



Dr. Wolfgang Sening
Network Manager

Management platform:



senetics healthcare
Dr. Wolfgang Sening
Scientific Institute
for Innovation and Consulting

Eyber Straße 89
91522 Ansbach
Tel.: 0981-97248950
Fax: 0981-97248959
E-Mail: wolfgang.sening@nezumed.de
www.nezumed.de

Subsidised by



Bundesministerium
für Wirtschaft
und Technologie

due to a decision
of the German Parliament



Increase in Germany`s medical technology branch

Since fifteen years, the growth of the medical device branch in Germany remains high with about eight percent. From 1998 to 2008, the volume of sales for medicaltechnical exports from Germany has grown about nearly 280 percent up to round about 12 billion Euros, the domestic sale has risen by 30 percent to nearly 7 billion Euros. The German medical device industry is the strongest growing branch. With an industry turnover of around 20 billion Euros the companies recorded a plus of 9.4 percent in the year 2010.

„For the current year, we expect a significant growth compared to the year 2010“, explains Dr. Wolfgang Sening, Managing Director of senetics healthcare and Networking Manager of NeZuMed. The German medical device industry – with a world market share of 20 percent – could become the leading branch of the 21st century due to the brilliant foundations as the strongest growing branch.

Innovation-promotion through NeZuMed

These positive prospects - regarding the growth of the German medical technology branch – affect both direct and indirect suppliers. More and more innovative suppliers will be searched worldwide by medical companies because of an increasing global sales volume. The current development in the medical technology branch shows an increasing innovation performance within supplier companies.

A trend similar to the development in the automotive industry can be seen: "The in-house production depth decreases within OEM companies and supplier companies become more important because of being specialized when it comes to their own technological innovation sectors", describes Dr. Wolfgang Sening. A close cooperation along the entire value chain – from research to marketable products – is announced to benefit from existing potentials and to develop existing technologies respectively to generate competitive innovations.

That is the reason why the scientific Institute for Innovation and Consulting – senetics healthcare - has built up the Network for innovative suppliers in the medical-device-industry (NeZuMed) under the leadership of Dr. Wolfgang Sening, in collaboration with the „Innovationsoffensive Ostbayern“ of the IHK for Upper Franconia Bayreuth. NeZuMed is encouraged by the Federal Ministry for Economy and Technology within the framework of ZIMNemo networks and has the assignment to optimize and expand the cooperation between suppliers and medical device companies.

Beside high-ranking research facilities, like the University of Bayreuth and the Fraunhofer- Institute for integrated circuits (IIS), many small and mediumsized companies and also global players like Fresenius Medical Care Germany GmbH have been integrated by Dr. Sening into the network.

NeZuMed - Vision:

- Transfer of experience and know-how
- Events: workshops, symposia, expert conferences
- Promotion of professional trainings
- Preparation and implementation of certification
- Initiation of project groups
- Networking

NeZuMed: vision and concept

Senetics healthcare attends all processes in the product life cycle and sounds out efficiency potentials for both suppliers and manufacturers – from the idea to a completed product. That is the reason why senetics healthcare accelerates the company wide communication through a novel networking model. „Within the clusters of excellence in medical engineering, the network for innovative suppliers in medical technology (NeZuMed) was founded“, explains Dr. Sening.

This network is a platform to define and implement measures, which serve to progress in medical technology and contiguous sectors as well as to improve the cooperation between suppliers and manufacturers. „Our networking philosophy fits to the future strategy of the companies. We expect an active and interdisciplinary exchange with other partners and we are glad to support them with our know-how“, says Dr. Sening. This applies both to suppliers as well as to the medical companies. In addition, the promotion of R&D projects concerning the development of medical-technical products, modules, processes, services as well as their applicationtechnological implementation is focused by senetics healthcare.

Especially in the increasing market of combination products, senetics healthcare concentrates on the activation of potential not used so far.

Goals of NeZuMed:

- Increase of technology and know-how transfer
- Qualification and strengthening of supplier expertise
- Initiation of technological innovations
- Rise of competitiveness through optimised marketing concepts

All who are interested are welcome to contact us.

NeZuMed - The network:

- Cooperation platform
- Exchange of ideas
- Strengthening of small and medium-sized companies
- Profit from synergies
- Efficient communication network
- Increase of competitiveness