

BOOK YOUR SEAT  
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IN PARIS!

SINCE 2005



# IMPLANTS 2018

International conference on innovation,  
manufacturing and purchasing strategies in orthopaedics

## IMPLANTS 2018 CONFERENCE

**PARIS / FRANCE**  
June 6-7<sup>th</sup> 2018

14<sup>TH</sup>  
EDITION

- World's longest running international conference on innovation, manufacturing and purchasing strategies in orthopaedics
- 20 international speakers: Learn from the most influential orthopaedic companies and CMOs. Network and exchange with 200 top decision makers
- On June 6<sup>th</sup>, 17:00 to 19:00: Benefit from Avicenne Medical's latest market research during the Pre-event Tutorial: Market dynamics, forecasts, technology and regulatory shifts

Please see the list of our top speakers and  
the complete program on our website:

**[www.implants-event.com](http://www.implants-event.com)**



Created  
and chaired by

  
**avicenne**  
MEDICAL

Vertcom  
event.com

# IMPLANTS is the world's longest running conference on innovation, manufacturing and purchasing strategies in orthopaedic implants, instruments and biologics.

Avicenne Medical created IMPLANTS in 2005 to focus on changes in manufacturing technologies and purchasing strategies. Over the years we have succeeded in:

- Attracting to Paris more than 200 decision makers, to build a unique gathering place for orthopaedic contract manufacturers and orthopaedic companies. Fostering business networking and fruitful meetings in a limited timeframe.
- Providing a content-rich event, with the latest views from Avicenne Strategic market research and a wealth of operational acumen and vision from the best of class companies, on carefully selected topics.



The 2018 IMPLANTS conference will be held in Paris on June 6-7, 2018 and will feature the following main topics:

- 1. Supply chain and contract manufacturing:** How can the collaboration between OEMs and contract manufacturers yield innovation? How is the ongoing market concentration affecting their relationships?
- 2.** How will the increasing weight of **regulatory and quality issues** be shared between OEM and CMO?
- 3. Additive Manufacturing** (3D printing) is now massively used by some OEMs for implants. Is Additive Manufacturing the right option for CMOs as well? Which technology / equipment supplier will be dominant?
- 4.** How is **Robotic assisted therapy and navigation** changing the nature of the industry by demanding new know-how and technologies? How can CMOs adapt?
- 5. Minimally invasive surgery** was a revolution which carved a niche in the market. What is its future potential? What will be the next milestones?
- 6. Disruptive innovations, emerging technologies & markets in orthopaedics.** Probe into the future of emerging trends such as Smart Implants & Instruments, Disposable Instruments, Biologics, bio-resorbable raw materials, Anti-infection products, Customized implants, etc.

Seize the opportunity to be in Paris, to learn from the leaders of the entire industry and interact with them during the conference, and at the closing cocktail.

## ALI MADANI

Managing Partner of Avicenne Medical  
Founder of IMPLANTS event

## NEW LOCATION:

### #CLOUD Business Center

- New Location with high-tech amenities and a modern 200 seat auditorium nested in a 900 m<sup>2</sup> facility
- Located within the center of Paris, walking distance from the Paris Opera and historical downtown
- 10bis rue du Quatre-Septembre 75002 PARIS  
Metro Quatre-Septembre or Bourse



A UNIQUE OPPORTUNITY TO LEARN AND NETWORK WITH THE INDUSTRY LEADERS

## Key executives from orthopaedic companies and contract manufacturers will share their views on the following topics:

- ➔ What are the latest trends and main changes within the orthopaedic market?
- ➔ What are the needs of orthopaedic OEMs? One-stop shopping, shared responsibilities, co-invention and co-development agreements, etc.
- ➔ Are the major OEMs increasing their outsourcing to contract manufacturing?
- ➔ What are the key growth factors and barriers for orthopaedic contract manufacturing development?
- ➔ What roles will the BRICs, South America and Central European countries play in the future of contract manufacturing? What is the risk of production relocation to lower labor cost economies? and for which products? generic instruments, non- complex implants, etc.
- ➔ What will be the winning emergent products and technologies? Customized implants, single-use instruments, biologics and bio-resorbable materials, smart implants and instruments, disruptive manufacturing process, etc.
- ➔ Will increased weight of regulations and certifications impact profitability? Will there be more inspections, audits, and tighter controls for contract manufacturers?
- ➔ Latest trends in orthopaedic raw material improvements
- ➔ What are the long-term trends affecting the casting, forging, machining, coating and finishing processes? What is the impact of Additive Manufacturing?
- ➔ How has contract manufacturing of the coating process changed?
- ➔ How do the major OEMs work with product markings, packaging and sterilization?



