

# MEDICINE + SPORTS CONFERENCES 2020



9 DECEMBER 2020  
SINGAPORE ASIA



18+19 NOVEMBER 2020  
DÜSSELDORF GERMANY



# MEDICINE + SPORTS CONFERENCES



3<sup>rd</sup> MEDICAL FAIR ASIA MEDICINE + SPORTS CONFERENCE | 09 December 2020 in Singapore

- At the region's leading medical trade show MEDICAL FAIR ASIA -

8<sup>th</sup> MEDICA MEDICINE + SPORTS CONFERENCE | 18-19 November 2020 in Dusseldorf

- At the world's largest medical trade show MEDICA -

The MEDICINE + SPORTS CONFERENCE ecosystem was founded in 2013 at MEDICA, the world's largest medical trade show with more than 120,000 visitors and 5,500 exhibitors. The conference has been THE highlight of MEDICA for the past six years and will once again be held during MEDICA 2020. In 2016, this worldwide hotspot for innovation and networking made its way also to ASIA in Singapore. The MEDICAL FAIR ASIA MEDICINE + SPORTS CONFERENCE is the benchmark event for sports medicine and related disciplines in Asia.

The MEDICINE + SPORTS CONFERENCES have been established as the leading interdisciplinary exchange platforms between international sports medicine experts, professional athletes and sport techies, the sporting goods and healthcare industries. This platform fosters new exchange formats, new sport medical therapies, and innovative products for prevention, recovery and population health management. International sports medicine experts present the latest innovations and approaches in sports medicine in tailored conference programs.

The MEDICA MEDICINE + SPORTS CONFERENCE have been recognized by the medical chambers as advanced training events for 6 years and are associated with the acquisition of category A advanced training points.

# FACTS & FIGURES



- Established exchange platform for:
  - Sports medicine and healthcare professionals
  - Athletes
  - Healthcare industry
  - Sports and fitness industry
  - ICT industry
- International conferences at MEDICA in Dusseldorf (18-19 November 2020) and MEDICAL FAIR ASIA in Singapore (09 December 2020)
- The conferences are a part of the largest medical fairs in the world.
  - MEDICAL FAIR ASIA is Asia's leading event for medical and healthcare industries with 1.050 exhibitors in 2018.
    - Conference area located near the "Sports Medicine Pavilion" where fair exhibition space is also available!
  - MEDICA is world's largest medical trade fair with +5,500 exhibitors.
- Network with 200+ high-level international participants and learn from 25+ expert speakers, drivers and doers
- See the latest innovations and cutting-edge products and technologies
- Learn more about innovative methods and technologies for prevention, therapy and recovery

# TESTIMONIALS



## Prof. Dr. Herbert Löllgen

Sports Cardiology, Member Executive Comm. EFSMA, Honorary President of German Sports Medicine Association

“I would like to compliment you on the MEDICA MEDICINE + SPORTS CONFERENCE, the perfect organization and the excellent program, starting with Mr. Sebastian Kienle, Prof. Barbara Wessner, Dr. Aaron Rubin and Prof. Dr. Yannis Pitsiladis. An excellent and varied program, well moderated and very well attended. This event is a highlight at the end of the year in sports medicine. A very good overview is offered here, and this event can be regarded as the new standard.”

## Heidi Dohse

Founder Tour de Heart, Program Manager Google

“I am amazed by new more and more technology coming up from individual features to now full solutions that contribute a great benefit to patients and people’s lives.”

## Marc Meurer

Polar

“The exchange between sports science and industry is very important. Sometimes sports science is not well informed what the industry actually can do to support them. Platforms like the MEDICA MEDICINE + SPORTS CONFERENCE are very important to strengthen this network!”

## Dr. Andre Debruyne

President EFSMA (European Federation of Sports Medicine)

“Excellent. I have not seen so many innovative things before at a conference – a lot of new insights and other looks on sports medicine. That is very important.”

## Prof. Dr. Scott Paluska

Clinical Professor University of Illinois at Urbana-Champaign, Department Head Christie Clinic Sports Medicine, FACSM

“Thank you again. I greatly enjoyed attending the meeting and found it to be excellent. I think the collaboration between ACSM and MEDICA is robust and rewarding and will be something we continue to develop in the future.

