

# Form follows function – and people



MED-Systeme solutions are used throughout Europe, including in a clinic in Oldenburg

Hospital furniture plays a central role in modern healthcare. It not only supports medical and nursing staff in efficient and safe workflows, but also contributes to patients' well-being. This idea is a guiding principle for MED-Systeme GmbH from Germany, a specialist in high-quality hospital furniture and stainless-steel equipment.



ISO module carts from the MEGAstore line

**Wirtschaftsforum:** Ms. Russo, could you briefly outline MED-Systeme GmbH at the beginning of our conversation?

**Francesca Russo:** MED-Systeme is a strong partner in the DACH region – and especially in Germany – for high-quality, ergonomic, and sustainable stainless-steel furniture for hospitals, clinics, other medical facilities, and OEM partners. We benefit from the experience and expertise of FF Co. Ltd., which has been active in the industry for over 75 years. We are a fully integrated European company within FF, with a high level of in-house manufacturing, and we

enjoy the trust of numerous leading medical institutions across Europe. 'Engineered in Germany' remains an important seal of quality.

**Wirtschaftsforum:** Have there been any particular milestones in the recent past?

**Francesca Russo:** Due to our integration into FF, the past two years have been characterized by realignment – organizationally, strategically, and in terms of our product portfolio. Together with FF, we have modernized structures, harmonized product lines, and expanded our portfolio. FF is

## Interview mit



**Francesca Russo,**  
COO  
MED-Systeme GmbH

a recognized specialist in functional stainless-steel furniture, which creates many synergies.

**Wirtschaftsforum:** Could you elaborate on that?



ISO module carts bring color into hospital environments



MED-Systeme solutions also improve workflows at Ibbenbüren Hospital

## MED-Systeme

### KONTAKTDATEN

MED-Systeme GmbH  
 Johanna-Waescher-Straße 13  
 34131 Kassel  
 Germany  
 ☎ +49 7269 3229960  
 mail@med-systeme.de  
 www.med-systeme.de

**Francesca Russo:** Through close collaboration, we have been able to expand and improve our range of functional furniture, transport carts, and modular cabinet systems. Flagship products include our MEGA systems with MEGA-drive, MEGApogress, MEGAstora, and CLEANassist. All production processes are certified according to MSZ EN ISO 9001:2015 and MSZ EN ISO 14001:2015, which is essential in sensitive areas such as clinics and hospitals. We increasingly see ourselves as a solution provider that thinks end-to-end and delivers tailored answers to specific challenges.

**Wirtschaftsforum:** MED-Systeme enjoys an excellent reputation in Europe. How is the company positioned?

**Francesca Russo:** Production takes place in Hungary, where we also consolidate key functions such as marketing, customer service, and quality assurance. Through our integration with FF, we have a distribution network across Europe, with a clear focus on EMEA. We employ around 400 people and are growing – by

about 20% compared to last year – and we expect dynamic development to continue in the future.

**Wirtschaftsforum:** You have been CCO of MED-Systeme since October 2025. How did that come about, and where do you see your responsibilities?

**Francesca Russo:** My career has always been international. I worked for many years in the aviation sector in Germany and the United States before consciously transitioning into the medical device industry. Around 20 years of leadership experience now help me especially with transformations and dynamic market changes. In my role as CCO, I focus on the strategic development and alignment of our organization – together with our teams and partners.

**Wirtschaftsforum:** What are your main priorities?

**Francesca Russo:** It's about realigning our sales approach and focusing on what truly matters to our customers: which products and which partners we bring to

which markets. It is important to me to develop innovations that arise from collaboration with our customers. Digitalization and AI play a central role here, as they enable us to create real added value. Last but not least, one of my responsibilities is to attract new talent – because our employees are our greatest asset.

**Wirtschaftsforum:** How does MED-Systeme succeed in times of skilled labor shortages?

**Francesca Russo:** MED-Systeme and its products are highly attractive to many people. They make everyday hospital work easier, are visually appealing, and go beyond mere functional furniture – we contribute to better patient care. Our solutions are also sustainable and durable. These are products that combine deep technical know-how and experience with a great deal of passion; we always see the end customer behind the products. This human aspect motivates not only our employees, but also me.



The versatile MEGAdrive functional cart can be used in a wide range of applications

**Wirtschaftsforum:** Are the products the reason for your success?

**Francesca Russo:** Alongside our employees, they are certainly an important factor. But it is also the interplay between our own products and our own production. Unlike companies without in-house manufacturing, we can test ideas particularly quickly. Ultimately, we are also a trusted partner offering complete solutions. That, too, is an asset – along with our continuous commitment to improvement.