Ali Madani's tutorials feature among the most highly rated presentations by participants. Come on Wednesday afternoon and benefit from Avicenne's latest market research based on 25 years of experience and extensive business connections with all parties (Orthopaedic companies, CMOs, Surgeons, PE funds, etc). You will hear about:

### 1. Orthopaedic market perspectives and main issues:

- Past and current dynamics, tight regulations making innovation harder to achieve, reimbursement trends and impact on orthopaedics
- Players' strategies: Major players and nimble challengers. The orthopaedics paradox of size, growth and profitability
- Market forecasts: Balance of new and mature products, Critical Success Factors and high value-added products, strategic positioning of main players, Threats & Opportunities

### 2. Orthopaedic Contract Manufacturing Markets, trends and player strategies:

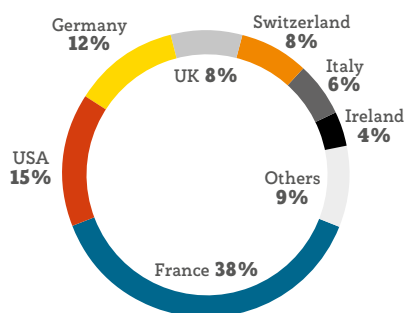
- Contract Manufacturing market: Outsourcing trend vs. inertia of in-house
- Player strategies: Is concentration a good response to the needs of major players?
- Organizing Contract Manufacturers – Do they evolve fast enough in relation to market needs?
- Critical size Vs agility and specialization Vs profitability?
- Which part of the value chain is strategic? Controlling most of the manufacturing chain or focusing on the high value-added portions?
- Will Additive Manufacturing affect forging, casting and machining? Is Additive Manufacturing a relevant strategic choice for Contract Manufacturers
- Long term forecasts for Orthopaedic Contract Manufacturing: common features and differences with aerospace & automotive contract manufacturing, Business Model

*"It was a good conference and has moved on a lot since I first attended several years ago. For me the most useful presentations were Ali Madani's overview of the contract manufacturing market place and hearing the perspectives of the supply base through their presentations."*

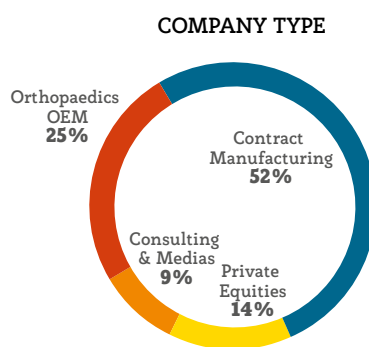
**Simon Adam**  
Senior Director, Supplier Quality  
Deputy Synthes

## More than 200 top level decision makers attended the 2017 conference

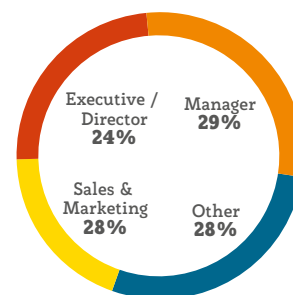
As usual, **IMPLANTS** attracted people from all over the world. The 2017 conference attendees came from the following countries:



**IMPLANTS** attracted a wide variety of company profiles. The 2017 conference attendees were from the following corporations:



### DELEGATE TITLE



# 2018 CONFERENCE PROGRAM

## SUPPLY CHAIN & CONTRACT MANUFACTURING



**ALI MADANI**  
Chief Executive Officer & Founder,  
Avicenne, France

### Pre-workshop (Wednesday June 6, 17:00 - 19:00) & Keynote speech

- ➔ Orthopaedic market perspectives and main issues
- ➔ Orthopaedic Contract Manufacturing Markets, trends and player strategies



