

## October issue – Trade fair issue

Finish for the ORTHOPÄDIE SCHUH TECHNIK Trade fair 2022/IVO-Congress 2022



Foto: ARD

### Increased circulation: 7,000 copies!

**Distribution:** To all readers of the journal Orthopädie-schuhtechnik and on the spot at the trade fair in Cologne

**Date of publication:** 1st October 2022

### The topics 10/2022:

#### Trade fairs:

#### ORTHOPÄDIE SCHUH TECHNIK/IVO-Kongress 2022,

Int. trade fair and congress, Cologne

- Up-to-date information on ORTHOPÄDIE SCHUH TECHNIK/ IVO-Congress 2022
- Presentation of the program in the forum in the exhibition hall and the supporting program

#### Focus: Pedorthics International

On the occasion of the IVO Congress 2022, we present the current state of pedorthics worldwide:

- Portraits of IVO member countries with info on education and reimbursement.
- Portraits of companies in different continents
- Reports on international educational projects
- Perspectives of pedorthics internationally

#### Focus: Digitalization in marketing

- Digital customer communication
- Marketing for foot orthotics

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