

A LOOK BACK AT THE LEADING TRADE SHOW AND WORLD CONGRESS

A date for your diary!
3 to 6 May 2016



International Trade Show and World Congress

13 - 16 May 2014
Leipzig, Germany

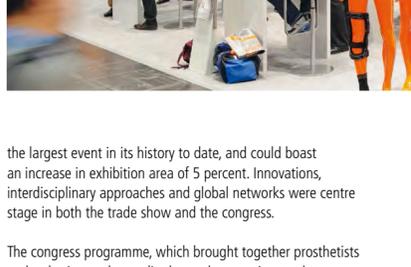
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FULL EXHIBITION HALLS, FULL CONGRESS HALLS, COMPLETE SUCCESS.

OTWorld in Leipzig has continued to grow. 20,400 visitors, poured into the International Trade Show and World Congress at the Leipzig Fair and Exhibition Centre, 5 percent more than in 2012, the year in which it was relaunched under the new name of "OTWorld".



"Renamed and set for success."

Orthopädie Schultechnik, June 2014

More than a third of the visitors came from outside Germany, as did almost half of the 548 exhibitors. Visitors from over 80 countries came to find out about the new products and services in the sector. With 44,000 square metres of floor space, spread over two exhibition halls, OTWorld 2014 was

the largest event in its history to date, and could boast an increase in exhibition area of 5 percent. Innovations, interdisciplinary approaches and global networks were centre stage in both the trade show and the congress.

The congress programme, which brought together prosthetists and orthotists, orthopaedic shoemakers, engineers, doctors and therapists from all over the world and promoted discussion at the highest level, was created by more than 300 speakers and extremely well received by 2,600 participants.

EXHIBITOR NUMBERS 2006-2014



"A dating forum for global market leaders"

Leipziger Volkszeitung, 14 May 2014

VISITOR NUMBERS 2006-2014



"Great reception amongst visitors"

MTD, July 2014



"The real success of this mega-event is something that cannot be expressed in figures: there is a unique atmosphere that you sense, the moment you enter the great glass hall."

ORTHOPÄDIE TECHNIK, June 2014

RESULTS OF THE EXHIBITOR POLL

PRODUCT AREAS

Prosthetics & Orthotics	44 %
Orthopaedic Footwear Technology	28 %
Rehabilitation Technology	18 %
Services	10 %
Compression Therapy	9 %
Healthcare Supplies and Medical Technology	8 %
Podiatry	7 %
Workshop fittings and equipment	5 %
Research and development	5 %
Initial and advanced training	4 %
Professional associations and other institutions	4 %
Shop fittings and furnishings	2 %

(Multiple responses possible)

PRESENTATION OF INNOVATIVE PRODUCTS

New products and services	59 %
Modifications and developments	45 %

TARGETS ACHIEVED

Consolidation of already existing contacts	2.2
Presentation of new products and services	2.3
Raising the company's profile	2.3
Increasing awareness of company's product range	2.3
Overall assessment of targets achieved at the show	2.5
Acquisition of new customers	2.6
Getting information about buyers' preferences	2.6

(Average rating on a scale of 1-6; 1 = very good)

SUCCESS, INTENTION TO RETURN AND RECOMMENDATION

87 % of exhibitors rate the trade show as a positive success

89 % of companies will definitely or probably be back again in 2016

88 % of exhibitors will recommend OTWorld to others

"For many international manufacturers, OTWorld was the only show in Europe that they attended. This both confirms and secures the significance of the trade show as an international hub for communicating with others and for exchanging ideas and experiences."

HANDICAP, February 2014

"OTWorld Continues to Grow."

O&P EDGE, 21 May 2014



RESULTS OF VISITOR POLL

VISITORS BY PROFESSION (selection)

Prosthetists and Orthotists	48 %
Engineers	8 %
Medical Suppliers/Retailers	8 %
Orthopaedic Shoemakers	7 %

Almost 50 % of German participants visited no trade show other than OTWorld

INTEREST IN THE SPECIAL PRESENTATIONS

Attended "Technical Rehabilitation Forum"	47 %
Attended "Healthcare Shop of the Future"	43 %

ASSESSMENT OF THE SPECIAL PRESENTATIONS

"Technical Rehabilitation Forum"	1.8
"Healthcare Shop of the Future"	2.0

(Average rating on a scale of 1-6; 1 = very good)

