



A widespread network opens exciting perspectives for the players involved

## Medical technology cluster of wvib meets at new Sutter headquarters

The cluster initiative, which was founded in 2009 and is 100% financed by membership fees, covers the entire area of wvib Schwarzwald AG from Karlsruhe to Basel and Lake Constance. The objective is to network the currently 110 cluster players with each other and thus ultimately make them economically successful.

**Emmendingen/Germany, November 10, 2022.** The development and production of innovative surgical instruments, electromedical products, orthopedic solutions or diagnostic systems is a core competence of Baden-Württemberg's medical technology industry. Selected companies that have excellent expertise in their individual fields meet regularly to exchange personal experiences and hold discussion panels. "The more digital our everyday lives become, the more important personal contacts grow, through proximity, through discussions. For this very reason, I greatly appreciate the precisely tailored cluster events with intensive networking components," says host and wvib Executive Board member Bert Sutter. This time, the focus of the cluster meeting is on the topic of "Internationalization in Medical Technology" – which factors are signposts for an individual internationalization strategy with a view to potential growth markets?

Facing current challenges together

Medical technology manufacturers are currently facing major challenges and are coming under increasing pressure: Healthcare systems around the world are changing and focusing more than ever before on needs-based patient care. In addition, companies across Europe are operating in an increasingly regulated and cost-intensive market environment. The process of researching and developing medical technology solutions is thus increasingly associated with greater expense. Medical products not only have to be technically researched and realized, but also clinically tested. Issues such as the tense global political situation, supply chain problems and a general shortage of skilled workers are additional factors that have a significant influence on the development and expansion of markets. "MedTech is so specialized that only one market or region is usually not sufficient to achieve economies of scale. Internationalization is therefore almost a duty and not a free skate," explains CEO Bert Sutter and continues: "On the other hand, there are increasingly

complex approval procedures in the individual markets, which cost a lot of resources and money. Therefore, not every market is always worth working on. As a manufacturer, you are faced with this tension. Then there are the product liability risks, especially in the USA, of course. You have to take that into account and then make your decisions about where you want to be active." The cluster players will hear directly from Brent Lacy, Vice President Sutter Medical Technologies, USA, one of the two international subsidiaries of the medium-sized Sutter Medizintechnik GmbH, headquartered in Atlanta, Georgia, how exactly the development and management of a medical technology manufacturer's sales network in the USA can look in concrete terms.

Networking and competition - two irreconcilable factors?

In principle, the constant networking aims to enable the participating medical technology companies to exchange experiences, to provide impetus for innovations or cooperations, and to serve as a radar for new technologies and new regulatory requirements. In addition, the cluster players receive a professional, demand-oriented service portfolio and a platform to make their interests more visible and audible to politicians. Finally, the question remains whether the idea of networking and competition are mutually exclusive. In Bert Sutter's view, they do so only to the extent that no sensitive information that would give rise to antitrust concerns may be exchanged, nor do you want to tell direct competitors everything. "However, so many interface topics exist that affect everyone, so everyone can learn together without harming each other. Give-and-take always benefits everyone in the end."

(608 words, 4.175 signs)



The medical technology cluster of wvib Schwarzwald AG visits Sutter Medizintechnik (Press photo Sutter Medizintechnik GmbH, for free use)

#### **About the company:**

Founded in 1970 by Hermann Sutter, Sutter Medizintechnik is a market leader in radiofrequency systems and non-stick bipolar forceps for precision electrosurgery. With over 35 active patents as well as its global network of international distributors and subsidiaries in the USA and Asia, Sutter contributes to the improvement and preservation of lives around the world. Precision, innovation and quality 'made in Germany' are practiced values for which the company stands and which find a completely new environment in the new company building in Emmendingen.

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