**MARK KEMP**  
President & Chief Executive Officer,  
Tecomet, USA

### Partnership Innovation is Happening Now:

- ➔ Are the major OEMs increasingly relying on contract manufacturing?
- ➔ What are the critical needs of the orthopedic OEMs...?  
One-stop shopping, shared responsibilities, co-invention and co-development agreements?
- ➔ Key growth factors and barriers to development for orthopedics "Solutions Providers"



**JERRY JURKIEWICZ**  
Chief Executive Officer, Orchid  
Orthopedic Solutions, USA

### Strategy in the changing Contract Manufacturing landscape:

- ➔ What are the industry's heavy trends?
- ➔ Orchid positioning & strategy
- ➔ Conclusion: Lessons for the future of orthopaedics contract manufacturing

## QUALITY & REGULATORY



**DANIEL DELFOSSE**  
Head of Innovation & Technology,  
Mathys Ltd Bettlach, Switzerland

### The impact of the new Medical Devices Regulatory on innovations: How high will the hurdles be?

- ➔ Regulatory threats and uncertainties for innovative ideas
- ➔ Cost and timeline to bring innovations to the market
- ➔ Need for technical documentation from subcontractors
- ➔ Timely communication with the Notified Body



**DIARMUID DE FAÖITE**  
Global Clinical Strategy Manager,  
Smith & Nephew, Switzerland

### Dynamic tools to measure health outcomes after an orthopaedic surgery

- ➔ Item Response Theory Vs Traditionnal Patient Reported Outcome
- ➔ PROMIS development
- ➔ Smith & Nephew specific App. strategy
- ➔ What findings after the first results?
- ➔ How can these tools be extended to the wound segment?



**STEFANO ADAMI**  
Senior consultant, Confinis,  
Switzerland

### Dealing with Innovation and costs In Orthopedics: how can regulatory and quality tasks become more costeffective?

- ➔ What are the upcoming Regulatory and Quality challenges and main changes for the Orthopedic Sector
- ➔ Streamlining of Quality and Regulatory activities in the Orthopaedic value chain
- ➔ How to plan for cost-effective Regulatory and Quality tasks?
- ➔ How to manage the increased regulatory burdens?

## ADDITIVE MANUFACTURING



**ALI KIAPOUR**  
Senior Principal R&D Engineer,  
4WEB Medical Inc., USA

### 3D printing pure players: exception or way to go?

- What are the current challenges and limitations of Additive Manufacturing?
- What is the role of the FDA and regulation in the Additive Manufacturing medical device landscape?
- What are the emerging technologies to master in the Additive Manufacturing process?
- How can 3D printing be adapted to biological tissues?
- Expected Process improvement and techniques for the near future



**MARK MORRISON**  
Manager, Materials Research and  
Tribology, Smith & Nephew, USA

### Applications of Additive Manufacturing in the Orthopaedic Industry:

- What are the key applications where additive manufacturing is growing?
- Why is application selection critical for the creation of value?
- How to measure pros and cons of each application for Additive Manufacturing?



**PIERFRANCESCO ROBOTTI**  
Scientific Marketing Manager,  
Eurocoating, Italy

### Use of Additive Manufacturing in the serial production of titanium based Orthopaedic Implants:

- Are there specific issues to overcome to achieve Additive Manufacturing serial production?
- Material performances across different building strategies
- What are the critical operations required during serial Additive Manufacturing?
- How different are quality, cleaning and post processes in Additive Manufacturing?



**MAGNUS RENÉ**  
Former Chief Executive Officer,  
ARCAM, Sweden

### Additive Manufacturing for orthopaedics: from niche market to the mass market!

- Will additive manufacturing be a key technology for the orthopaedics industry in the years to come? For which products & which applications?
- Which users? Additive Manufacturing for implants will be used mainly by orthopaedic companies or contract manufacturing organizations?
- Additive Manufacturing applications for orthopaedic Instruments
- Additive Manufacturing: Raw materials issues

