

Partnering in Business with Germany at MEDICA 2025: high level of participation and strong international interest

The Federal Ministry for Economic Affairs and Energy (BMWE) presented the Partnering in Business with Germany programme at MEDICA in Düsseldorf from 17 to 20 November 2025. At the stand, visitors had the opportunity to inform themselves about the programme's scope and objectives for structured business initiation with currently 22 partner countries.



27.11.2025

With more than 5,000 exhibitors from 72 countries and around 80,000 visitors, MEDICA is one of the most important B2B trade fairs for the healthcare sector worldwide. The trade fair covers a broad spectrum – ranging from medical imaging and lab technology, diagnostics and healthcare IT to mobile healthcare solutions, orthopaedic technology and medical materials. The accompanying framework programme with fora, conferences and special exhibitions provided numerous opportunities for dialogue with representatives from academia, business and government. Furthermore, MEDICA is regarded as the central international event for the presentation of AI-based applications and technological innovation in the healthcare sector.

Information

Countries

India

Vietnam

Industry

Healthcare industry

Category

Programme news

Great interest from German companies

Numerous business representatives from Germany took advantage of the four days of the trade fair to inform themselves about the wide variety of possibilities for cooperation in the context of the *Partnering in Business with Germany* programme. Special attention was given to the delegations from Chile, India and Vietnam, which attended the trade fair.

The partner countries with a focus on the healthcare sector also include Azerbaijan, Kyrgyzstan, South Africa, Uzbekistan, Ukraine and Ethiopia. Every year, around 60 skilled workers and business executives from these countries participate in the programme's healthcare groups.



Discussions at the booth ©GIZ / Andreas Dobschlaff

Many delegates aim to import medical equipment from Germany, launch cooperation in the field of medical tourism or advance joint developments of innovative healthcare products – including vaccines. Others strive to export medical products to Germany or sell German products in their respective domestic markets.

Germany as key player in the global healthcare sector

Germany is one of the world’s leading suppliers/providers and exporters of medical products and services. The German healthcare industry’s great innovative capacity and the quality and safety standards of German medical products enjoy a high reputation around the world.

With healthcare expenditure totalling €435.5 billion in 2023, Germany is the largest healthcare market in Europe. In addition, the healthcare industry is a main pillar of Germany’s export industry. While the digital healthcare sector is still in an early development phase, it has a substantial potential for growth.

The business community’s perspective: examples

Karyna Apalko, LGI Logistics Group International GmbH, underlines the importance of the *Partnering in Business with Germany* programme for German companies. She said: “The programme provides an opportunity for us to present our expertise in the fields of contract logistics and international supply chain solutions to the relevant target groups and to open up new markets. The direct contact to the delegations is particularly valuable for us, as it helps us to adjust our services to international requirements. We see specific potential for future cooperation, especially in the fields of logistics and distribution.”

A representative of Startplatz Düsseldorf GmbH also pointed out the high added value of the programme for the startup and innovation ecosystem. He said: “For us, the cooperation with the delegation groups provides real added value. In view of the direct contact with managers from emerging markets, our startups and enterprises gain valuable insights into new ecosystems and market potential. This cooperation has shown us the great potential of international partnerships, namely fresh



Karyna Apalko, LGI Logistics Group International GmbH, in B2B discussion with Raghav Kandhari, DSS Imagetech Pvt. Ltd. ©GIZ / Andreas Dobschlaff

impetus, a stronger innovation capacity and direct access to markets which still need to be opened up for German companies. The *Partnering in Business with Germany* programme is therefore a strong lever to facilitate access to new markets for German enterprises. The participants are passionate, well-prepared and open to ideas – these are qualities which make conversations on an equal footing possible and lay the foundations for long-term cooperation.”

The presence of the *Partnering in Business with Germany* programme at MEDICA 2025 shows the consistently high level of interest of German companies and international delegations in deepened business cooperation. MEDICA provides an excellent platform for this in order to initiate and further develop long-term partnerships in the global healthcare sector.

'Partnering in Business with Germany'
is an instrument to promote foreign
trade and investment by the



'Partnering in Business with Germany' is
implemented on behalf of the Federal Ministry
for Economic Affairs and Energy by

