



Welcome to your November 2025 edition of GMDN Focus.

GMDN ANNUAL STAKEHOLDER SURVEY NOW OPEN

The 2025 GMDN Annual Stakeholder Survey is now open! 

Your insights and feedback are essential for our organisation's growth and development. By participating, you help the GMDN Agency enhance its service to our community and stakeholders.

Please use the link below to provide your input

[GMDN Annual Stakeholder Survey Link](#)

Thank you for your continued support.



GMDN ATTENDS MEDICA 2025 CONFERENCE

Last week, colleagues from the GMDN Agency attended **MEDICA 2025**, the world's leading international trade fair for the medical technology industry and its suppliers. With over 5,300 exhibitors from 70 nations, the event showcased every conceivable type of medical device, as well as innovative products supporting healthcare provision.

Our team engaged with manufacturers, regulatory consultants, export organisations and other stakeholders, gaining valuable insights into the latest trends and challenges in the sector. Key takeaways included:

 **Global Diversity:** The sheer number of manufacturers from across the world, including impressive country pavilions, highlights the need for a harmonised nomenclature to enable consistent device information exchange across markets.

 **Nomenclature Challenges:** Seeing similar yet distinct products from multiple manufacturers reinforced the importance of getting the right level of detail and granularity in medical device term names and definitions.

 **Innovation & Relevance:** The pace of innovation at MEDICA 2025 made it clear that nomenclature must remain dynamic to stay current and relevant in today's rapidly evolving global market.

Graham Nash, Health Data Strategy Lead at GMDN Agency, said: "The sheer variety of devices in one place reinforced the importance of harmonised nomenclature to name and group medical devices. Seeing multiple manufacturers with relatively similar but subtly different products also highlighted the challenge of deciding on the right level of granularity and detail when drafting and reviewing medical device nomenclature term names and definitions. The unique and innovative products being exhibited made it clear that nomenclature needs to be dynamic to remain current and relevant in today's global market where medical technologies evolve so rapidly."



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