



**MEDICAlliance**

## Press Release

# New Trade Fair Dates for MEDICAL FAIR BRASIL from 16 to 17 September 2020

**Messe Düsseldorf Group will present itself in the Brazilian health market with new content and new hall layout**

Messe Düsseldorf reorients its activities for the health market in Brazil and launches the trade fair MEDICAL FAIR BRASIL to be held at the Expo Center Norte in São Paulo from 16 to 17 September 2020 for the first time.

By shifting the dates from 5 to 8 May 2020 to September and reducing the duration of the trade fair from three to two days the Brazilian medical device technology association ABIMO, Messe Düsseldorf GmbH and the foreign representation of Messe Düsseldorf (EMME) in Brazil are responding to the global effects of COVID-19.

“The Corona pandemic unfortunately does not allow us to hold the MEDICAL FAIR BRASIL on the original dates in early May 2020,” explains Horst Giesen, Global Portfolio Director Health & Medical Technologies at Messe Düsseldorf. “Due to the given circumstances we will shorten the trade fair to two days thereby responding to the exhibitors’ wishes to have a compact event held in September.”

Other focal themes covered by the MEDICAL FAIR BRASIL include: medical technology, medical products, laboratory technology as well as diagnostics, Health-IT, physiotherapy, orthopaedic technology and medical services. The trade fair addresses physicians, health professionals, managers of healthcare facilities, trade visitors from science, retail, industry and political circles as well as service providers to the healthcare industry.

In September more than 150 exhibitors will present numerous innovations and services to some expected 12,000 trade visitors. The ranges on show will be complemented by lectures on health-relevant topics and round table discussions.



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Düsseldorf**

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Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Association of the  
Exhibition Industry

 Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

An annual trade fair, MEDICAL FAIR BRASIL is a member of the international MEDICA family of events, the World Forum for Medicine, as well as COMPAMED, the leading international trade fair for upstream suppliers to the medical industry in Düsseldorf. As a new member in the South American market next to Meditech in Colombia (Bogotá), it forms part of the umbrella brand 'MEDICAlliance' along with other international medical trade fairs

Read more at: [www.medicalfair-brasil.com](http://www.medicalfair-brasil.com)

For more information on the MEDICAlliance trade fairs visit: <http://www.medicalalliance.global>.

For more information on ABIMO go to: <http://abimo.org.br>

#### **Contact for Exhibitors in Brazil**

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