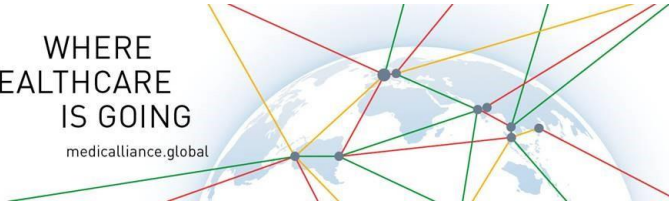




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Press release

MEDICAL FAIR BRASIL impresses at its premiere in attendance format with strong visitor and exhibitor numbers

The start had to be postponed due to the pandemic, but now MEDICAL FAIR BRASIL (MFB) could finally celebrate its premiere in attendance format as the new authoritative medical trade fair and conference platform for Brazil and the neighbouring South American healthcare market from 3 to 6 May in São Paulo - with impressive figures! The event at the Expo Center Norte attracted 208 exhibitors on almost 5,000 square metres of booked space and more than 11,000 trade visitors from all areas of the healthcare sector.

MEDICAL FAIR BRASIL is now an annual event organised by the MEDICAlliance. Under this umbrella brand, the Messe Düsseldorf Group uniformly markets its worldwide medical trade fair activities. The MFB is supported by the Brazilian medical technology manufacturers' association ABIMO and is organised cooperatively. Messe Düsseldorf's foreign representative office (EMME) in Brazil is responsible for organising the event on site.

Malu Sevieri, Director of MFB and CEO of Emme Brasil, opened the event accompanied by Erhard Wienkamp, Managing Director of Messe Düsseldorf, and Christian Grosser, Global Portfolio Director of MEDICAlliance. Erhard Wienkamp underlined Brazil's potential for good business during the opening: "The MFB is now an integral part of our global medical trade fair programme. Brazil, with its more than 210 million inhabitants, is a thriving space for new business, the healthcare market is a billion-dollar market and is experiencing good growth."

Malu Sevieri expresses her relief and delight at the premiere of the MFB in a face-to-face format: "After two years of the pandemic, we are very happy that we have now been able to put our plans into action and successfully

launch the MFB. MFB 2022 provided a fitting stage for everyone to discuss the changes in the healthcare industry in recent years and to learn about the most important innovations for good healthcare."

In the exhibition halls, the companies presented many innovations for the product and subject areas of electromedicine and medical technology, diagnostic devices, medical-clinical equipment, clinical analysis laboratory equipment, physiotherapy, orthopaedic and rehabilitation technology, home care, consumables and disposables, hospital furniture, medical services and publications, information and communication technology and diagnostic tests. In addition, ambulance and rescue services provided information about their services.

Wide-ranging stage and conference programme

As a fitting complement to the trade fair, the MFB's stage and conference programme also offered comprehensive opportunities for information and dialogue. The spectrum of topics ranged from questions of the digital transformation of the health sector, the use of robot technology in surgery to procedures for optimal patient care in the context of the Corona pandemic or even economic aspects such as the financing of health services.

With its overall offer and participation figures, MEDICAL FAIR BRASIL also met with broad approval from its partner associations.

Marcio Moreira, President of the Brazilian Association of Hospital Administrators (FBAH) sums up: "It was a very positive debut. I would like to thank Malu Sevieri, who launched the MFB together with Messe Düsseldorf. A good perspective is emerging from this. It is an excellent partnership that FBAH has with MFB."

The Superintendent of ABIMO - Brazilian Association of the Medical Devices Industry, Paulo Henrique Fraccaro, emphasises above all the

importance of face-to-face events for exchange in the health sector and that is why holding the MFB in an attendance format was so important: "The pandemic has brought new, digital ways of communication, but the face-to-face conversation has been missing. People have the need to talk and listen to each other face to face without having to wait for their turn, as is often the case with online meetings. Another advantage is that at a trade fair, equipment and new technologies can be shown and demonstrated directly."

The date for MEDICAL FAIR BRASIL 2023 has already been set: 4 to 6 April, also at Expo Center Norte.

Further information online at: <https://medicalfair-brasil.com.br/en>.

All information on the medical fairs of the MEDICAlliance is available online at: <http://www.medicalliance.global>.

Messe Düsseldorf GmbH
Press Office – MEDICAlliance
Martin Koch
Tel. +49(0)211-4560-444
E-Mail: KochM[at]messe-duesseldorf.de

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