## Dr. Joni Kettunen

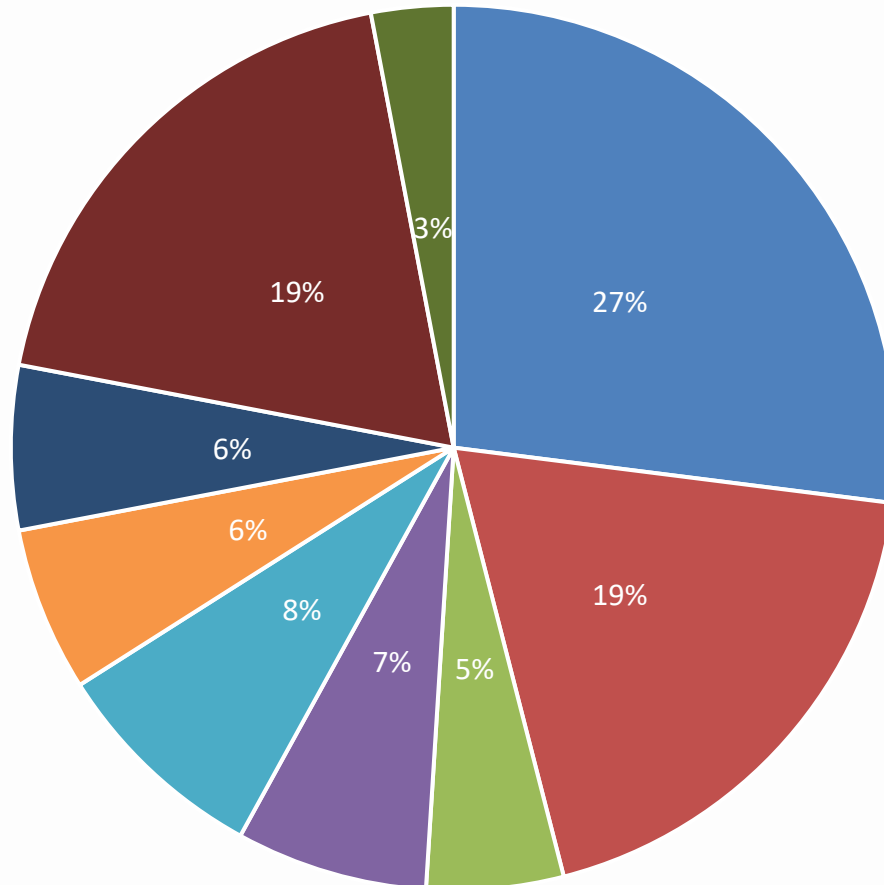
CEO, Firstbeat

“It is a great set of experts here at the conference. We had the chance to get a good access to the sports medicine network as the right contact persons are onsite. And we are really happy to contribute our real case studies to the sport medical and sport science experts.”

# PARTICIPANT BREAKDOWN 2019



## BREAKDOWN BY CONFERENCE SEGMENT



- Sports Medicine Experts/ Sports Physicians/ General Practitioners
- Sports Scientists/ Sports Techies/ Athletes
- Associations/ Institutions
- Physiotherapists/ Trainers
- Prevention and Rehabilitation Centers/ Clinics
- Opinion Leaders/ Multipliers
- Research/ Universities
- Medical Equipment Companies
- Others

# 3<sup>rd</sup> MEDICAL FAIR ASIA MEDICINE + SPORTS CONFERENCE | Program Structure\*



- 09:00 h **Conference Welcome by MFA, AFSM & SMAS**
- 09:30 h **Session 1** – Sports for Health – The Role of Physical Activity in Healthcare (supp. by SMAS)  
Public Health – Wearable Technologies – Exercise in the Elderly – Exercise is Medicine
- 11:30 h **Session 2** – Injury Prevention & Return to Play Evidence Practice (supp. by AFSM)  
Injury Prevention Warm-Up – Taping – Movement Analysis – New Approaches in Diagnostics
- 13:00 h **Networking Lunch**
- 14:00 h **Session 3** – Optimizing Performance and Recovery in Elite Sports Training  
Individualization of Training – Sports Psychology – Recovery – Fatigue Science
- 16:30 h **Session 4** – Digital Innovations in Sports and Healthcare  
Wearable Technologies – Health apps – Digital Tools for Diagnostics, Training and Rehabilitation
- 17:30 h **Summary and Closing Remarks**

