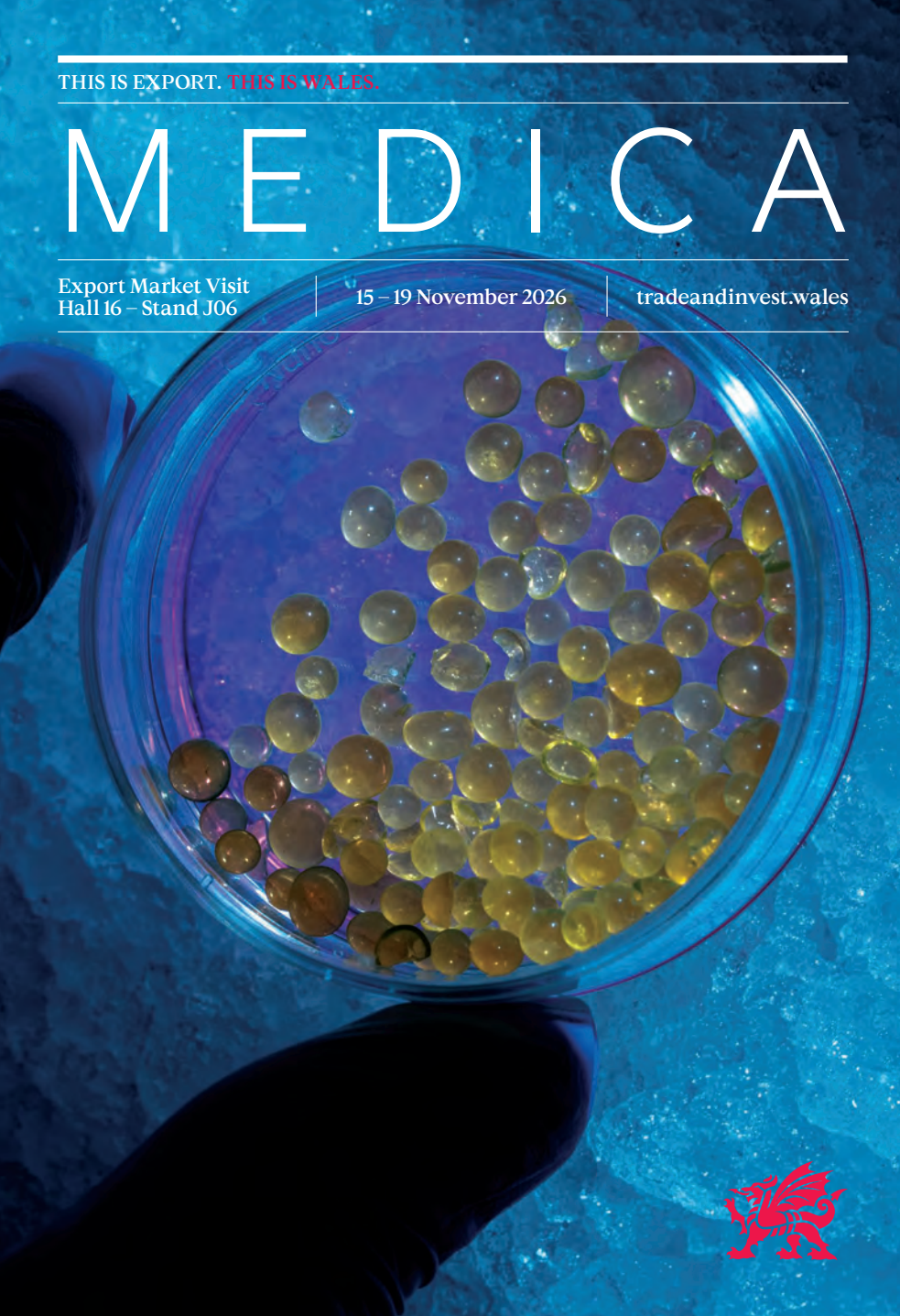
THIS IS EXPORT. THIS IS WALES.

MEDICA

Export Market Visit
Hall 16 – Stand J06

15 – 19 November 2026

tradeandinvest.wales





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Rydym yn croesawu gohebiaeth a galwadau ffôn yn Gymraeg / We welcome correspondence and telephone calls in Welsh

This is Export.
This is Wales.