## ROBOTIC ASSISTED & NAVIGATION



**SÉBASTIEN HENRY**  
General Manager,  
Pixee Médical, France

### Where is consensus on robotics for orthopaedics? Is it the right candidate for a standard of care?

- A growing installed base and a strong commitment from the Majors
- What are the surgeons' needs and their real expectations?
- Are Augmented Reality and Virtual Reality the right candidates for mass market and can they become industry standards?
- Other affordable and efficient solutions to better answer surgeons' needs



**MANUEL FUENTES**  
Regional Business Manager, Robotics  
and Total Joint Replacements,  
Eastern USA, OMNIlife science, USA

### Robotic-assisted surgery in orthopaedics: fact or fad?

- Resistance toward Robotics development
- What is the expected value of Robotics today and in the future?
- Results from field studies and consulting bodies
- Magnitude of the market and competitive landscape
- What is OMNIlife robotic solution bringing to the market?
- Is robotics a game changer in orthopaedics?

# 2018 CONFERENCE PROGRAM

## DISRUPTIVE INNOVATIONS, EMERGING TECHNOLOGIES & MARKETS



### LANE HALE

President & CEO, ECA Medical Instruments, USA

and



### JAMES B. SCHULTZ

Executive Vice President Sales & Marketing, ECA Medical Instruments, USA

### Single-Procedure Instrument & Procedural Kit Advancements & Opportunities for Orthopaedic & Spine

- The goal: One Instrument, One Patient at a Time
- The problem of pain (industry woes and paradigm shifts)
- Application of single-procedure instrumentation (standalone & procedural kits)
- Clinical benefits of surgery ready single-procedure instrumentation (and implants) to hospitals and outpatient surgical centers
- Business benefits of sterile-pack, surgery-ready instrumentation to Ortho / Spine stakeholders
- What the future holds for mass market adoption (logistics/fulfillment, global reach & impact, personalized medicine and more)



### ANDREW T. ROCK

Co-founder of K2M Group, Board member and Consultant for several Medtech companies, USA

### Evolution of the Spine Industry, Past Present and Future: "A behind the Scenes Perspective"

- Mid 80s to early 90s
- Late 90s
- 2000s
- 2010 US Market disruption and adaptation to AHC
- Future of a Mature Spine Market



### NICOLAS PIVERT

Restorative Therapy Group Director, Pain & Spine Business Director, Medtronic, France

### Pathways for innovation in the orthopaedic field: beyond products

- What can be considered as genuine innovation in orthopaedic / Spinal surgery today?
- Incremental vs disruptive innovation
- How to overcome innovation hurdles today?
- How is the healthcare system shaping future orthopaedic innovations?



### MAURO MALZANNI

Strategy and Marketing Director - Emerging Markets and Asia Pacific, Smith & Nephew, UAE

### Changes and dynamics within the Emerging Markets for the orthopaedic industry

- The key emerging markets and their characteristics (China, India, South America)
- Opportunities and challenges to consider to achieve market penetration
- Barriers to entry and strategies to overcome local specificities



### DAVID PELIZZON

President, Squadron Capital, USA

### Integrating Supply and Finance - A New Model For Growth:

- What are the financial Challenges Facing Start-up and Smaller Orthopedic Companies?
- Weighting the top 4 requirements for success:
  - Create Product or service differentiation
  - Demonstrate Operational and financial leadership
  - Build a sound Supplier relationship
  - Secure Adequate financing
- Structure Medical innovative Integrations of Supply and Finance
- Its Impact to Valuation
- A brief Case study

## IMPLANTS 2017 BUSINESS NETWORKING:

# EXAMPLES OF PAST ATTENDEES BY COUNTRY

### USA & CANADA:

ALTOR MANAGEMENT - Director  
DEPUY SYNTHES - Sr. Director Es  
EMPIRICAL - President  
GAUTHIER BIOMEDICAL - Director Of Sales And Marketing  
INTEGER - Group Marketing Manager  
JOHNSON & JOHNSON - Vp, Global Source Orthopaedics  
MUSCULOSKELETAL CLINICAL REGULATORY ADVISERS - Senior Associate, Strategic Partnerships  
ORCHID ORTHOPEDIC SOLUTIONS - CEO  
PCC MEDICAL GROUP - Account Manager  
RODMAN MEDIA - MPO & ODT - Associate Editor