38<sup>th</sup> WT | Wearable Technologies Conference Asia on 10 December 2020  
Combined tickets for MFA MSC and WT | Wearable Technologies Conference are available.  
More information: [www.wearable-technologies.asia](http://www.wearable-technologies.asia)

**SINGAPORE**  
**9 Dec.**

**SINGAPORE**  
**10 Dec.**

# 3<sup>rd</sup> MFA MSC PROGRAM DAY 1 (9 DEC)



09:00 – 09:30 h

**Conference Welcome by MFA, AFSM & SMAS**

09:30 – 11:30 h

**Session 1 – Sports for health – The role of physical activity in healthcare** (supported by SMAS, Sport Singapore)

Public health – Wearable technologies – Exercise in the elderly – Exercise is medicine

Comoderated by **Dr. Ivy Lim**, Member, Sports Medicine Association Singapore, Public Outreach Director, Exercise is Medicine Singapore, Medical Delegate, Asian Fencing Confederation.

**Dr. Mandy Zhang**, Associate Consultant, SMAS, Sport Singapore and Exercise Medicine, Changi General Hospital, Vice President SMAS: **“The rise of consumer health wearables: Promises and barriers”**

**Dr. Ang Seng Bin**, Senior Consultant, Family Physician Head, Family Medicine Service Head, Menopause Unit Adjunct Assistant Professor, KK Women’s and Children’s Hospital, Curtin University Australia: **“Wearables and the impact of health in women”**

**Mr. Micheal Lim/ Ms. Teresa Shiu**, Head & Principal Clinical Exercise Physiologist, Sports Medicine Programme, KK Women’s and Children’s Hospital, Vice President SMAS/ Senior Lecturer, School of Sports, Health and Leisure, Republic Polytechnic: **“InTrainer buddy – An interactive web resource supporting physical activity for children and youth with special needs”**

**Dr. Fadzil Hamzah**, Senior Staff Registrar, Sport Singapore and Exercise Medicine Centre, Changi General Hospital: **„Exercise in the elderly: Safety first, so you last”**

**Mr. Kenneth Mc Geough**, Senior Manager and Active Health Coach, Sport Singapore: **“The active health ecosystem”**



# 3<sup>rd</sup> MFA MSC PROGRAM DAY 1 (9 DEC)



11:30 – 13:00 h

## **Session 2 – Injury prevention & return to play evidence practice** (supported by Asian Federation of Sports Medicine AFSM)

Injury prevention warm-up – Taping – Movement analysis – New approaches in diagnostics

**Prof. Dr. Patrick Yung**, President, AFSM, Chair of Orthopaedics and Traumatology, Chinese University of Hong Kong:

**Dr. Mok Kam Ming** (tbc), Sports Biomechanics, Chinese University of Hong Kong, Commission Member, AFSM:

**Ms. Kate Yung** (tbc), Sports Physiotherapist, Commission Member, AFSM:

13:00 – 14:00 h

## **Lunchbreak**

14:00 – 16:30 h

## **Session 3 – Optimizing performance and recovery in elite sports training**

Individualization of training – Sports psychology – Recovery – Fatigue science

**Dr. Raymond So** (tbc), Sports Physiologist, Director of Elite Training Science and Technology, Board Member, AFSM, Chinese University of Hong Kong:

**Dr. Byran Lau** (tbc), Sports Physician, Commission Member, AFSM:

**Mr. Hardaway Chan** (tbc), Strength & Conditioning Coach, Commission Member, AFSM, Hong Kong Sports Institute:

**Ms. KK Lo** (tbc), Strength & Conditioning Coach, Commission Member, AFSM:



# 3<sup>rd</sup> MFA MSC PROGRAM DAY 1 (9 DEC)



14:00 – 16:30 h

## **Session 3 – Optimizing performance and recovery in elite sports training**

Individualization of training – Sports psychology – Recovery – Fatigue science

**Dr. Richard Swinbourne**, Team Lead Sport Nutrition. Sleep Scientist, Singapore Sport Institute:

“Fatigue science-changing the game in high performance sport”

**Mr. Danny Lum**, Team Lead (Strength & Conditioning), Sport Singapore:

“Optimising sports performance using velocity based training”

