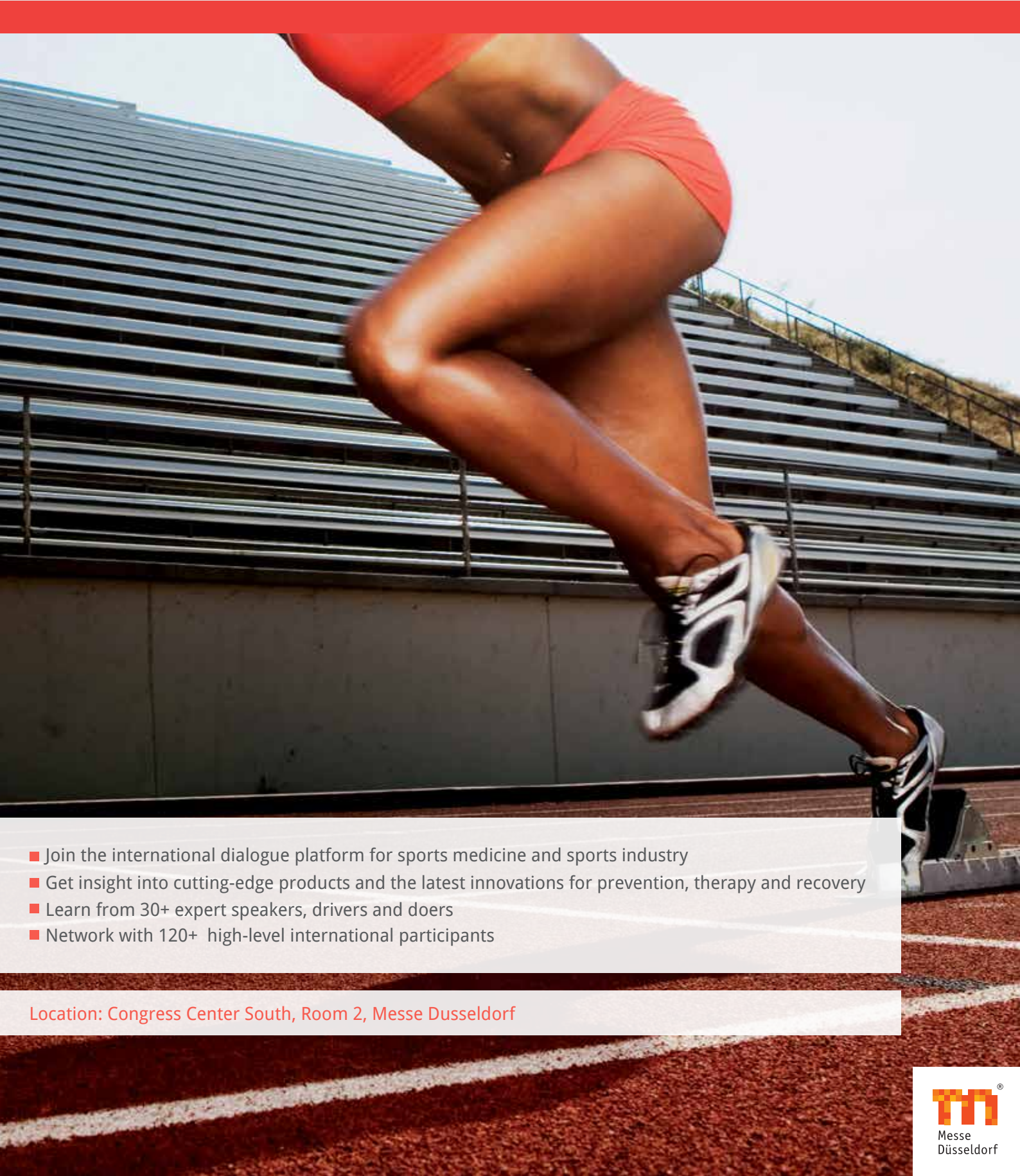




**MEDICINE
+ SPORTS
CONFERENCE**

International,
full day conference
at MEDICA 2013
Dusseldorf,
21 November 2013



- Join the international dialogue platform for sports medicine and sports industry
- Get insight into cutting-edge products and the latest innovations for prevention, therapy and recovery
- Learn from 30+ expert speakers, drivers and doers
- Network with 120+ high-level international participants