Amotio	(Visitor)	06
Bee Robotics	(Visitor)	07
Benson Viscometers	(Exhibitor)	08
Biophys	(Visitor)	09
Blackwood Embedded Solutions	(Exhibitor)	10
CME Devices	(Visitor)	11
Excelerate Technology	(Visitor)	13
Genmed Enterprises International	(Exhibitor)	14
Huntleigh	(Exhibitor)	15
J R Biomedical	(Visitor)	16
Laser Wire Solutions	(Exhibitor)	17
MediWales		19
Microchip Technology Caldicot	(Exhibitor)	20
PDR Design	(Visitor)	21
SenseIV	(Visitor)	22
Sotas	(Exhibitor)	23
Velindre University NHS Trust (Wales)	(Visitor)	24
Welsh Government MedTech & Diagnostics Cluster		25



Pierhead, Senedd and
Wales Millennium Centre, Cardiff Bay

Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, so you won't find a more pro-business Government anywhere.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.

Amotio is pioneering an advanced surgical technique in orthopaedic surgery. Tackling complex orthopaedic joint surgery its new solution delivers personalised, precise, and predictable surgical outcomes in the most complex cases.

Headquartered in South Wales, UK, and established in 2024. Amotio has built a dedicated R&D facility, assembled a multi-disciplinary team of biomedical engineers and product designers, and forged strong collaborations with leading European surgeons and academic partners.

Product/Service

Amotio is developing a new standard for patient-specific surgical care in Orthopaedic Revision Surgery. Using advanced anatomical segmentation and digital surgical planning, Amotio creates personalised workflows, instruments and solutions which guide surgeons through complex procedures with greater accuracy. Amotio's engineered personalised surgical planning and innovative surgical instruments aim to reduce operative risk, improve surgical efficiency, and support better patient recovery outcomes.

Objectives

At Medica 2026, Amotio continues to build new international collaborations. Identify and engage with market access partners, agents, and distributors across Europe & the United States to accelerate the clinical and commercial pathway of its innovative solutions.



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Bee Robotics is a privately-owned company based in North Wales UK established in November 1999.

With in-house design and manufacturing, the company has become well established in providing automated robotic solutions for the biotech industry, offering OEM solutions to a wide range of applications. The company is accredited to ISO 13485:2016 and is well versed in the approval process for all instrumentation covering IVD, CE, MET Labs, and SFDA.

Product/Service

The company's product range includes semi and fully automated liquid handling robotics for Molecular and Western blot applications, microarray processing, DNA extractions, sample processing, and other bespoke instruments for diagnostics.

With their team of in-house software, hardware and electronic engineers together with 3D printing and CNC capabilities, they develop instrumentation to meet client needs in a timely and cost-effective manner.

Objectives

The company works closely with manufacturers of diagnostic kits who have a need for automation. Their goal is to expand their client base and product range through these collaborations and provide high quality and cost-effective instruments for the biotech industry.



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Benson Viscometers is a Welsh company specialising in the design, development, and manufacture of high-quality clinical viscometers.

Benson Clinical Viscometers

Founded in 1999 by engineer Bernie Benson in collaboration with leading UK scientists and haematologists, the company introduced the first Blood Plasma Viscometer, now known as the Automated Clinical Viscometer. Today, Benson Viscometers is trusted by hospitals, laboratories, and research institutions across the UK, USA, and Europe, delivering reliable viscosity testing to support better patient outcomes in conditions such as Multiple myeloma, Waldenström's macroglobulinaemia, Hyperviscosity syndrome, Temporal arteritis, Polymyalgia rheumatica, Rheumatoid arthritis, Cardiovascular disease, and other infectious and inflammatory conditions.

Product/Service

Benson Viscometers product range includes the BV1 Semi-automated Clinical Viscometer, providing accurate and consistent results with streamlined usability, and the BV200 Automated Clinical Viscometer, a fully automated system designed for high-throughput testing and laboratory efficiency. Both instruments are developed with precision, ease of use, and clinical reliability in mind, ensuring that healthcare providers and researchers can depend on them for critical diagnostic insights.

Objectives

Benson Viscometers aims to expand its global reach and increase awareness of viscosity testing as a vital diagnostic tool. The company seeks to connect with hospitals, laboratories, and distributors worldwide to grow access to their viscometry solutions, while also seeking collaborations with clinicians and researchers to advance the role of viscosity testing in medical practice.





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Biophys is a life sciences consultancy based in South Wales with a proven track record of finding innovative solutions for its clients.

The company's core team represents an experienced blend of scientific knowledge, business development, product development and regulatory expertise. Biophys actively support a portfolio of clients developing diagnostics, medical devices, novel antibiotics and vaccines relevant to both human, food and animal health applications.