16:30 – 17:30 h

## **Session 4 – Digital innovations in sports and healthcare**

Wearable technologies – Health apps – Digital tools for diagnostics, training and rehabilitation

17:30 – 17:40 h

## **Summary & closing remarks**

# PREVIOUS SPEAKERS



Prof. Dr. med. Wilhelm Bloch  
Head of Department,  
Molecular & Cellular Sports  
Medicine | German Sports  
University Cologne



Meg Burich  
Senior Director, Digital  
Sports | adidas



Prof. Dr. Jonathan Clark  
Medical Director | Red Bull  
Stratos Project; Professor of  
Neurology, Space Medicine and  
Preventive Medicine | Baylor  
College of Medicine Houston



Carl Foster  
Professor for Exercise and Sport  
Science | University of  
Wisconsin La Crosse; Director |  
Human Performance Laboratory



Sebastian Kienle  
Ironman World Champion



Prof. Dr. Yannis Pitsiladis  
Professor of Sport and Exercise  
Science | University of Brighton,  
Member of Medical and  
Scientific Commission IOC



Prof. Dr. Fiona Bull  
Program Manager for the  
Prevention of NCD | World  
Health Organization; President of  
the International Society for  
Physical Activity and Health



Christian Stammel  
Founder & CEO |  
WT | Wearable  
Technologies



Mark Verstegen  
NFL PA Performance  
Director; Founder &  
President | EXOS

# COOPERATION PARTNERS <sup>(1)</sup>



## Fédération Internationale de Médecine du Sport (FIMS)

FIMS is a structured and well-organized association, strongly committed to the promotion of the study and development of sports medicine throughout the world. FIMS is made up of continental and national sports medicine associations, as well as multinational groups and individual members. [www.fims.org](http://www.fims.org)



## American College of Sports Medicine

ACSM is the largest sports medicine and exercise science organization in the world. With more than 45,000 members and certified professionals worldwide, ACSM is dedicated to advancing and integrating scientific research to provide educational and practical applications of exercise science and sports medicine. [www.acsm.org](http://www.acsm.org)



## Asian Federation of Sports Medicine

The Asian Federation of Sports Medicine was inaugurated in 1990 at the time of the 11th Asian Games in Beijing. It is one of the multi-national continental federations under supervision of the International Federation of Sports Medicine (FIMS). The main objective of the AFSM is to foster the promotion of sports medicine in Asia. <http://afsmonline.org/>



## European Federation of Sports Medicine Associations

EFSMA is a not-for-profit association having its legal seat in Lausanne, Switzerland. The EFSMA is recognized by the International Federation of Sports Medicine (FIMS). [www.efsma.net](http://www.efsma.net)

# COOPERATION PARTNERS (2)



## German Association for Sports Medicine and Prevention (DGSP)

With its 9.000 medical members, DGSP one of the biggest professional associations in Germany. The DGSP is the main institution in the fields of sports medicine, as well as healthcare and health prevention by physical activity. [www.dgsp.de](http://www.dgsp.de)



## The German Society of Sport Science (DVS)

The German Society of Sport Science (Deutsche Vereinigung für Sportwissenschaft, abbr.: DVS) is a federation of researchers active in teaching, research or practice, and it was founded in Munich in 1976. Their mission is to encourage and support research in sport science. [www.sportwissenschaft.de](http://www.sportwissenschaft.de)



## Exercise is Medicine Europe

The European Initiative for Exercise in Medicine is the European part of global Exercise is Medicine®, a global health initiative that is focused on encouraging primary care physicians and other health care providers to include physical activity when designing treatment plans for patients and referring their patients to EIM Credentialed Exercise and Exercise Professionals.



## Exercise is Medicine Singapore

Exercise Is Medicine Singapore (EIMS) is a program spearheaded by Changi Sports Medicine Centre to make physical activity and exercise a standard part of preventing and treating diseases. Exercise is Medicine Singapore is the Singapore chapter of the American College of Sports Medicine's (ACSM) global Exercise is Medicine initiative. The national EIM Task Forces are grouped into regional centers, where Singapore's EIM Task Force falls under the Southeast Asia EIM Regional Centre. [www.eims.sg](http://www.eims.sg)

