EUCOMED
The European Medical Technology Industry Association

GS1 HUG™ Conference, Paris
20th to 22nd September 2006
European Market Place

- Global Medical Technology market > € 184 bn
- European Medical Technology market € 55.2 bn
- US 43% of global market
- Europe 30%
- Germany, France, Italy, UK and Spain = 78% of European market
  (BUT data not reliable)
The European Medical Technology Industry Association

• Since 1979
• Headquarters: Brussels
• Team of 16
• Members: 60 companies and 26 Associations
• Topic focussed working groups, e.g. eBusiness Task Force (ETF)
• Website: www.eucomed.org
eBusiness Task Force (ETF)

Update since Rome meeting (March 2006)

- ETF remit
- GS1 HUG™
- Current Plans
ETF Update since Rome
ETF Remit

- Undertook a review of the remit of ETF
- Reviewed / compared to GS1 HUG™ Mission, Vision, Objectives

- Complementary not Competitive groups
  - Some synergy
  - Some overlap
ETF / GS1 HUG™ Collaboration

- GS1 HUG™ representation on ETF

- ETF representation on GS1 HUG™
  - Representatives chosen for their expertise
  - Agreement and support of their management
  - Willingness to attend both ETF and GS1 HUG™ meetings
  - Commitment to represent interests of industry and their companies
  - Co representation basis
ETF Update since Rome
Current Plans

• HUG announcement “that it will use GS1 standards exclusively as the basis for its automatic product identification developments”

• Research Project:
  – Member usage of GS1 vs HIBC standards
  – Implications
  – Timeline:
    • Survey published 12th October
    • Corporate members & Country Associations
    • Close 24th November
    • Analysis during December 2006
    • Report back to ETF January 2007
    • Present @ GS1 HUG™ Conference, January 2007, Berlin
Thank you