Product/Service

Biophys offer a flexible fee-for-service model whereby clients can access the company's expertise as hourly, project-based or fractional/ interim roles. Biophys can support:

—CXO Management services
—Technical project and product management
—Laboratory testing and validation
—Quality and regulatory strategy guidance

Several successful client projects will be exhibited at the company's stand, including:

—Dose Dr: A safe solution for storing, dispensing and tracking liquid medication use for children and elderly patients.
—LiMochek: A rapid, on-site 30-minute assay for the detection of food borne pathogens and aquaculture stock diseases for fish and shellfish farms.
—Clinical Infection Models: Complex catheter, skin, vaginal, bone and dental infection models for drug discovery or development.
—Natural extracts: A Fulvic Acid extract being used within woven products for active release in wound care and extended wearability of PPE.
—Feminine Health: A sampling and diagnostic device incorporated into a discrete wearable that be used to detect the early signs of bacterial infection.
—Gold Colloid Nanoparticles: A novel gold nanoparticle for use in Lateral Flow Test Development or Research applications.

Objectives

Biophys are looking to meet exciting University spinouts, SMEs and Industry groups who are interested in the company's products and services.



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Blackwood Embedded Solutions is an expert in the design of electronic products for a broad range of sectors, including medical, automotive, finance and consumer.

The company has a proven track record of getting clients to market within the shortest time possible, and they return to work with Blackwood Embedded Solutions time and time again. With a high percentage of clients in the medical sector, Blackwood Embedded Solutions works to exacting regulatory standards which result in more robust products. Blackwood Embedded Solutions works to ensure that all production level embedded code is produced to MISRA guidelines.

Blackwood Embedded Solutions has a keen eye for quality and is ISO 9001 accredited but can also work within clients' quality management systems (e.g. ISO 13485). Support can be provided in risk analysis and FMEA analysis throughout the design process to meet the ISO 14971 standard. Blackwood Embedded Solutions often develops hardware and software in parallel to meet tight deadlines. The company is also happy to work collaboratively with other design agencies as appropriate to deliver the best outcome for the client.

Product/Service

Electronics and software R&D for medical devices.

Objectives

To position Blackwood Embedded Solutions as a trusted partner for medical device development, generating qualified business opportunities, building strategic industry relationships, and increasing awareness of its expertise in electronic design, embedded software, and regulatory-compliant product development.





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CME Devices is an independent medical device manufacturing business created following the carve-out of the manufacturing operations from Creo Medical.

The business was established through a management buyout led by Peter Tomlinson, preserving an experienced team, established manufacturing capabilities and deep sector knowledge while creating a dedicated organisation focused solely on medical device industrialisation and manufacture. CME Devices operates from its facility in Chepstow, Wales, serving both established medical technology companies and emerging innovators.

Product/Service

What differentiates CME Devices is the combination of engineering expertise, quality-driven execution and regulatory discipline required to bring complex medical devices from concept to commercial manufacture. Rather than competing in high-volume commodity production, the company focuses on high-value, technically challenging products where reliability, compliance and manufacturing excellence are critical. CME Devices supports customers throughout the product lifecycle, from prototype development and design-for-manufacture activities through validation, verification, supply chain development, controlled manufacture and global distribution. This integrated approach allows customers to work with a single partner that can bridge the gap between product development and scalable commercial supply.

Objectives

MEDICA provides an excellent opportunity for CME Devices to engage with leading organisations across the medical device sector. Focus will be on expanding its professional network, exploring strategic partnerships that can accelerate its growth and capabilities, and gathering market intelligence to help sharpen the company's positioning as a specialist partner for the development, industrialisation and manufacture of high-value medical devices.



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Growth.

The vibrant capital city of Wales – Cardiff is one of the fastest growing cities in the UK. It is also just two hours on the train from London.



Excelerate Technology is a leading provider of resilient, secure connectivity and integrated technology for critical operations.

For 25 years, the company have helped emergency services and public-sector organisations communicate, share real-time data and maintain situational awareness, wherever operations take them. Its network-agnostic solutions combine satellite, 4G/5G, Wi-Fi and other available connections, using intelligent bonding and automatic failover to keep teams connected when traditional networks are unavailable or unreliable. From mobile command vehicles and control-room integration to rapidly deployable communications and live video, Excelerate Technology designs practical, user-focused solutions that improve coordination, support informed decision-making and strengthen resilience wherever teams need it most.