# COOPERATION PARTNERS (3)



## Sports Medicine Association Singapore

Sports Medicine Association Singapore (SMAS) is the professional body for sports medicine and sports science professionals in Singapore. It is the local organization that represents and embodies the multi-disciplinary approach of Sports Medicine and brings together the wide-ranging expertise of sports medicine, sport orthopaedic, sports science and sports therapy professionals in one integrated community. [www.sportsmedicine.org.sg](http://www.sportsmedicine.org.sg)



## Sport Singapore

As the national sports agency, Sport Singapore's core purpose is to inspire the Singapore spirit and transform Singapore through sport. Through innovative, fun and meaningful sporting experiences, our mission is to reach out and serve communities across Singapore with passion and pride. Sport Singapore uses sport to create greater sporting opportunities and access, more inclusivity and integration as well as broader development of capabilities. [www.sportsingapore.gov.sg](http://www.sportsingapore.gov.sg) / [www.myactivesg.com](http://www.myactivesg.com).



## The European Platform for Sport Innovation (EPSI)

The European Platform for Sport Innovation is a membership-based networking organization within Europe that focuses on innovation in the areas of physical activity related to sport, leisure and health. EPSI strives for a more innovation-friendly environment for the EU sports industry, in order to stimulate technological innovation and to set up businesses with a focus on innovative technology. [www.epsi.eu](http://www.epsi.eu)



## Federation of the European Sporting Goods Industry

The Federation of the European Sporting Goods Industry (FESI) is the pre-competitive platform representing the interests of the sporting goods industry in Europe, advancing its members' priorities and promoting initiatives that benefit the sector, EU citizens and the society as a whole. <https://fesi-sport.org/>

# COOPERATION PARTNERS ( 4 )



## Innovations in Professional Sports (WISS)

Innovation network founded in 2015 by the Federal Institute of Sports Science.

<https://wiss-netz.de/>



## WT Wearable Technologies AG

WT | Wearable Technologies is the pioneer and world leading innovation and market development platform for technologies worn close to the body, on the body and even in the body. Since 2006 the platform has successfully established an ecosystem of more than 30,000 companies. WT | Wearable Technologies offers consulting, business development, technology marketing, and innovation introduced to the market. WT organizes international conferences and tradeshow in partnership with leading trade organizations. [www.wearable-technologies.com](http://www.wearable-technologies.com)

# PREVIOUS SPONSORS





# PARTNERSHIP OPPORTUNITIES



## - MAIN PARTNERSHIPS -

	DÜSSELDORF	SINGAPORE	( DUS + SGP )
SILVER LEVEL	€2,500	€2,500	€4,000
GOLD LEVEL	€4,900	€4,000 (incl. 3 days MFA exhibitor)	€7,500
DEMO TABLE*	€2,500	€3,200 (incl. 3 days MFA exhibitor)	€4,000
PLATINUM LEVEL (Available only on demand for 1-2 partners)			

## - FURTHER PARTNERSHIPS -

GUIDED INNOVATION TOUR (AVAILABLE ONLY DÜSSELDORF)   €3,900
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\*Discounts for start-ups available. Additional branded material & giveaways on request.

# PARTNERSHIP OPPORTUNITIES



## SILVER LEVEL

DÜSSELDORF

€2,500

SINGAPORE

€2,500

DÜS + SGP

€4,000

- ✓ Branding as silver partner in all conference material
- ✓ Logo and short description in all conference media (website, printed agenda, roll-ups, banners)
- ✓ Naming of the company in all press activities
- ✓ Promotional opportunities at conference cooperation partner events
- ✓ 3 tickets for MEDICA MEDICINE + SPORTS CONFERENCE / 2 tickets for MEDICAL FAIR ASIA MEDICINE + SPORTS CONFERENCE
- ✓ Participation in get-together of the conference
- ✓ One-on-one business matching

# PARTNERSHIP OPPORTUNITIES



## GOLD LEVEL

DÜSSELDORF

€4,900

SINGAPORE

€4,000

DÜS + SGP

€7,500

- ✓ Branding as gold partner in all conference material
- ✓ Integration in Guided Innovation Tour at MEDICA
- ✓ 2-day demo table at conference exhibition area at MEDICA
- ✓ 3-day exhibition counter on trade show floor at MEDICAL FAIR ASIA
- ✓ Logo and short description in all conference media & website
- ✓ Naming of the company in all press activities
- ✓ Integration in promotional newsletters of the conference

