

# Implants 2015

## A review of the international conference in France

The international conference on innovations and solutions for orthopaedic implants and orthobiologics took place at the Etoile Saint-Honore Conference Center in Paris, on June 16. The conference focused on changes in manufacturing techniques and purchasing strategies, with a special focus on additive manufacturing – a hot topic of recent years.

More than 200 decision-makers attended the conference from countries including the USA, France, Germany, Switzerland, Italy, Western Europe and Australia.

Ali Madani, founder and chairman of the Implants conference and CEO of French consulting firm Avicenne, opened the event with a welcome address, followed by a seminar on the orthopaedic market and a seminar on contract manufacturing. Madani has worked on strategic and marketing studies in the medical sector since 1990, advising major orthopaedic device companies.

After Madani's sessions, executives from Tecomet, Orchid Orthopedic Solutions, Mathys AG, Johnson & Johnson, Stryker, Smith & Nephew and Zimmer discussed various trends, challenges and issues facing contract manufacturers.

The following strategic question was discussed during the conference: How can orthopaedic contract manufacturers position themselves in the face of a rapidly changing

marketplace due to new technologies, materials, regulations and the emergence of BRIC countries?

After the conference, an evaluation survey revealed a general appreciation from the attendees, with an average rating of 4.25/5.

Save the date for next year's conference on June 7 2016.