Product/Service

—Integrated Technology Projects- Land, Mobile & offshore
—Hybrid Connectivity Networks & Secure Hosted Services
—Real-time Situational Awareness & High-risk Asset Monitoring
—Video Technology & Secure Streaming
—Rapid Deployment Technologies
—Specialist vehicle conversions

Objectives

To embed adaptable technology at the edge of every application - enhancing operational resilience, efficiency, and impact where it matters most.



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Genmed Enterprises International is a privately owned medical device manufacturer specialising in minimally invasive access surgery.

The company produce a comprehensive range of disposable trocars, monopolar instruments, retrieval bags, suction irrigation, and Veress needles, all of which have received MDR accreditation.

Genmed offers a highly valuable proposition to its customers, backed by a management team with over 30 years of combined expertise in the design, development, marketing, sales, and manufacturing of medical devices. The core competitive strength lies in its one-piece flow integrated production process, enabling to deliver high-quality devices at a lower cost.

At Genmed, a priority is building close working relationships with healthcare professionals to thoroughly understand the specific needs and requirements of each medical specialty. This deep understanding allows the company to stay at the forefront of innovation and ensures its product range consistently evolves to meet the demands of end users. Genmed,is committed to aiding healthcare professionals in enhancing safety and efficiency in surgery while improving patient outcomes.

Product/Service

Genmed is a well-established provider in the UK market and collaborates closely with international partners to support the growth and development of its global business. The commitment to quality, innovation, and customer satisfaction positions the company as a trusted partner in the medical device industry.

Objectives

Grow international sales, meet with distributors across the globe to increase the presence of Genmed product range in various markets. Genmed EU business has grown considerably since 2022 so it is a good opportunity to meet with existing partners.





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A proud member of the Arjo family, **Huntleigh** has been committed to supporting healthcare professionals in improving outcomes and enhancing patient wellbeing since 1979.

HUNTLEIGH
A MEMBER OF THE ARJO FAMILY

They do this through their proven solutions for Vascular Assessment & Treatment and Fetal & Patient Monitoring. With innovation and customer satisfaction as their guiding principles, Huntleigh strive for clinical excellence and improved performance, for life.

Product/Service

Huntleigh, based in Cardiff, UK is a leading global provider of innovative and high quality medical equipment for healthcare professionals. Proudly boasting world leading brands such as Dopplex, Hydroven, Sonicaid and Smartsigns, covering healthcare requirements in Vascular Assessment & Treatment, and Obstetrics & Patient Monitoring.

Objectives

Develop Huntleigh's global reputation as a manufacturer and supplier of high quality medical devices. Providing products, services and support that exceeds the expectations of their customers.





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Early Sepsis & Inflammation Detection: Global Partnering & Licensing Opportunities

J R Biomedical is an ISO 13485 certified developer and manufacturer of in-vitro diagnostics (IVDs).

In collaboration with Cardiff University, the company developed and commercialised a novel, 10 minute lateral-flow assay targeting Soluble Toll-Like Receptor 2 (sTLR2), an ultra-early immune response marker for inflammation and sepsis, with potential point-of-care use.

An independent study of sTLR2 versus CRP in critically ill patients showed that sTLR2 had better specificity and sensitivity for sepsis than C-reactive protein, the most commonly used marker in the ICU. Further, low sTLR2 levels had good ability to rule out sepsis within the first 12 h of ICU stay, when clinical parameters and traditional markers of infection are often equivocal.

Available as an MHRA registered, UKCA certified IVD in Great Britain, and currently for research use only (RUO) elsewhere, the sTLR2 RAPID test offers a regulatory ready, new insight into early immune system activation, and immediate commercial opportunities on the hospital ward, laboratory, clinical trial stratification, therapeutic monitoring, and fast-track OEM development.

Product/Service

—Rapid sTLR2 lateral flow assay for use with serum, plasma and whole blood
—Proprietary hybridoma panel producing high affinity anti-human sTLR2 monoclonal antibodies
—Monoclonal anti-sTLR2 antibody pairs for immunoassay development
—Polyclonal anti-human sTLR2 antibodies

Objectives

Global distribution partnerships and out-licensing agreements for the sTLR2 RAPID test as an aid to the diagnosis of sepsis and inflammation, and the company's proprietary anti-human sTLR2 hybridoma and antibody portfolio. Contact J R Biomedical for validation data and commercial terms.



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Laser Wire Solutions is a UK manufacturer of precision, non-contact laser processing systems for advanced manufacturing.