Location: Congress Center South, Room 2, Messe Dusseldorf



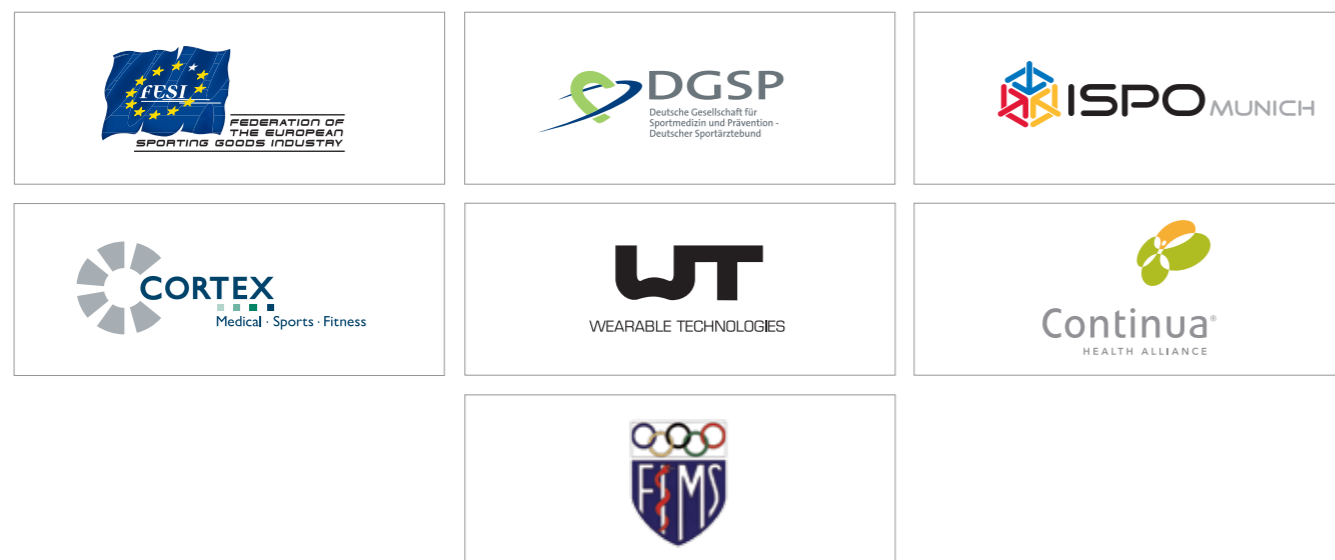
MEDICA MEDICINE + SPORTS CONFERENCE

MEDICA MEDICINE + SPORTS CONFERENCE's main objective is the interdisciplinary exchange between international sports medicine experts, sports professionals, representatives of the sporting goods and healthcare industry, as well as innovative prevention and treatment therapies for sport injuries.

The first MEDICA MEDICINE + SPORTS CONFERENCE takes place during MEDICA on November 21st 2013. The MEDICA is the world's largest medical marketplace annually organized in November in Dusseldorf, with 116,000 square-meters of floor space, 4,554 exhibitors from 64 countries, 17 exhibition halls, 5 exhibition areas, 8 forums and 5 congresses.

The MEDICA sets trends by creating a cooperation platform for new ideas, new sport medical therapies, and innovative products for prevention and recovery. Discover new channels of distribution, develop new markets by joining the MEDICA MEDICINE + SPORTS CONFERENCE.

