

## BOOK PRESENTATION & NETWORKING EVENT



**Tuesday 18th NOVEMBER 2025**  
**03:15 pm - 05:00 pm**

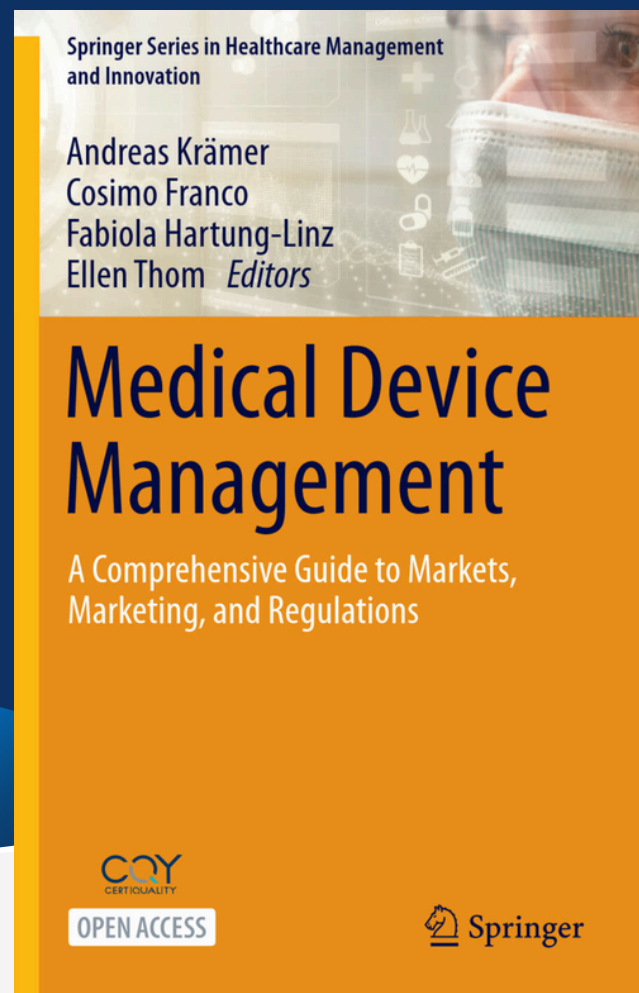


MEDICA 2025 -  
Entrance: **CCD SUD** - Congress Center Düsseldorf  
or **Hall 1 - Room 18, first floor**

# The Evolving MedTech Ecosystem

## Innovation, Compliance and Market Access

A strategic overview and book presentation on current trends and future developments of MedTech industry. During the conference there will be a presentation of the book published by Springer entitled "Medical Device Management – A Comprehensive Guide to Markets, Marketing, and Regulations".





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MEDICA 2025 - Room 18,  
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Certiquality is pleased to invite you to the event titled:

## **The Evolving MedTech Ecosystem** **Innovation, compliance and market access**

The medical device industry is undergoing significant regulatory changes with relevant impacts on products and manufacturers.

Regulation (EU) 2017/745 on medical devices (MDR) and Regulation (EU) 2017/746 on in vitro diagnostic medical devices (IVDR) aim to ensure a better protection of public health and patient safety, whilst supporting innovation, however there are many difficulties and delays in their application. For these reasons, the European Commission launched a targeted evaluation of the Medical Device Regulations to assess their effectiveness and impact, which has involved public consultations, calls for evidence, and stakeholder feedback.

The Commission is expected to publish the results of the evaluation and the official proposal for revision in December 2025 and the legislative process involving the European Parliament and the Council is projected to take place in 2026-2027.

In this seminar, we will present the state of the art, trying to understand how to manage innovation and regulation. It will also be an opportunity to present the new book, Medical Device Management – A Comprehensive Guide to Markets, Marketing, and Regulations (Springer Gabler Series in Healthcare Management and Innovation) and meet some of the authors.

### **Speakers:**

- **Cosimo Franco** (CQY - Notified Body 0546, Editor, Author)
- **Andreas Krämer** (exeo Strategic Consulting AG, Editor, Author)
- **Peter Hartung** (ReguNext Consulting, Author)
- **Armando Romaniello** (CQY - Notified Body 0546, Author)

**A buffet and closing toast will follow.**