### IRELAND & UNITED KINGDOM:

ABRAHAM BLACKSMITH - Director  
DEPUY SYNTHES - Director Of External Manufacturing Emea  
PERMIRA ADVISERS - Principal  
SIMULATION SOLUTIONS - Director  
STRYKER - Director Advanced Operations

### SWITZERLAND:

EFORT - Corporate Relations Manager  
GF MACHINING SOLUTIONS MANAGEMENT - Medical Market Segment Manager  
JOSSI ORTHOPEDICS - Business Development  
OC OERLIKON MANAGEMENT - Director Group Strategy Development  
SMB MEDICAL - CEO  
SYNOPSIS, SIMPLER - Sr. Director  
ZIMMER BIOMET - Director European Scientific affairs

### GERMANY:

ARISTOTECH INDUSTRIES - Managing Director Sales & Marketing  
CONCEPT LASER - Business Development Manager Medical  
EOS - Business Development Medical  
ERCATA - R&D And Technology V.P.  
HC STARCK TANTALUM AND NIOBIUM - Innovation Manager  
SLM SOLUTIONS - Director Business Development Medical & Dental  
TRUMPF LASER- UND SYSTEMTECHNIK - External Consultant  
WALDEMAR LINK - Director Global Sales And Marketing



### FRANCE:

ADN - CEO  
ALPROBOTIC - CEO  
AVICENNE - CEO  
CAROLEX PACKAGING - Product Manager Medical Films  
CHEQUERS - President  
CIRIMAT (INP TOULOUSE) - Research Director  
DEVICEMED FRANCE - Chief Editor  
EKKIO CAPITAL - President  
EPF PARTNERS - Investment Associate  
ERASTEEL - Powder Sales & Marketing Manager  
EURAZEO PME - Investment Director  
FIVE ARROWS MANAGERS - Investment Associate  
FORECREU SAS - CEO  
GIMV FRANCE - Principal  
GROUPE FH ORTHO - Marketing Director  
HANDS UP - CEO  
IK INVESTMENT PARTNERS - Associate Director  
INTECH MEDICAL - CEO  
KEENSIGHT CAPITAL - Partner  
KISCO INTERNATIONAL - President  
LISI MEDICAL - Europe Sales And Marketing Director  
MEDTRONIC - Marketing Director  
MULTISTATION - Additive Manufacturing Engineer  
NAXICAP PARTNERS - Investment Director  
POTOMAC TRANSACTIONS - Director  
PYXIDIS (VELA) - Sales Director  
SPARTACUS3D - Director  
TECOMET - General Manager  
TORNIER - WRIGHT - R&D Group Manager  
UGITECH - Technical Manager  
YAR&D - CEO

### BENELUX:

3D SYSTEMS - Business Director, Healthcare  
7 INDUSTRIES - Executive, Business Development  
CERHUM - CEO  
FMI INSTRUMED - Manager 3D Printing  
LAYERWISE NV - 3D SYSTEMS - Business Development Manager, Healthcare  
PHILIPS INNOVATION SERVICES - Business Development Manager Healthcare  
PRECIMETAL CASTINGS - CEO

### OTHER COUNTRIES:

ALTOR FUNDS - Senior Advisor (Sweden)  
CERAMED - CEO (Portugal)  
EUROCOATING - Vice President Of Unitedcoatings Group (Italy)  
FAPEU - Professor (Brazil)  
PIETRO ROSA TBM - Director Of Business Development (Italy)  
STERIPACK - Sales & Marketing Director (Poland)

## WHO SHOULD COME TO IMPLANTS 2018 CONFERENCE?

### → C-SUITE:

- Chief Executive Officer
- Chief Operation Officer
- Chief Marketing Officer
- Chief Technology Officer

### → VPS, DIRECTORS AND MANAGERS OF:

- Supplier quality
- Supply chain
- Purchasing
- R&D
- Global sourcing
- Quality and regulatory
- Product development
- Advanced manufacturing
- Additive manufacturing
- Engineering
- Product marketing
- Marketing
- Sales
- Business Development
- Business Analytics

### → PE, CONSULTANTS & MEDIAS:

- Managing Partner
- Senior Partner
- Partner
- Senior Advisor
- Senior Consultant
- Associate Consultant
- Healthcare journalist
- Specialized journalist
- Chief Editor



## TESTIMONIALS

"I really enjoyed the participation and would like to thank you again for giving me the chance to speak there. I certainly would be willing to attend another IMPLANTS conference".

