

First held in 2017, Orthomanufacture is a professional event dedicated to medical technologies that combines a technical exhibition with conferences. Interview with Guy-Philippe Planche and Olivier Vecten, the initiators of this project.

"When we first started thinking about organising such an event, we quickly came up with the idea of making it a nomadic event, held one year in France and the next in Switzerland. The industrial fabric of these two countries is perfectly suited to the very high demands of the medical field," they say.

With the 2025 edition held in Basel, the event will return to France in 2026, and the organisers have chosen the city of Lyon. This ancient metropolis boasts a long tradition of hosting conferences, is close to Switzerland and easily accessible from anywhere by car, train or even plane.

But above all, it is at the heart of France's leading region for the medical industry, in terms of the number of companies active in this field, the volume of business and its vast network of subcontractors.

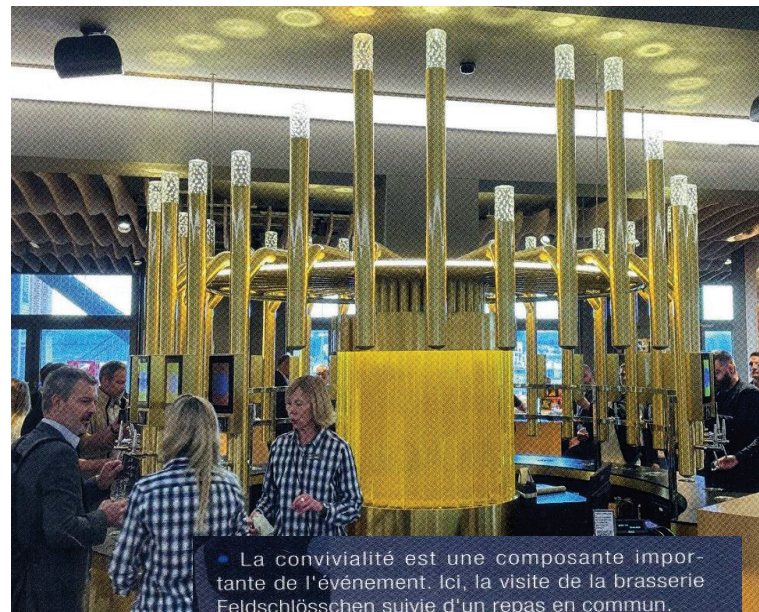
The event will be held at the Parilly Racecourse in a large, bright hall with a view of the racecourse.

TECHNICAL EXHIBITION

As every year, Guy-Philippe Planche and Olivier Vecten are expecting around fifty exhibitors from the orthopaedic, traumatology, spinal and dental implant and instrument sector, whether they are involved in machining, material supply, surface treatment, finishing operations or additive manufacturing. Services are not forgotten, with companies active in testing and inspection, surface characterisation and laboratories also represented. "We currently have more registrations than we did at this time last year. That's encouraging..." say the two organisers. In terms of visitors, the event generally attracts around 300 professionals, company directors, project managers, R&D engineers, production

managers, buyers and sales representatives. "The feedback we receive shows a high level of satisfaction among visitors, who often find what they are looking for. Our exhibitors, meanwhile, while

praising the quality of the contacts they make, would welcome an increase in visitor numbers. We are working hard on this, for example by strengthening our presence on LinkedIn. In the two months leading up to the show, we will publish four posts per week to introduce our exhibitors. This has a positive impact for them, but also helps to raise awareness of the event among potential visitors."



• La convivialité est une composante importante de l'événement. Ici, la visite de la brasserie Feldschlösschen suivie d'un repas en commun.

• Die Geselligkeit ist ein wichtiger Bestandteil der Veranstaltung. Hier der Besuch der Brauerei Feldschlösschen mit anschließendem gemeinsamen Essen.

• Conviviality is an important part of the event. Here, a visit to the Feldschlösschen brewery followed by a meal together.

marketing-focused, will be led by manufacturers who will present their latest innovations.

The lectures will last around 15 minutes, with 5 to 10 minutes set aside for questions from the audience.

The lecture programme, which will be updated as speakers are confirmed, will soon be available on the exhibition website.

IN KEEPING WITH TRADITION, CONVIVIALITY PLAYS AN IMPORTANT ROLE

As every year, the organisers are preparing a relaxed evening conducive to exchanges between participants. To avoid tedious journeys by car or public transport, it will take place at the Parilly Racecourse. "Without giving too much away, we can still reveal a few details," say the organisers. "We will watch a race and have the opportunity to visit the racecourse stables. The meal will be served as a buffet spread across various locations, so that we don't have to stay in one place. The evening will end with music and, why not, dancing and singing."

CONFERENCES

At this stage of planning, the two organisers are able to reveal several topics that will be addressed during the conferences:

- A session on robotics in surgery: advantages and disadvantages
- A session on artificial intelligence: examples of practical applications in the field of implantology
- A session on orthobiology: biological therapies and biomaterials to promote the regeneration and repair of bone and cartilage tissue
- A session on rare earths: three independent experts will discuss the battle between China, Russia and the United States to secure a growing stranglehold on rare earths, the strategy surrounding raw materials, available stocks, problems with certain implantable metals and price setting influenced by US customs duties
- A session on eco-development in the medical industry: what technological innovations are needed to enable the industry to be greener in terms of manufacturing, cleaning and recycling its products?
- A session on the latest technological innovations, particularly in 3D machining

The vast majority of conferences will be led by independent speakers with high-level scientific and technical expertise (doctors, academics, international experts) in order to ensure the objectivity of the content. The other conferences, which are more product