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Press release No. 7

The German Society for Internal Medicine is going to become partners with the MEDICA EDUCATION CONFERENCE

The MEDICA EDUCATION CONFERENCE, a conference at the world's leading medical market and information platform MEDICA in Düsseldorf, has the proud opportunity to present the German Society for Internal Medicine (DGIM/ Wiesbaden) as its partner responsible for the content of the event in 2014 to 2016. One of the largest professional medical associations in Europe will align the conference's scientific programme taking place during the MEDICA on an annual basis. This was announced in Hamburg during a press event MEDICA PREVIEW by Horst Giesen, Director MEDICA/ Messe Düsseldorf and Professor Dr Hendrik Lehnert, the person responsible at DGIM and director of the 1st Medical Clinic of the Schleswig-Holstein University Hospital (Lübeck). The DGIM is not only going to choose lecture topics and speakers, but also provide high quality standards in addition to ensuring a close link between the trade fair and the conference.

A comprehensive concept for repositioning the scientific conference held as part of the MEDICA is supposed to take effect starting 2014. It provides a stronger level of internationalisation as well as an increased focus of key topics. The first of these approaches will be already implemented as of the MEDICA 2013 (20 – 23 November). The DGIM is proposing suggestions formulated by two representatives in conference's panel of experts, Professor Dr Lehnert, and DGIM secretary general Professor Dr Ulrich R. Fölsch.

Professor Dr Lehnert was nominated as conference president in the coming year for the MEDICA EDUCATION CONFERENCE by the Messe Düsseldorf and the DGIM. From this time forward, the entire preparation of the content structure of the program will be the organised by the DGIM. In the process, it will gain its orientation internationally from the MEDICA as a

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trade fair, attracting visitors from all corners of the world. In addition, the DGIM will take over the public relations work for the conference. "We want to give the conference being held as part of the MEDICA a modern focus, from both a conceptual and a subject content point of view. This focus should be aimed at meeting the needs of the MEDICA visitors as well as be linked with the trade fair," emphasised Maximilian Guido Broglie, managing director of the DGIM. In particular, regarding content, there will be a strong connection between the trade fair, exhibitors and the conference programme. Topics regarding modern medical technology are going to be discussed in workshops and seminars to illustrate their application in everyday medical practice. "The future programme committee will actively use the impulse of the MEDICA trade fair for the conference as an international stage for important product innovations," exclaimed Professor Dr med. Ulrich R. Fölsch, secretary general of the DGIM.

"We are extremely happy to have the renowned DGIM as a strong partner at our side. Together, we will promote the further development of MEDICA's programme, addressing the needs of our visitors and conference participants", emphasised Joachim Schäfer, managing director of the Messe Düsseldorf, highlighting the importance of the cooperation.

With around 23,000 members, the German Society for Internal Medicine (DGIM) e.V. has a great network in the fields of science, medicine and health services on a pan-European level. Since its founding in 1882, it unites all scientists and physician that are active in the field of internal medicine under a single organisational umbrella. The conference for internal medicine that it organises also has a great tradition of providing comprehensive programmes and types of events which attract up to 8000 visitors and widely covered by the media.

The basis of the MEDICA EDUCATION CONFERENCE, which originated from the previous MEDICA congress, is always made up of courses that have attracted high levels of participation in previous years. The courses are focused on, for instance, general medical topics or also practical

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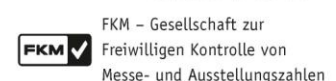
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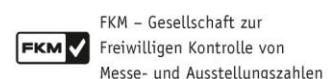
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