Cooperation Partners



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Agenda 21 November 2013


9:30	Welcome by Joachim Schäfer , Managing Director, Messe Düsseldorf Moderator Christian Stammel , Founder and CEO, Wearable Technologies Group
9:40	Key Note by Dr. Simon Evetts , Medical Projects and Technology Lead, European Astronaut Center, European Space Agency : "Learning from space - the secrets of an astronaut's health and fitness"
10:00	Prevention through sports and new research results in the fight against noncommunicable diseases (panel discussion) Alberto Bichi , Secretary General, FESI : "Impact of exercise on health" (Intro) Markus Hefter , Exhibition Group Director ISPO, Messe München Dr. Adrian Hutber , VP Exercise is Medicine, American College of Sports Medicine Dr. Joseph Cummiskey , member of FIMS executive committee, president of EFSMA
10:50	Networking break
11:10	Innovations in monitoring real-time health data Giuseppe Coppola , Senior Director, Strategic Partnerships & Business Development, Philips Research : "Wearable monitoring technologies for healthcare and wellness" Cédric Hutchings , CEO, Withings : "The quantified-self: from wellness to effective health prevention" David Tacconi , CEO, CoRehab : "Therapeutic games with wearable sensors for enhanced rehabilitation and exercises" Clint McClellan , Senior Director Business Development, Qualcomm Life , and President, Continua Health Alliance "Telehealth Innovations"
12:05	Training the right way: New methods and technologies Dr. Veronique Cornelissen , kinesiologist and postdoctoral researcher of the Funds of Scientific Research Flanders (FWO) : "Exercise in the treatment of cardiovascular risk factors" Dr. Luis Serratos , Specialist in sports medicine, team physician of Real Madrid from 2001 to 2013 "Preventing injuries with the right training" Pekka Tolvanen , CEO, Myontec : "Wearable muscle monitoring in sports applications" Dr. Kenzo Kase , founder, president and chairman, Kinesio Taping Association International : "New findings in Kinesio taping"
13:00	Networking lunch and Exhibition Break
14:00	New approaches to enhance recovery and regeneration Prof. Tim Meyer , Professor for sports and preventive medicine, University of Saarbrücken , team physician of German national football team : "Recovery and regeneration - how to measure it" Dr. Karl Zippelius , Head of TCM, ÖISM : "TCM based management of acute sports injuries" Prof. Dr. Jürgen Steinacker , Professor for internal medicine, cardiology, sports medicine, University of Ulm : "The role of connective tissue in injury recovery and regeneration" Jim Johnson , CEO, Prizm Medical : "Advancements in Electrotherapy"
15:00	Generating new cross-over solutions and innovative sports medicine ecosystems (panel discussion) Alberto Sanna , Director e-services for life and health, Scientific Institute San Raffaele "Innovations in Sports Medicine: M3 medical mobile monitoring for the prescription of physical activity" (Intro) Giuseppe Coppola , Senior Director, Strategic Partnerships & Business Development, Philips Research Davide Vignano , CEO, Heapsylon Dr. Joachim Rosswag , Managing Director, Center for Neuromuscular Balance Clint McClellan , Senior Director Business Development, Qualcomm Life , and President, Continua Health Alliance
15:50 – 16:00	Closing remarks
16:00 – 18:00	Tour around the tradeshow and get-together Technogym H4-G25 , CORTEX H10-C42-2 , Wearable Technologies H15-C03

Conference fee: 250 Euro incl. VAT


Speakers & Expert Committee

In five panel sessions, international high level experts and representatives from sports medicine and health-care, sports professionals and members of the sports and ICT industry will debate on the following topics:

1. **Prevention through sports and new research results** (panel discussion)
(e.g. impact of exercise on health, exchange between sports medicine and sports industry)
2. **Training the right way: new methods and approaches**
(e.g. bio-/ neurofeedback, monitoring health and fitness parameters, training improvement)
3. **New technologies to enhance training and injury recovery**
(e.g. performance diagnostics, TCM, cutting-edge technologies)
4. **Innovations in monitoring real-time health data**
(e.g. Wearable monitoring technologies, telehealth, electrotherapy)
5. **Generating new cross-over solutions and innovative sports medicine ecosystems**
(panel discussion)


	Alberto Bichi	Speaker & Expert Committee
	Alberto Bichi is the Secretary General of FESI. Following a brief working experience at the European Commission's Mr. Bichi integrated the Foreign Trade Association (FTA) where he soon became member of the Board. In 1996 he became FESI Member Services Manager, and then in 2000 he became Secretary General. For the last years Mr. Bichi has continued to improve FESI's overall reputation as the unique voice in Europe for the sporting goods industry and in 2008 he became Executive Director of EPSI: European Platform for Sports and Innovation.	


