

Canada's \$7.1-Billion Medical Industry Presents Realm of Opportunities for Manufacturers

Society of Manufacturing Engineers

First ever Manufacturing Innovations - Medical Canada show to demonstrate how Canadian manufacturers can reinvent themselves in a new industry

Toronto, Ontario, Canada, October 12, 2010 — With an increasing number of Canadian manufacturers looking to reinvent themselves in the midst of a changing industry, Canada's \$7.1 billion — and growing — medical sector presents a realm of opportunities for business expansion.

That's the message of the Society of Manufacturing Engineers (SME), which next month is launching **Manufacturing Innovations - Medical Canada**, Canada's first-ever manufacturing event to focus solely on medical and dental device manufacturing. The show — which will take place **November 3 - 4, 2010** at the **International Centre in Mississauga, Ontario** — will feature educational sessions and exhibits highlighting the latest developments in medical and dental devices.

"Manufacturing Innovations - Medical Canada brings together medical and dental device manufacturers with the technology and equipment suppliers they need to improve quality, innovation and speed to market," said Janine Saperson, Event Manager. "An added benefit of the show is that it also presents an excellent opportunity for companies looking to charter new territory and pursue a strategic shift in their business."

Saperson points to a wide range of companies that have successfully adapted their businesses to meet the needs of the medical and dental device manufacturing industry. One such organization is Windsor, Ont.-based Delcam, which — traditionally a supplier of advanced CAD/CAM software solutions to such industries as aerospace, automotive, electrical appliance, footwear, ceramics and packaging — has recently expanded its applications for the medical sector.

"In the same way that we have encapsulated new communication and technology to design products for medical professionals, so too can manufacturers learn to harness their capabilities to enter into the medical industries," said Mary Shaw, Delcam Marketing Manager North America. Mark Cadogan, Vice President Delcam North America will share Delcam's experience with attendees along with Bill Bogue, International Medical Expert of global machining solutions leader Seco Tools, which has also successfully branched into the medical manufacturing industry, on November 3 at 1:00 p.m. on the show floor.

"Attendees to this presentation will gain valuable information on how to use the tools they already have to diversify into a market they may have thought was not possible," Saperson said.

With the growing baby boom population, the medical and dental device industry is in the midst of a growth cycle that is expected to continue for the foreseeable future, she emphasized, explaining that the sector produces everything from implants, prosthetics and orthotics to highly specialized surgical simulation tools and systems that deliver pharmaceuticals.

"Manufacturing Innovations – Medical Canada offers a one-of-a-kind opportunity to stay abreast of the most current industry information," said Saperson. Highlights of the show include:

- Opening keynote address by **Frank Baylis, President, Baylis Medical Company**, who will speak on **Medical Device from Concept to Market: Lessons from a Canadian Perspective** (November 3, 9:00 a.m. to 10:00 a.m.).
- An interactive **Town Hall panel discussion on Innovation Challenges in Medical Devices** (November 4, 9:00 a.m. to 10:00 a.m.), moderated by Dr. Lorenzo (Larry) Leonardi, Medical Device Coordinator at the National Research Council Institute for Bidiagnostics. Panel participants will discuss such topics as advantages and disadvantages to both disruptive and incremental technologies; identifying red flags when taking a technology from concept to product; and pioneering versus embellishing existing devices.
- An **Exhibitor Pavilion** featuring vendors who are qualified to address guidelines and regulations required by Health Canada, and are well-positioned to help businesses find real solutions to their challenges.
- An information session on **Doing Business with the Government of Canada** (November 4, 1:00 p.m. to 2:00 p.m.). With the federal government spending more than \$55 million on medical and dental equipment and supplies in the last year alone, attendees will learn how to sell to federal departments and agencies and how to benefit from the government's new Canadian Innovation Commercialization Program.

Manufacturing Innovations – Medical Canada has the support of such leading organizations as the National Research Council (NRC), MEDEC, the Regional Municipality of York – Economic Development Sector, the Canadian Technology Triangle, the Health Technology Exchange, the Town of Markham and York Biotech Inc.

About the Society of Manufacturing Engineers (www.sme.org [1])

The Society of Manufacturing Engineers (SME) is the world's leading resource for manufacturing information and knowledge. With Canadian headquarters in Toronto, the society promotes an increased awareness of the value of manufacturing among industry professionals and the general public, while supporting educational initiatives and introducing career options for those entering the industry. Through its many programs and activities, it connects manufacturing practitioners to each other, to the latest technology and the most up-to-date processes spanning all

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manufacturing industries and disciplines.

For media passes to Manufacturing Innovations – Medical Canada, additional information, or to set up interviews, please contact:

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