs, strong credentials in medical devices and diagnostic development and strong clinical trials sector to drive interest and investment in the Australian delegates and wider market.

**“MTPConnect helped to facilitate meeting with new potential customers, as well as introduction to other Australian colleagues in the medtech space. Being part of an Australian delegation certainly helped to provide additional credibility and helped to increase the profile of members of the delegation.”**

*Andrew Brockway, IQVIA (formerly QuintilesIMS)*

As well as attending the full program of events as part of the conference, the Australian delegation also took part in a tailored agenda of exclusive events including a tour of the Boston Scientific CRM manufacturing site, and presentations from the Medical Device Innovation Consortia, Hogan Lovells attorneys, and Medical Alley on topics to learn from and assist in entering the US market. MTPConnect also organised a breakfast hosted by Edward Black of Reimbursement Strategies LLC on reimbursement and market entry in the US, EU, as well as commercialisation and product development resources, which was extremely well received by delegates. The delegates also noted that the ability to connect with other Australians during a ‘meet and greet’ session prior to the conference was one of the highlights, and has resulted in a number partnering for various grant and project opportunities.

With 100% of the respondents saying that the MTPConnect-led delegation was a beneficial investment, and 80% reporting that the delegation has resulted in leads, partnerships, pilot-studies and potential investments with the likes of Harvard Innovation Lab and J&J Lab, it is clear that banding together to provide a united Australian front at The MedTech Conference is a highly productive and worthwhile exercise not only for the companies and organisations in attendance, but for promotion and growth of the wider Australian sector in establishing our world-leading position.

**“MTPConnect showed good leadership at the MedTech Conference by supporting and guiding the Australian representatives, as well as introducing the delegation to various aspects of US market.”**

*Joelle Hawa, Swinburne University of Technology*

## The MTPConnect Australian delegation included:

- Analytical Medical
- Anatomics
- Artesian Invest
- Bionic Vision Australia
- Blue Curve Group
- Cenofex
- Clevertar
- Cook Medical
- CSIRO Manufacturing
- Elementary Law
- Ellex Medical
- goAct
- Graeme Clarke Institute, University of Melbourne
- Griffith Hack
- Hydrix
- ide Group
- Life Whisperer Diagnostics
- Prohab
- Mobius Medical
- Movendo
- Paul L Clark and Associates
- Bioreactor
- Prime Accounting & Business
- Quintiles IMS
- TechInSA
- STC Australia