



**FOR IMMEDIATE RELEASE**

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**ENTERPRISE FLORIDA LEADS FLORIDA COMPANIES TO  
 WORLD'S LARGEST MEDICAL TRADESHOW**

*MEDICA showcases Florida companies to more than 130,000 visitors from 120 countries*

**ORLANDO, FL** – Today, [Enterprise Florida](#) (EFI) President & CEO, Gray Swoope announced EFI will host the Florida pavilion at MEDICA 2013, showcasing nearly 25 small and mid-sized Florida companies and organizations marketing their medical and healthcare products to an international audience. MEDICA is the largest medical trade fair worldwide and will be held in Germany on November 20-23. The 2013 Florida Pavilion will be the largest U.S. state pavilion and its first-ever two-story pavilion, demonstrating the innovation and expertise that makes the state a leader in the life sciences sector.

“This event is a great opportunity for Florida’s medical and healthcare companies to promote their products on an international level,” said Swoope. “The companies and organizations participating in MEDICA this year are a testament to Florida’s success in the life science industry. Florida is home to nine of the best hospitals in the country, it ranks second for FDA registered medical device manufacturing facilities, and our universities, institutes and hospitals have some of the best research technology available. The life science industry in Florida is truly one of the best in the country.”

Florida companies and organizations participating in MEDICA and the Florida Pavilion this year include:

- [Airon Corporation](#) - Melbourne
- [Alicia Diagnostics, Inc.](#) - Chuluota
- [AOTI, Inc.](#) - Tamarac
- [Apira Science, Inc.](#) – Boca Raton
- [CT Imaging, Inc.](#) - Orlando
- [Endoscopy Replacement Parts, Inc.](#) - Newberry
- [Excite Medical](#) - Tampa
- [Gaumard Scientific](#) - Miami
- [Genadyne Biotechnologies, Inc.](#) – Fort Lauderdale
- [GENICON](#) – Winter Park

Governor Rick Scott, Chairman • Brett Couch, Vice Chairman • Gray Swoope, President & CEO



- [Greater Fort Lauderdale Alliance](#) – Fort Lauderdale
- [Gulf Fiberoptics, Inc.](#) - Oldsmar
- [International Medical Industries](#) – Pompano Beach
- [Medical Safety Innovations, LLC](#) – Ponte Vedra Beach
- [Medicapture, Inc.](#) - Stuart
- [Mercury Medical](#) - Clearwater
- [Neurovirtual USA, Inc.](#) - Doral
- [Scar Heal, Inc.](#) - Largo
- [Sharn Anesthesia, Inc.](#) - Tampa
- [STAT Medical Devices, Inc.](#) – North Miami Beach
- [Sunoptic Technologies](#) - Jacksonville
- [Umbra Medical Products](#) - Orlando
- [US DEFIB MEDICAL TECHNOLOGIES](#) - Medley
- [Zefron International, Inc.](#) - Ocala

The pavilion allows small and mid-sized Florida companies to cost-effectively exhibit their products. Without the assistance of EFI, many of the companies would not be able to attend MEDICA and, without the pavilion, they would not be able successfully and efficiently reach such a large audience.

“In early 2013, Sunoptic Technologies signed a new exclusive distributor to serve the Japanese market. We chose to participate in the Florida Pavilion at MEDICA because the exposure we will get will help us create new international clients like our Japanese distributor. Thanks to Enterprise Florida, Sunoptic Technologies can focus on our customers and products and work on expanding internationally,” said David Mutch, Director of Sunoptic Technologies.

Florida has nearly 1,000 [biotech, pharmaceutical and medical device companies](#), making it third in the U.S. for pharmaceutical and medical manufacturing businesses. Additionally, there are more than 44,000 healthcare establishments around the Sunshine State. In all, more than 700,000 healthcare professionals are employed in the state.

Recently announced life science economic development projects include:

- [Bristol-Myers Squibb Company](#) – Tampa
  - North America Capability Center with 70,000-square-foot of space.
  - 579 new jobs; \$21 million in capital investment
- [Nanotherapeutics](#) - Alachua
  - Biopharmaceutical company that began as a start-up at [University of Florida's Sid Martin Biotechnology Incubator](#)
  - 150 new jobs; \$122 million in capital investment
- [Johnson & Johnson Vision Care, Inc.](#) – Jacksonville

- VISTAKON® Division of Johnson & Johnson Vision Care, Inc. production of the ACUVUE® brand contact lenses
- 100 new jobs; \$218 million in capital investment
- **Actavis - Davie**
  - A leading specialty pharmaceutical company expanding its pharmaceutical manufacturing and warehousing facilities
  - 220 new jobs; \$40.5 million in capital investment

“The Greater Fort Lauderdale Alliance is proud to partner with Enterprise Florida at this year's Medica event. Medical and life sciences companies are an integral part of the Greater Fort Lauderdale economy, especially medical component and generic pharmaceutical companies. We are pleased to call companies such as Actavis, Bolton Medical, Mako Surgical and Nipro Diagnostics part of our strong and growing life sciences cluster,” said Bob Swindell, President and CEO of the Greater Fort Lauderdale Alliance. “Greater Fort Lauderdale and the entire South Florida region is a highly desirable place for any company to call home, with a wonderful quality of life, low taxes and a favorable business climate. We welcome medical industry companies to Greater Fort Lauderdale and look forward to helping those companies locate, grow and succeed here.”

MEDICA is the world's largest event for the medical sector. For more than 40 years it has been firmly established on every expert's calendar. MEDICA is where the medical sector meets – 115,000 m<sup>2</sup> of floor space, 4,500 exhibitors from 70 countries, 17 exhibitor halls, five exhibition areas and numerous forums and congresses. With more than 450 exhibitors from the U.S. and Canada expected, North America will offer one of the leading foreign contingents of exhibitors represented, making it the strongest medical industry trade fair outside of the North American continent for U.S. and Canadian companies.

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Enterprise Florida, Inc. is a partnership between Florida's business and government leaders and is the principal economic development organization for the state of Florida. Headquartered in Orlando, Enterprise Florida's mission is to facilitate job growth for Florida's businesses and citizens leading to a vibrant statewide economy. In pursuit of its mission, Enterprise Florida works closely with a statewide network of economic development partners and is funded both by the State of Florida and by private-sector businesses.