INTENTION TO RETURN AND RECOMMENDATION

89 % of participants will definitely or probably be back in 2016

94 % of visitors will recommend OTWorld to others

RESULTS OF CONGRESS POLL

KEYNOTE LECTURES, SYMPOSIA, FREE PAPERS AND COURSES

Practical relevance	2.1
Informational content	2.0
Quality of session	1.9
Current relevance	1.7
Quality of congress organisation	1.8
Overall rating for the congress	1.9

(Average rating on a scale of 1-6; 1 = very good)

TOP SESSIONS

- Orthopaedic Technology in a Changing Society
- Modern Orthotics in the Treatment of Children
- Biomechanics/Gait analysis

TOP COURSES

- New external alternatives for creating the design shape of prosthetic legs
- Individualised silicon socket technology for lower extremity prostheses
- Socket design in practice

"OTWorld in Leipzig: a stage for new products, for examples of innovative treatments – and for suggestions for policy reform, such as the German fixed allowance."

Gesundheitsprofi, June 2014



EXHIBITORS' COMMENTS

Norbert Aumann, Otto Bock HealthCare Deutschland GmbH

"The success story of OTWorld in Leipzig continues. That is extremely encouraging news and it is something we have always supported. As world market leaders, we feel extremely at home at the leading world trade show and world congress – and so do the visitors, our customers. The event has achieved high status, both nationally and internationally."

Eveline Boot-Petersen, Freedom Innovations

"OTWorld is a great place to meet distributors and direct customers, European and worldwide. Our time at OTWorld was very successful!"

Patricia Grandinot, Rodin4D

"OTWorld is a great place to make new business contacts – and this year we not only welcomed visitors from Europe to our stand, there were some from all over the world, from Japan to South Africa."

Michael Müller, AFT INTERNATIONAL GmbH

"We definitely reach our whole target group in Leipzig and have made appointments with customers from Scandinavia, the Arab states, Japan and China."

Victor Gutorov, Zdorovie, Russian Joint Stand

"OTWorld has a very important part to play for the Russian market – it has always been, and continues to be, by far the most important trade show for us. OTWorld is constantly developing; you can see that from the increasing numbers of participants and new products that are presented here."

Walter Michael Leuthe, SPORLASTIC GmbH

"OTWorld is the best trade show in the world for this particular range of products. The entire sector is here to present itself, its products and its services. The parallel World Congress attracts an additional specialist public and increases the quality even further."

Matthew Parkinson, endolite Deutschland GmbH

"We have been exhibiting on a significantly bigger stand than at the last event and are very satisfied; it has even exceeded our expectations. The visitors' response at our stand was huge."

Thomas Ritter, RUSSKA Ludwig Bertram GmbH

"We have got a very positive impression of OTWorld and reach our customer base 100%. It is really great to see that the area for retail surgical stores and medical suppliers has grown so strongly and has acquired a so much higher profile at the show."

SPEAKERS' COMMENTS

Prof. Hugh Herr, Massachusetts Institute of Technology, USA

"Compared to shows in the US, OTWorld in Leipzig is more international – that's obvious! But another important difference is that the audience here is more scientific."

Prof. Dr. Bernd Kladny, DGOOC e.V., Germany

"OTWorld is a pioneering event, which emphasises the interdisciplinary aspects. (...) There was a lot of expertise assembled in Leipzig – and the linking of specialist knowledge in medicine, orthopaedic technology and physiotherapy is a very good way of approaching things."

Peter Kuhn, ABOTEC, Brazil

"OTWorld is the world's foremost exhibition for the entire sector in Brazil and the only trade show that we visit outside our home country. In Brazil, OTWorld is regarded as the gold standard – a place of global firsts, pioneering ideas and inspiration."

Domenico Menager, Institut Robert Merle d'Aubigné, France

"OTWorld is one of the two foremost events in the O&P sector, so it's a great opportunity to meet colleagues from over the world. And the depth that only a global congress can offer is invaluable for boosting our knowledge and efficiency."

SEE YOU AGAIN IN 2016 AT OTWORLD IN LEIPZIG



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- Conceptual partner**
German Association of Orthopaedic Technology (Bundesinnungsverband für Orthopädie-Technik, Germany)
- Organisers of the World Congress**
Confaimed - Gesellschaft für Congressmanagement mbH
Reinoldstraße 7-9, 44135 Dortmund, Germany
- Organisers of the International Trade Show**
Leipziger Messe GmbH
Messe-Allee 1, 04356 Leipzig, Germany
- Partner**
Central Association for Orthopaedic Shoe Technology (Zentralverband Orthopädienschuhtechnik, Germany)
- Media partner**
OT publishing house (Verlag Orthopädie-Technik, Germany)

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