	Giuseppe Coppola	Speaker
	Giuseppe Coppola is Senior Director at Philips Group Innovation, responsible for new business creation and the management of R&D programs for emerging business. He has been working for Philips since 1996 covering since then a number of senior management positions with a clear focus on new business creation and venturing. Before joining Philips he worked for 8 years at Alcatel Defense Communication Systems.	

	Dr. Véronique Cornelissen	Speaker & Expert Committee
	Dr. Véronique Cornelissen is a postdoctoral researcher of the Funds of Scientific Research Flanders at KU Leuven was awarded her Masters in Kinesiology in 2001 by KU Leuven, where she also completed further studies in Biomedical and Clinical Engineering Techniques at the Faculty of Engineering in 2003. In 2009 she obtained her PhD degree in Kinesiology. Her research is mainly focussed on the importance of exercise characteristics in the prevention and treatment of cardiovascular risk factors.	


	Dr. Joseph Cummiskey	Speaker
	Dr. Joseph Cummiskey is member of the FIMS executive committee, president of the European Federation of Sport Medicine Associations EFSMA (2009 – 2013) and Dean of the Faculty of Sport and Exercise Medicine RCSI and RCPI. He was member of numerous committees (Olympic Committee, Olympic Council of Ireland, Sub-commission on Medicine and Science in Sport, etc.). He has a private practice for respiratory and sports medicine (Blackroll Clinic, Dublin, Ireland).	


	Dr. Simon Evetts	Speaker
	Dr. Simon Evetts is contracted by his parent company, Wyle (NASA's primary life science and medical operations service provider), to lead the Medical Projects and Technology Unit of the Crew Medical Support Office of the European Astronaut Centre, Cologne, Germany. Simon has a background in exercise and human applied physiology with research interests ranging from medical treatment in space to countermeasures for physical deconditioning to post space mission rehabilitation. He is a Visiting Senior Lecturer at Kings College London, a Visiting Professor at Northumbria University and the Coordinator of the UK Space Biomedicine Consortium.	

	Markus Hefter	Speaker
	Markus Hefter is Exhibition Group Director at Messe München International, where he is responsible for the trade show ISPO. After his apprenticeship and working as a chef, Markus went to the International Management School, where he graduated in 1999. He then became Banquet Coordination Manager at the Arabella Sheraton in Munich. In 2002 Markus was first hired by the Messe München, where he stayed for two years. From 2004 to 2007 Markus was Project Manager and Head of Marketing and Sales at MOC Ordercenter. He then went back to the Messe München, first as Project Director Outdoor, since 2008 as Exhibition Group Director.	

	Dr. Adrian Hutber	Speaker
	Dr. Hutber was appointed Vice President of Exercise is Medicine® at the American College of Sports Medicine (ACSM) in 2008, after serving as the vice president of a fitness corporation and as the Director of the Distance Education Division of the world's largest physical activity publisher, Human Kinetics. Exercise is Medicine® (EIM) is the multi organizational, multi national initiative to integrate the scientifically proven benefits of physical activity to prevent and treat chronic disease into the world's health care systems. He has been invited to give keynotes and presentations at conferences in more than 30 countries on six continents and has helped to establish seven EIM Regional Centers and 39 plus EIM National Task Forces.	

	Cédric Hutchings	Speaker
	Cedric Hutchings is CEO of Withings. Cédric benefits from 8 years of experience in marketing general public technological products. Cédric worked at Inventel as product manager where he managed the launch of residential wireless gateways before joining Thomson in the position of marketing director. Cédric has an engineering background from the Ecole Centrale of Paris, holds a Masters from the Massachusetts Institute of Technology (MIT), and was recognized as best Product manager of the Thomson group in 2006. At Withings, Cédric ensures the general management, the marketing and the commercial development.	

