

## MedTech Europe at ATTD 2021: Post-Event Update

Brussels, 09 June 2021 - MedTech Europe was proud to once again join the annual ATTD Conference (June 2-5), where leading experts in the field of diabetes from across the globe come together to discuss the latest research and developments in medical technology.

### **International Fair of New Technologies in Diabetes**

The MedTech Europe Diabetes Sector Group sponsored the International Fair of New Technologies in Diabetes, which gives start-ups an opportunity to attend the conference and showcase their innovative ideas. MedTech Europe has supported the Tech Fair since it was founded several years ago, and it has since grown into a much-anticipated cornerstone of the annual conference.

The [winners of the Tech Fair's 2021 edition](#) included innovation in many areas of diabetes, from improving current therapies, such as patch pumps, adhesives and infusion sets, all the way to pushing the frontiers on AI and future non-invasive glucose monitoring. The winners were introduced by Federico Gavioli, Vice President Diabetes EMEA at Medtronic, on behalf of the Diabetes Sector Group.

“We are inspired by your drive to create innovative products and services, and we wish you much success in driving forward positive change for the diabetes community,” Mr. Gavioli told the winners.

Start-ups play a significant role in European medical technology. Of the 32.000 European manufacturers of medical devices, diagnostics and digital health solutions in Europe, 95% are small and medium sized companies.

### **EUDF Session on the Future of Self-Care, Digitalisation and Technology**

In a separate conference session, Slobodan Radumilo, Vice President and General Manager Diabetes Care EMEA and Chair of the Diabetes Sector Group, joined a panel discussion organised by the European Diabetes Forum (EUDF) on the future of Self-Care, Digitalisation and Technology. The event was chaired by Dr. Tadej Battelino, Head of Department of Paediatric and Adolescent Endocrinology, UMC Ljubljana and ATTD co-organiser.

“We live in an extremely exciting time in terms of innovation on the medtech side, and I think the Covid situation has built awareness to a level that's unprecedented, where people are now more courageous to embrace digital tools,” said Mr. Radumilo in his opening remarks on the EUDF panel. “There is definitely more dialogue at European level and different levels – how do we reimburse? How do we incentivise? How do we build the infrastructure that enables future care?”

MedTech Europe [joined EUDF at the beginning of this year](#), which aims to create a unified voice from a wide range of diabetes stakeholders, including policymakers, patient organisations, healthcare professionals, research associations and industry, in order to foster dialogue and raise awareness and advocate for meaningful policy action on diabetes in Europe.

## About MedTech Europe

MedTech Europe is the European trade association for the medical technology industry including diagnostics, medical devices and digital health. Our members are national, European and multinational companies as well as a network of national medical technology associations who research, develop, manufacture, distribute and supply health-related technologies, services and solutions.

For more information, visit [www.medtecheurope.org](http://www.medtecheurope.org).