Based in South Wales and ISO 13485-certified for medical device work, the company designs and builds laser workstations used globally across the medical device, aerospace, and automotive sectors. Rather than simply supplying equipment, Laser Wire Solutions works through each customer's material, tolerances, and production challenges before a single process is specified – ensuring the precision, repeatability, and reliability that mission-critical manufacturing demands.

Product/Service

Laser Wire Solutions develops CO_2, UV, fibre, and femtosecond laser systems for applications including wire stripping, cutting, ablation, drilling, and micro-machining. The company also provides process development, validation support, automation integration, training, and technical support to help customers scale from development into production.

Objectives

At Medica 2026, Laser Wire Solutions aims to build lasting relationships with medical device manufacturers and suppliers, demonstrating how precision, non-contact laser processing delivers the reliability and repeatability that high-stakes medical applications demand. Backed by an ISO 13485-certified Medical Device Components division, the company is focused on expanding international partnerships and showcasing UK-developed advanced manufacturing technology to a global medical device audience.





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Decision making.

Wales is a connected country with a devolved Government for fast decision making from Ministers. The Senedd is home to our Welsh Parliament.



The Life Science Network for Wales. Founded in 1992, **MediWales** is the independent life science network for Wales, a not-for-profit limited company.

MediWales

Working on behalf of the Welsh life science sector, creating business opportunities and partnerships for its members, supporting global trade development, improving access to vital clinical expertise and engaging with government to align support with sector needs. The organisation recognise and celebrate its members' success and promote the strengths of the sector within Wales.

Objectives

MediWales focus is creating opportunities for its members. The organisation support over 180 members from the medical technology, diagnostic and pharmaceutical industries, NHS health boards, university departments and professional services and suppliers. It creates collaboration through the publications and popular programme of events that focus on strategic issues for the life science industry, including regulatory updates, market access, finance and funding, clinical unmet needs, international trade and a range of special interest groups.



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Microchip Technology Inc.'s Caldicot office specialises in miniaturising electronics, giving clients a competitive edge.

The Caldicot team excels in enabling wireless connectivity and customising medical implant pulse generators. Microchip Technology Inc.'s Caldicot office has more than 40 years of experience in developing and manufacturing next-generation, miniaturised electronic modules.

Microchip Technology Inc. is a leading provider of smart, connected and secure embedded control and processing solutions. Its user-friendly development tools and extensive product portfolio enable clients to create optimal designs, reducing risk and time to market. The company serves clients in industrial, automotive, consumer, aerospace and defense, communications and computing markets.

Product/Service

Design, development, assembly and testing of miniaturised medical implant modules using embedded System-in-Package (SiP) technology and advanced Printer Circuit Board (PCB) assemblies, including:

—Solutions for cybersecurity, embedded Intelligence, connectivity, Machine Learning and Artificial Intelligence (ML/AI), edge computing and power management and conversion

—Reduce risk and time to revenue in developing telehealth, connected drug delivery and clinical devices

—Support medical device designers in creating FDA Class III devices and help them meet ISO 13485, IEC 62304, IEC 61508 compliance

Objectives

To generate new leads and opportunities.





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For over 30 years, **PDR** has been designing distinctive, successful, and award-winning products for innovative companies — from ambitious start-ups to global blue-chip brands.

Ranked as the No.1 Design Agency for Medical and Healthcare in the UK by iF Design Federation, PDR has developed and brought to market hundreds of products from home care and consumer health products through to complex, life-critical medical devices. PDR's expertise expertise covers the entire journey—from discovery and pipeline mapping through to conception, market launch, and beyond.

Trusted by many of the world's leading brands, PDR is known for creating solutions that truly connect with users and challenge market norms. Projects are consistently delivered on time, within budget, and with outcomes that exceed expectations.

Product/Service

Medical Device Design, Human Factors and Usability Testing, GUI Design, User Centred Design, Product Design, Industrial Design, Service Design, Consumer Insight Research, New Opportunity Identification and Execution.

Objectives

To grow business through collaboration with innovative organisations seeking expert support in developing new products and services for both domestic and international markets.



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SenseIV is a medical technology start-up developing a real-time monitoring and alert system for peripheral IV cannulas, reducing preventable harm and improving the safety of IV therapy for patients and clinicians alike.

Product/Service

SenseIV combines wearable sensing, intelligent analytics, and wireless connectivity to deliver continuous monitoring of peripheral IV cannulation sites. The company's system is designed to detect early signs of complications, enabling faster intervention and reducing preventable harm.