	James P. Johnson	Speaker
	James is the founder, CEO and Chairman of Prizm Medical, Inc. He has a successful track record in the medical device industry being involved in 8 startup companies. His body of work experience spans from launch heart valves to the first insulin pump. In founding Prizm Medical, the company has developed the World's first garment electrodes. "Intelligent Textiles for Medicine®" are powered by the world smallest pulse DC stimulator, the Micro-Z Mini. In the past 10 years the company has treated greater than 250,000 patients with 18 published clinical research studies and several pending studies.	

	Dr. Kenzo Kase	Speaker
	Dr. Kenzo Kase is a chiropractor and acupuncturist, best known as the inventor of Kinesio® Tex Tape and the Kinesio Taping® Method. He attended National College of Chiropractic in Lombard, Illinois (USA). He practiced for several years in the United States, including Albuquerque, New Mexico, and now splits his time between the US and Japan. He continues to be active in research and patient care using Kinesio Taping and other therapies. Dr. Kase recognized the need for a new approach in the 1970s when he was observing and treating rheumatoid arthritis patients.	

Clint McClellan

Speaker



Clint McClellan is Senior Director of Business Development for Qualcomm Life. He is also President of Continua Health Alliance, an industry non-profit promoting plug-and-play connectivity of personal health devices and services. Previously, Clint was a senior analyst for Gartner Group/Dataquest's Telecommunications Group in the personal communications wireless program. During his time at Dataquest, he served as a technology news analyst for two years. Previously, he worked as a marketing specialist at Telephone House Nippo in Kobe, Japan and for CH2M Hill Consulting Engineers in Oakland, California. Clint holds a B.S. degree in Economics from the University of California, Berkeley.

Prof. Dr. Tim Meyer

Speaker & Expert Committee



Prof. Tim Meyer is team physician of the German national football team since 2001. After studying at Hanover Medical School, Prof. Meyer also graduated in Sport Science from the Göttingen University. He received his doctorate in 1997, and was awarded the Arno-Arnold-Prize for Sports Medicine for his dissertation "Therapeutic use of endurance training in panic disorders". In 2006, he took over the chair in sports medicine at Paderborn University. In October 2008 he was appointed to the professorship for sports and preventive medicine at the Saarland University. In 1999 and 2001 Prof. Meyer supervised the U20 football team at the World Championships in Nigeria and Argentina. From 1999 to 2001 Meyer also supervised the German A2 football team.

Prof. Dr. Rüdiger Reer

Expert Committee



Prof. Dr. Reer is Secretary General of the German Sports Medicine Association DGSP (Deutsche Gesellschaft für Sportmedizin und Prävention) and Deputy Director of the Department of Exercise Science of Hamburg University, Germany. He is member of the DGSP, American College of Sports Medicine, the European College of Sport Science and the International Federation of Sports Medicine (FIMS). Focus of his research is on spiroergometry in performance diagnostics, exercise therapies for different disease patterns and the trainability of proprioceptive/sensomotoric abilities.

Dr. Joachim Rosswag

Speaker



Dr. Joachim Rosswag specialized in the treatment of dysfunctional patients and athletes. After graduating from the University School of Dentistry in Heidelberg, Germany, he opened his own dental office 27 years ago. As General Manager of RB Dental Solutions GmbH and Head of Center for Neuromuscular Balance, he examines the influence of balance and imbalance in performance, injury prevention and rehabilitation. He is also the team dentist for the soccer team Adler Mannheim and the ice hockey team DEL, works with the Austrian Ski Federation and the soccer club TSG Hoffenheim.

Alberto Sanna

Speaker



Alberto Sanna is Director e-Services for Life & Health Research at the Scientific Institute San Raffaele since 1999. Alberto graduated in Nuclear Engineering at Politecnico di Milano, and has been in charge of healthcare process re-engineering projects since 1989, leading highly innovative Information Technology and Automation and Robotics-driven clinical projects in the Nuclear Medicine, Clinical Lab, Hospital Pharmacy, Ward and Surgical Room. He is successfully managing international R&D projects he has been presenting his research activities in 100+ top level international congresses and has been teaching at the University of Milan, University of Insubria and at the University Vita-Salute in Milan.