- ✓ 5 tickets for MEDICA MEDICINE + SPORTS CONFERENCE
- ✓ 3 tickets for MEDICAL FAIR ASIA MEDICINE + SPORTS CONFERENCE
- ✓ Participation in get-together of the conference
- ✓ One-on-one business matching

# PARTNERSHIP OPPORTUNITIES



## DEMO TABLE ONLY

DÜSSELDORF	SINGAPORE	DÜS + SGP
€2,500	€3,200	€4,000

- ✓ 2-day demo table in the conference exhibition area at MEDICA
- ✓ 3-day exhibition counter on trade show floor at MEDICAL FAIR ASIA
- ✓ 1 tickets for MEDICA MEDICINE + SPORTS CONFERENCE
- ✓ 1 tickets for MEDICAL FAIR ASIA MEDICINE + SPORTS CONFERENCE
- ✓ Participation in get-together of the conference

# PARTNERSHIP OPPORTUNITIES



## PLATINUM LEVEL

AVAILABLE ONLY ON DEMAND FOR 1-2 PARTNERS

- ✓ Branding as Platinum Partner in all conference material
- ✓ A speaking slot in the conference program
- ✓ Integration in Guided Innovation Tour at MEDICA
- ✓ 2-day demo table at conference exhibition area at MEDICA
- ✓ 3-day exhibition counter on trade show floor at MEDICAL FAIR ASIA
- ✓ Logo and short description in all conference media & website
- ✓ Naming of the company in all press activities
- ✓ Integration in promotional newsletters of the conference
- ✓ Chance to publish an individual statement in the press releases
- ✓ Possibility to hand out marketing material in the conference room
- ✓ 8 tickets for MEDICA MEDICINE + SPORTS CONFERENCE
- ✓ 5 tickets for MEDICAL FAIR ASIA MEDICINE + SPORTS CONFERENCE
- ✓ Participation in get-together of the conference
- ✓ One-on-one business matching

# PARTNERSHIP OPPORTUNITIES



09 December | SINGAPORE



18 + 19 November | DÜSSELDORF

## GUIDED INNOVATION TOUR (Only Düsseldorf)

€3,900

- ✓ Inclusion in the Guided Innovation Tour at MEDICA 2020
- ✓ Logo, text on MEDICA MEDICINE + SPORTS CONFERENCE website
- ✓ Naming of the company in MMSC press activities

# MEDICA

## Facts & Figures of the no.1 Medical Trade Show



Date:	18-19 November 2020
Exhibitors:	+5,500 from 130 nations
Visitors:	+120,000 from 120 countries
Exhibition:	118,067m2 net exhibition space
Events:	6 Conferences and 7 Forums
Ticket Info - MMSC:	2-day ticket, 18 + 19 November: 159 EUR
	1-day ticket, 18 November: 79 EUR
	1-day ticket, 19 November: 99 EUR
	The conference ticket includes admission to the MEDICA/ COMPAMED trade fair and to all MEDICA/ COMPAMED forums.
More info:	<a href="http://www.medica.de">www.medica.de</a>





# MEDICAL FAIR ASIA

## Facts & Figures of the leading Medical Trade Show in Asia



Date:	09 December 2020
Venue:	The Sands Expo & Convention Centre, Marina Bay Sands Singapore
Exhibitors:	1,050 from 62 countries and regions
Visitors:	14,014 from 70 countries and regions
Exhibition:	MEDICAL FAIR ASIA is the No. 1 Medical and Healthcare trade fair in the region, modelled after the sector's No. 1 global medical trade fair - MEDICA, organized by Messe Duesseldorf in Germany.
Ticket Info (on or before 23 Nov 2020):	Medical Doctors*: S\$ 150 (MFA MSC) Industry: S\$ 300 (MFA MSC)

\*(Proof of document required, e.g. a copy of staff pass, namecard or letter from the organisation)  
Onsite-tickets are available at other price conditions


As the leading and most established trade fair focused on equipment and supplies for the hospital, diagnostic, pharmaceutical, medical and rehabilitation sectors, MEDICAL FAIR ASIA 2020 serves as an ideal international platform for some of the industry's best suppliers to showcase latest developments and product innovations in their field.

More info: [www.medicalfair-asia.com](http://www.medicalfair-asia.com)

# CONTACT US!



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