Objectives

SenseIV's primary objectives at the exhibition is to network with medical manufacturers, suppliers, experts in the field, healthcare organisations and distributors to identify strategic partners capable of supporting the company's scaling, development, and marketing efforts.



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Sotas is a regulatory and quality consultancy working with MedTech and HealthTech innovators of all sizes, from early-stage ventures to established companies.

The company simplify complexity, reduce uncertainty, and accelerate safe market access by combining deep technical expertise with practical delivery. The company's consultants are experienced Principal Consultants who have held senior roles in the sector, bringing hands-on knowledge across development, market access, regulatory compliance, and quality management. Clients trust us to provide clear, dependable guidance that balances innovation with compliance. Clients rely on Sotas because the company bring more than technical knowledge. It leads with honesty, offering clear and straightforward advice, even when challenges are complex. It creates a sense of security through dependable guidance that supports both business performance and patient safety. The company remains adaptable, responding quickly to shifting priorities while always upholding the standards that matter.

Product/Service

The company provides tailored consultancy that supports MedTech and HealthTech innovators across the full product lifecycle. Acting as a trusted extension of your team, it can help anticipate requirements, avoid delays, and ensure compliance strengthens both innovation and patient safety. The company's services include:

—Coaching/mentoring leaders and their teams
—Regulatory strategy and planning
—Technical documentation and design dossier development
—Global submissions and registrations (CE, UKCA, FDA)
—UKRP, EU-REP, EU-Importer and US Agent services
—Post-market surveillance and PMCF
—Management systems (ISO 13485, ISO 27001)
—Auditing, training, and remediation

Objectives

At Medica 2026, the company's mission is to build lasting partnerships with MedTech and HealthTech innovators. Sotas aim to provide the clarity and confidence needed to accelerate compliant market access, while creating opportunities for collaboration that deliver both business success and patient impact.



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Velindre University NHS Trust is an all-Wales specialist healthcare organisation providing cancer services through Velindre Cancer Service and blood, organ and tissue services through the Welsh Blood Service.

The Trust combines specialist clinical expertise, research, education and innovation to improve outcomes and experience for patients and donors. It works with NHS, academic, industry, government and third-sector partners to develop, evaluate and adopt solutions that address complex healthcare challenges.

Product/Service

Velindre University NHS Trust has developed a structured route for developing and adopting healthcare innovation across cancer and blood services. Its Innovation Service supports staff ideas, strategic challenges and external solutions from initial assessment through testing, evaluation, implementation and scale. The offer includes an ISO 56001-certified innovation management system, specialist clinical environments, access to multidisciplinary expertise, and partnership opportunities.

Objectives

Velindre aims to identify technologies and partners that can improve patient and donor outcomes, experience and operational efficiency. It is seeking practical opportunities for co-development, evaluation and adoption within specialist cancer and blood services, alongside international learning and market insight. Priority interests include AI-enabled care, diagnostics, automation, robotics, precision medicine, remote monitoring, data-enabled services and sustainable clinical logistics. Velindre also aims to build relationships with organisations that value evidence generation, responsible innovation and long-term collaboration with NHS Wales.



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The **MedTech and Diagnostics Cluster**, which consists of 50 of Wales' leading lights in this sector, is squarely focussed on accelerating the growth of its members through international collaboration and increased export sales.

Llywodraeth Cymru
Welsh Government

Wales is home to world-class companies committed to the development of innovative medical devices, diagnostic technologies and digital health solutions that improve patient outcomes worldwide. Companies in this sector benefit from a highly supportive ecosystem in Wales that nurtures world-class research and development, innovation, and global growth with our long-standing presence at Medica a key component of this support.

The Cluster creates opportunities for collaboration, knowledge exchange and commercial partnerships with members benefitting from targeted export support, access to global markets, and connections to overseas buyers and investors. By showcasing Welsh expertise and fostering innovation-led growth, the Cluster plays an important part in enabling its members to scale their businesses via increased exports and international collaboration.

Objectives

The Cluster Manager is attending Medica to support and add value to cluster members participating in the trade show, while also promoting the cluster's wider objectives through its connections with regional, national and international networks and partner clusters.

The development of new medical devices and digital healthcare solutions addresses global challenges faced by healthcare systems worldwide. The Cluster contains 50 companies that provide innovative solutions that address a wide range of these needs so please contact the Cluster Manager or call on him at the show on our stand.



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Cymru Wales is the Welsh Government supported marketing initiative for Wales.

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