Dr. Christian Schneider

Expert Committee



Dr. Christian Schneider, MD PhD, orthopedic surgeon and specialist in sportsmedicine, head of Back Institute and sportsmedicine in SCHÖN KLINIK Munich Harlaching, Medical Expert Committee of the German Olympic Sports Confederation (DOSB). Dr. Schneider is Chairman and board member of several associations and federations, including the German Physicians Association, German Society for Orthopedic-Traumatologic Sports Medicine, as well as International Medical Commission Bobsleigh/Skeleton (FIBT, IOC). He is Chief Physician for the German Bobsleigh, Skeleton and Luge Organization and Head of DOSB-Sports Physiotherapy for the German Olympic Sports Confederation (DOSB).

Dr. Luis Serratos

Speaker & Expert Committee



Dr. Luis Serratos is a specialist in sports medicine and, between 2001 and July 2013, team physician for the football club Real Madrid (Sanitas Real Madrid Sports Medicine Dpt.). Since 2006, he also acts as Head of the Rehabilitation and Sports Medicine Department at Quiron Hospital in Madrid. Between 1992 and 2001, Dr. Serratos worked at the National Sports Medicine Center of the National Sports Council in Madrid. During the same time, he taught as an associate professor at the Sports Medicine School of Madrid (Madrid Complutense University, Medical Faculty).

Prof. Dr. Jürgen Steinacker

Speaker



Prof. Dr. Jürgen Michael Steinacker, is Professor of Sports and Rehabilitation Medicine at the University of Ulm, Germany. Born 1955, he studied medicine at the Universities of Tuebingen and Ulm. He is appointed Specialist for Internal Medicine, Cardiology, Rehabilitation Medicine and Sports Medicine. Appointments include memberships in Health, Medical and Research Committee, World Anti-Doping-Agency; Medical Commission, International Rowing Federation; Baden-Württemberg Academy for Social Medicine; Vice chair, Scientific Committee, German Society of Sports Medicine; chair, European Initiative for Exercise in Medicine; Chief Editor German Journal of Sports Medicine. He authored 143 original papers and reviews in reviewed journals.

David Tacconi

Speaker



David Tacconi, CEO of Corehab providing products for better rehabilitation with enhanced motivation of the patient and remote control by physiotherapists, engineer, researcher and entrepreneur, 10 years of experience as researcher, software developer and CTO in wireless industry, e-healthcare and pervasive computing.

Pekka Tolvanen

Speaker



Pekka Tolvanen, M.Sc. Applied physics, CEO and founder of Myontec Ltd. Co-inventor of wearable sensor and measurement technology to analyze muscular performance in real time, outside laboratory environment.

Davide Vigano

Speaker



Davide Vigano is cofounder and CEO of Heapsylon, a wearable device startup based in Redmond (WA) USA. Davide is a former Microsoft Executive with over 25 years of sales, marketing and extensive product management experience. Joined the Mac Works, Mac Office teams in 1987 and more recently served as General Manager of the Health Solutions Group where he was in charge of marketing and product strategy for both HealthVault and the Amalga product line. He acted as Vice President of the Worldwide SMSP Medium Business division. His broad international experience includes managing the top five P&L's of one of the largest subsidiaries in the world.

Dr. Karl Zippelius

Speaker



Dr. Karl Zippelius is Head of the TCM ambulatory at the Austrian Institute for Sports Medicine. He also operates a private practice in Florence, specialized in TCM traumatology and orthopedics. After obtaining his degree in human medicine from the Ludwig Maximilian University Munich and the Free University Berlin Dr. Zippelius studied Traditional Chinese Medicine in Berlin and Chengdu, China. He continued his training at the Orthopedic Military Hospital of Sichuan Province, the Sichuan Tianxiang TCM Orthopedic Hospital, the Dance Injury Research Institute in Chengdu, and the Sichuan Tianpeng Academy of TCM-Orthopedics & Longevity. Since 2006 Dr. Zippelius teaches at the University of Florence.



More Information

www.medicine-and-sports.com

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