

WHX Health Expo & GHA North America Project Group Program

Miami, June 9–13, 2025

In partnership with:

Miami-Dade Beacon Council, German Health Alliance (GHA), Contour Design (*Ergonomic Hygiene Partner*)

Overview

The **WHX Health Expo Miami (June 11–13, 2025)** is among the most important healthcare trade shows in the Americas, welcoming over **16,000 visitors** from **100+ countries**. With a focus on **digital transformation, diagnostics, and health infrastructure**, it provides unparalleled access to **decision-makers from North and Latin America**, making it a powerful platform for **strategic partnerships and market entry**.

Agenda Overview

Monday, June 9th

Pre-Expo Program, Invitational meeting with NHS Delegation (UK)

Location: Miami-Dade Beacon Council Headquarters

- **Hosted by:** Miami-Dade Beacon Council
 - **Program:** Meeting with NHS delegates from the UK
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Tuesday, June 10th

Day at leisure

- networking & meeting options

Wednesday, June 11th

Round Table – Transatlantic Health Innovation Exchange

Location: Miami-Dade Beacon Council Headquarters

- **Time:** to be announced
- **Hosted by:**
 - Miami-Dade Beacon Council
 - GHA North America Project group
- **Co-chaired by:**
 - Healthcare & Life Sciences Advisory Council

- **Participants:**

- **3–5 leading Florida hospitals (BioFlorida Ecosystem)**
- GHA MedTech & Digital Health Companies (Germany)
 - Acl GmbH
 - Cherry Digital Health (with Contour Design & AK)
 - easyRadiology (t.b.c.)
 - Nubisoft (t.b.c.)
- Cherry & other Health ecosystem partners

- **Program Highlights:**

1. **Introduction to US/FL Health Ecosystem**

2. **Keynote Sessions:**

- Partner / GHA member company's pitches
- Ergotron (Hygienic Workstations)
- IGEL (Endpoint Integration)
- SentryBay (Disinfection Control Software)
- Hospital Use Cases with Cherry/AK & acl Integration

3. **Topics Covered:**

- Digitalization & Secure Devices / KI-Opportunities
- 5 top issues / problems that need to be solved in the coming 2-4 years from the point of view of hospital systems in the USA
- Develop joint solutions, generate possible projects
- Infection Prevention & Compliance
- Interoperability & Hospital IT
- Cross-border Care Concepts

4. **Goal:**

- Build joint health cluster / Health EcoSystem
- Integrate German tech partners into future hospital projects

5. **1:1 Meetings:**

- With hospitals, resellers, and solution providers

Thursday, June 12th

WHX Health Expo & Networking Day

Location: WHX Expo Grounds

- **Activities:**

- Trade fair visit
- Technology showcases & innovation tours
- B2B meetings with healthcare stakeholders from North & Latin America
- Visit country pavilions (Germany, Brazil, UAE, USA, etc.)

- **Optional:**

- Coordinated 1:1 business meetings
 - Custom networking support upon request
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