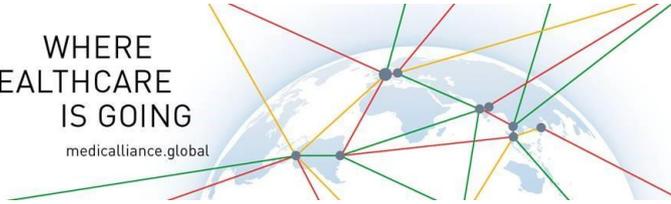




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## **Press release**

### **Under the umbrella of MEDICAlliance: Premiere for MEDICAL FAIR BRASIL from 3 - 6 May 2022 in Sao Paulo**

#### **German exhibitors can benefit from federal funding**

Messe Düsseldorf Group has realigned its activities for the healthcare market in Brazil and, after a postponement due to the pandemic, can now finally get off to a flying start with the new MEDICAL FAIR BRASIL event, which will be held for the first time in Sao Paulo at the Expo Center Norte from 3 to 6 May 2022 and then with an annual event cycle. MEDICAL FAIR BRASIL is supported by the Brazilian medical technology manufacturers' association ABIMO and is organised in a cooperative manner. Messe Düsseldorf's foreign representative (EMME) in Brazil is responsible for organising the event on site.

Based on an initiative of the two German industry associations SPECTARIS and ZVEI, German medical technology suppliers also have the opportunity to participate in MEDICAL FAIR BRASIL as co-exhibitors of the German Pavilion at particularly attractive conditions. This is because this joint stand, organised by Messe Düsseldorf, is subject to funding within the framework of the foreign trade fair programme of the Federal Ministry of Economics and Technology. However, interested companies should hurry. The registration deadline is 4 February 2022 (contact: Udo Wiemann, e-mail: [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)).

"We are looking forward to the premiere of MEDICAL FAIR BRASIL for a market with positive growth prospects that are not only the result of pandemic-related special effects. It is strategically important for us to show presence in this important market for our customers with the MEDICAlliance. Through our previous involvement also in Brazil, we are well networked in the industry. Through our worldwide network of 75 foreign representatives and 12 associated companies and subsidiaries,

we will promote marketing and contribute our valuable experience in organising health trade fairs," says Christian Grosser, Director Health & Medical Technologies at Messe Düsseldorf, underlining the importance of the commitment.

The volume of the Brazilian market for medical technology amounts to almost 7 billion US dollars (source: gtai). The health industry is one of the sectors in the country with the highest growth rates.

For many years, Messe Düsseldorf Group has successfully organised healthcare events around the globe, which have been combined under the umbrella brand 'MEDICAlliance' since 2017 and are marketed uniformly worldwide. In addition to the world's leading medical trade fair MEDICA and the leading international supplier trade fair COMPAMED at the Düsseldorf location, these include MEDICAL FAIR INDIA (Mumbai/ New Delhi), MEDICAL FAIR ASIA (Singapore), MEDICAL FAIR THAILAND (Bangkok) and MEDICAL FAIR CHINA (Suzhou).

For the South American market, MEDICAL FAIR BRASIL has now been added as a further member of the MEDICAlliance. The MEDICAlliance is already successfully represented on the continent with Meditech in Colombia. This year's event will also take place from 12 - 15 July in Bogota.

The main topics of MEDICAL FAIR BRASIL are: Medical technology/medical products, laboratory technology and diagnostics, health IT, physiotherapy and orthopaedic technology as well as medical services.

With this offer, the event is primarily aimed at doctors, medical professionals and managers of health care facilities as well as trade visitors from science, politics, trade, industry and service providers for the health care industry.

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

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

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Düsseldorf/ Sao Paulo, 07 January 2022