



Member of MEDICAlliance

International Event of
Solutions, Products,
Services, Technology,
Innovation and Equipment
for the Healthcare Sector

21 – 24 MAY 2019
SÃO PAULO | BRAZIL

GENERAL INFORMATION

	Established	1994
	Organiser	UBM Brazil
	Project management	Marcelo Gaspar
	Contact	Marcelo Gaspar, international@hospitalar.com.br Phone: +55 11 4878 5989 Udo Wiemann, WiemannU@messe-duesseldorf.de Phone: +49 211 4560 7756
	Staging cycle	Annual
	Venue	Expo Center Norte, São Paulo, Brazil
	Website	www.hospitalar.com

VISITOR TARGET GROUPS

- Hospitals, healthcare establishments, medical clinics and laboratories
- Distributors, representatives, importers, exporters
- Nursing
- Medical doctors
- Manufacturers
- Medical product stores and pharmacies
- Hospital engineering and architecture



MAIN PRODUCT CATEGORIES

Hospital equipment	Uniforms, linens and towels
Medical technology	Laundry
Laboratory equipment	Meals and catering
Emergencies and transportation	Surgical centres
Orthopaedics and physiotherapy	Medical consumables
Medications and hospital pharmacies	Infirmaries and monitoring
Informatics and communications	Traumatology and post-operative recuperation
Projects, installations and constructions	Home healthcare
Hospitality and furniture	Specialised medical literature

STATISTICS

	2016	2017	2018
Total exhibitors	1,250	1,200	1,200
Domestic	743	720	708
Foreign	507	480	492
Countries	38	36	54

	2016	2017	2018
Total net exhibition area (m²)	32,000	30,000	30,000

	2016	2017	2018
Total visitors	90,000	90,000	85,581

For further information, visit: www.hospitalar.com

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Economic data for Brazil

FUTURE PROSPECTS FOR "MEDICAL TECHNOLOGY"

Brazil's market for medical technology is likely to have passed its low point. Although public spending on the health sector is still stagnating due to the economic situation, the private sector is gradually increasing its investments again. According to the Brazilian industry association Abimed, demand for medical technology and imports are expected to increase slightly again this year, as the market for private clinics and hospitals in particular is consolidating. The market for medical technology in Brazil reached a volume of USD 5.7 billion in 2017 (2016: USD 5.4 billion).

Source: GTAI, Branchen kompakt: Medizintechnik (Medical Technology)
Further information: www.abimo.org.br



MARKET DATA FOR "MEDICAL TECHNOLOGY"

in US\$ millions (2017)

Market volume

5,705

Import

2,221

OUTLINE DATA



Number of inhabitants (million) **207.7** (2017)



Population increase (% p.a.) **0.7** (2017)



Average life expectancy at birth (years) **75.8** (2016)



Proportion of health expenditure to GDP (%) **9.1** (2015)



Doctors / 100,000 inhabitants **232** (2017)

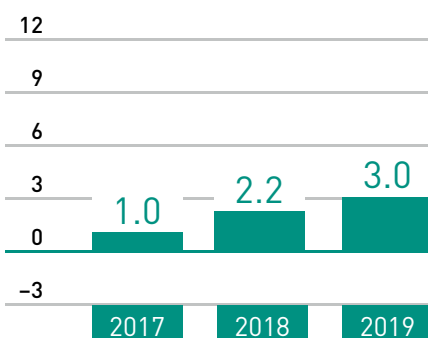


Hospital beds / 100,000 inhabitants **237** (2017)

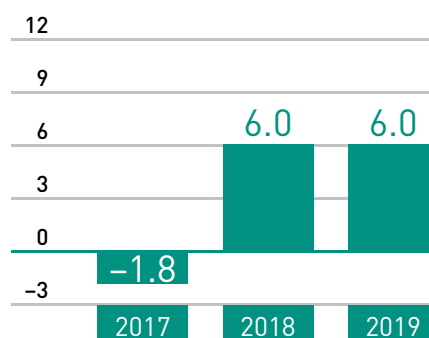
KEY ECONOMIC DATA 2017 to 2019*

Real change in % in comparison with previous year | *2018 and 2019: Forecast | Source: GTAI, Branchen kompakt: Medizintechnik (Medical Technology)

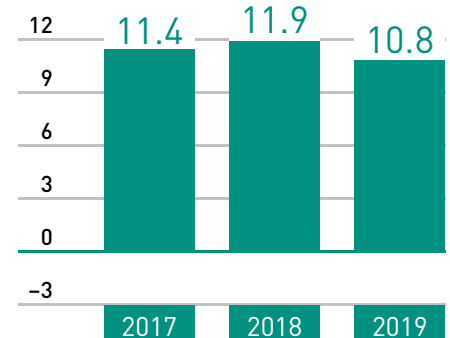
GDP



Gross capital investment



Import



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