**OTWorld**

**International Trade Show and World Congress**

**(14 to 17 May 2024)**

Leipzig, 21 November 2023

**Bienvenue: A Warm Welcome to France as Partner Country at OTWorld 2024**

**France is presenting itself for the first time as OTWorld's partner country with a large pavilion and contributions to the Congress. French companies and experts working in prosthetics, orthotics and compression supply as well as rehabilitation and orthopaedic footwear technologies will be travelling to Leipzig. At the coming edition of this industry get-together, France's contribution as a country is expected to feature insights into the French health system and its innovations. The Olympic and Paralympic Games, which take place in France next summer, will be particularly in focus at OTWorld 2024.**

"France is well-known for its outstanding expertise in the development and supply of modern medical aids and ranks as one of the most significant markets in European health care", explains Alf Reuter, President of the German Association of Orthopaedic Technology (BIV-OT), conceptual partner of OTWorld. For years, the long-term cooperation between German and French associations has been considered a driving force for innovation in the industry. At OTWorld 2024, the collaboration will be further intensified while at the same time providing a platform for France to present its expertise to an international audience of professionals in its role as the partner country.

"OTWorld is a leading world industry platform. The 2024 edition is expected to once again be an innovative and inspiring benchmark event. With France as the partner country and Paris as the venue for the 2024 Olympic and Paralympic Games, the expertise and innovative power shown by French companies in the development of medical aids will be taking centre stage. We are looking forward to this unique opportunity to further strengthen the close relationship between Germany and France as well as contribute to the future of the industry", says Martin Buhl-Wagner, Managing Director of Leipziger Messe.

The French joint pavilion is organised in cooperation with the German-French Chamber of Industry and Commerce, a long-standing partner of Leipziger Messe.

"A large variety of French companies operate in the medical aids industry. We are delighted that France will be welcomed as the partner country at OTWorld 2024 where high-performance and powerfully innovative French companies can gain significant market visibility", says Sophie Cabotte who is head of the department for market consulting and trade fairs at the German-French Chamber of Industry and Commerce in Paris.

**French Medical Aid Providers in Focus**

From start-ups and medium-sized companies to leading market players such as THUASNE and Proteor, OTWorld 2024 offers visitors a wide variety of French specialists in medical aids. Overall, some 25 exhibitors from France are expected to attend this most significant industry get-together of its kind worldwide. Twelve of these companies are exhibiting in the large French pavilion in Hall 5.

Furthermore, a talk on the French health system is planned as part of the programme. The talk is entitled "The French Market" and will provide market participants with insights into structures and developments in the French healthcare sector.

A French café in the centre of Hall 5 is a great place to go for a well-deserved break. Visitors can choose from French coffee specialities, chat with colleagues in a relaxed atmosphere and top up their energy for the trade show.

**Well Cared For: Top Athletes at the Paralympic and Olympic Games**

The spirit of next summer's Paralympic and Olympic Games in Paris will already be in the air at OTWorld. A particular highlight will be the ceremonial farewell to the prosthetists and orthotists who will be attending to top athletes at the prosthetics and orthotics workshops in Paris.

Participation by paralympic athletes is also planned as well as contributions to the Congress on orthopaedic treatments and care for professional and amateur athletes.

**About OTWorld**

OTWorld is the largest leading international industry platform for all manufacturers, distributors and service providers in the field of modern orthopaedic treatment and care. The OTWorld International Trade Show and World Congress offers a unique range of products and services aimed at technicians in orthopaedics, orthopaedic footwear and rehabilitation as well as therapists, doctors, engineers, medical retail professionals and employees from health insurance companies. The German Association of Orthopaedic Technology (BIV-OT) is OTWorld's conceptual partner. The holder of the OTWorld brand and organiser of the Congress is Confairmed GmbH. Leipziger Messe GmbH is responsible for the industry trade show. The next OTWorld will take place from 14 to 17 May 2024 in Leipzig.

**About the Leipziger Messe**

The Leipziger Messe is one of the ten leading German trade fair companies and one of the top 50 worldwide. It organises events in Leipzig and at various locations all over Germany and abroad. With its five subsidiaries and the Congress Center Leipzig (CCL), Leipziger Messe is a comprehensive service provider covering the entire chain of the events business. It is due to this level of professionalism, that customers and visitors in 2023 voted the Leipziger Messe the service champion of the trade fair industry in Germany's largest service ranking for the tenth time in a row. The Leipzig fairgrounds comprise an exhibition area of 111,900 m² and an open-air exhibition area of 70,000 m². Every year, over 270 events take place – from trade fairs, exhibitions and congresses to events. Leipzig was the first German trade fair company to be certified according to Green Globe standards. Sustainability is a recurring theme in the Leipziger Messe's corporate activities.

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