



## Medical World Americas conference comes to Houston

More than 2,319 healthcare professionals convened at the George R. Brown Convention Center for the Medical World Americas (MWA) conference from April 27-29. Diverse attendees, ranging from clinicians and administrators to supply chain executives, gathered to address challenges to the pressing health concerns facing the industry, and the world, today.

More than 120 exhibitors came from across the U.S. and 11 other countries for the conference. It is one of the premier annual healthcare educational forums and showcase for innovative new products. The conference's mission is to advance the health of communities through collaboration among clinical and administrative professionals from the public, private and academic sectors.

"Medical and life sciences are one of Houston's most important industries. The Texas Medical Center comprises more than 56 institutions in research, clinical trials, education and healthcare delivery and serves as the structure for a life science cluster," said Bob Pertierra, Partnership Chief Economic Development Officer. "NASA's Johnson Space Center, the Texas Medical Center and our universities like Rice and University of Houston make up a trifecta of research and thought leadership that help shape our future."

Each year, 130,000 people from 120 different countries make their way to Germany for MEDICA, the largest event of its kind in the world. MEDICA wanted a footprint in North America and chose Houston because of the Texas Medical Center and all of its assets.

Launched in 2014, the conference began as a partnership between the Greater Houston Convention and Visitors Bureau (GHCVB), German-based Messe Duesseldorf, the Texas Medical Center and Houston First. MWA will return to Houston in spring 2016.