

# EUCOMED

The European Medical Technology Industry Association

GS1 HUG™ Conference, Paris  
20<sup>th</sup> to 22<sup>nd</sup> 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](http://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 Update since Rome

## GS1 HUG™

- 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
  - Trend? Increasing HIBC? Increasing GS1?
  - Implications
  - Timeline:
    - Survey published 12<sup>th</sup> October
    - Corporate members & Country Associations
    - Close 24<sup>th</sup> November
    - Analysis during December 2006
    - Report back to ETF January 2007
    - Present @ GS1 HUG™ Conference, January 2007, Berlin