**Mario Powierski, Supplier Quality Specialist Zimmer Biomet Deutschland GmbH**

"I appreciated the meeting and fruitful discussions with you and colleagues from other companies as well as the very impressive presentations! I can say I learned a lot and would be glad to join IMPLANTS again. Very good organization and high level conference - congratulation!!"

**Dr Ulrich Matern, Former Manager Clinical & Medical Sciences, Stryker GmbH**

"I enjoyed the conference and hope to work with you again in the future".

**Gordon Hunter, Group Manager, Materials Quality & Strategic Manufacturing, Advanced Surgical Devices, Smith & Nephew**

"It was impressive to see what an audience you gathered. Congratulations to a great event!"

**Magnus René Former CEO Arcam**

"Thank you for a very interesting day at IMPLANTS Paris."

**Mattias Holmström | Director Altor Equity Partners AB**



SINCE 2005

IMPLANTS

2018

International conference on innovation, manufacturing and purchasing strategies in orthopaedics

Created and chaired by



# REGISTRATION AND SPONSORSHIP OPPORTUNITIES

Wednesday & Thursday, June 6-7<sup>th</sup>, 2018 / Paris

#CLOUD Business Center

[www.implants-event.com](http://www.implants-event.com)

## REGISTRATION INFORMATION

- Register on line @ [www.implants-event.com](http://www.implants-event.com)
- Full Day participant: €490 (+ VAT)
- Pre Workshop Tutorial: €190 (+ VAT)
- Register as a Team and Save: -15% on the second participant, -20% on the third, -25% on the fourth

**Early Bird registration:** -15% for registration before January 31<sup>st</sup>, 2018.

## SPONSORING OPPORTUNITIES FOR IMPLANTS 2018

- **From January to June 2018:** Customization available at each level. Just ask!
- Sponsor levels: Price: Associated benefits:

**Platinum (only 1) 5,000€:** Your logo on IMPLANTS 2018 website, on our 30 email IMPLANTS 2018 promotion campaigns\* and on IMPLANTS 2018 brochure first page\*\*. 3 conference entries, 3 customized Ad inserts within email campaign.

**Gold (only 3) 3,000€:** Your logo on IMPLANTS 2018 website, on our 15 email IMPLANTS 2018 promotion campaigns\* and on IMPLANTS 2018 brochure\*\* first page. 2 conference entries, 1 customized Ad insert within email campaign.

\*Sent to our qualified database of over 35,000 contacts.\*\* 3000 hard copies sent, downloadable on website, paper version distributed to all participants and at AAOS New Orleans March 2018.

## MICRO-BOOTH DURING THE CONFERENCE

- **For industry partners:**

**Price: €1,950 with a brandable desk**

Enhance your participation at the IMPLANTS 2018 conference with a micro-booth. This unique space allows you to showcase your products, share documentation and have a convenient meeting point with customers during all the networking times: coffee breaks, lunch buffet and closing cocktail reception. Limited availability. First come, first served!

**Associated benefits:**

1 square meter, 1 customized desk, 1 conference entry including Partner's brochure distributed to every participant



## ADVERTISING INSERT

→ Published in the official program sent out in mid-February 2018 to qualified contacts, distributed at the 2018 AAOS meeting in New Orleans in March and displayed during the IMPLANTS conference in June.

→ **Target:** Orthopedic implant companies, contract manufacturers, private equity firms, research laboratories in Europe, USA, etc.

Supply the advertisement in final size with 2 mm bleed, four-color (CMYK), 300 dpi, HD PDF or EPS file.



**Price:**  
Full page  
1,200 €

## CONTACTS

For any questions relating to registration, organization, sponsoring or submission of topics for IMPLANTS 2018 conference, please contact us.



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Event Director

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**Ali Madani**

Chairman

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[www.implants-event.com](http://www.implants-event.com)