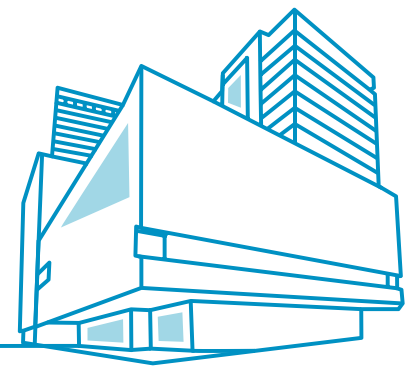




International Health Fair  
CORFERIAS – Bogotá International  
Business and Exhibitions Center  
**BOGOTÁ, COLOMBIA**  
**9 – 12 JULY 2024**



www.feriameditech.com

Member of  **MEDICAlliance**

### General information

**Established**  
2008

**Organiser**

The International Business and Exhibition Center of Bogotá – CORFERIAS and Messe Düsseldorf North America

**Venue**

CORFERIAS – Bogotá International Business and Exhibitions Center

**Project management**

Diego Laverde  
Melissa Avila Romero

**Contact**

Diego Laverde  
DLaverde@corferias.com  
Phone: +57-1 3810000 Ext: 5327  
Melissa Avila Romero  
pavila@corferias.com  
Phone: +57-1 3810000 Ext: 5430

**Staging cycle**

Biennial

### Visitor target groups

- General managers, directors, CFOs, administrative managers, hospital and clinic purchasing managers and industry organisations
- Health professionals: doctors, specialists, physicians, nurses, physiotherapists and orthodontists
- Guild officials, universities, associations, government and nongovernmental organisations
- Specialised media
- International buyers: Latin America

### Main product categories

- Medical equipment, surgical, orthopedic, rehabilitation and physiotherapy
- Clinical laboratories, supplies and endowment
- Architecture, hospital construction and furniture
- Software, IT and services related to the industry
- Waste management and clean technologies
- Academy, hospital management consulting and specialized publications
- Medical institutions
- Governmental entities, guilds that support the sector and scientific societies
- Pharmaceutical laboratories
- Ambulances – Specialized transportation services

## Statistics 2018

### Total exhibitors

**252**

Domestic **156**

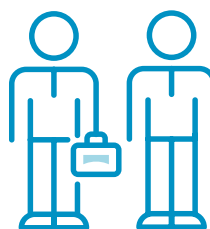
Foreign **96**

Countries **15**



### Professional visitors

**10,196**



### Total net exhibition area (m<sup>2</sup>)

**5,312**



When reading the figures for the different years, please note that all MEDICAlliance events firstly take place in different rotations and secondly have been partially replaced by digital formats due to the COVID-19 pandemic.

# Economic data for Colombia

## Future prospects for “Medical Technology”

Although the government has so far been able to prevent the corona virus from spreading widely, the downturn in the economy is severe and a recession is likely. Colombia is considered the third largest market for medical technology in Latin America. Originally, annual growth of 6–7 percent was expected until 2023 to reach around USD 1.6 billion.

The country relies on deliveries from abroad in the medical technology sector, which last year saw growth in double figures again for the first time. Opportunities for international companies arise in particular from the great need to modernise public hospitals and private clinics. However, the continuing decline in the value of the peso is limiting spending on imported medical technology.

Further information: [www.minsalud.gov.co](http://www.minsalud.gov.co)

Number of inhabitants (million) in 2018

48.3



Proportion of health expenditure to GDP (%) in 2018

6.0



Population increase (% p.a.) in 2018

1.0



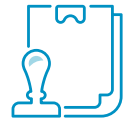
Doctors/100,000 inhabitants in 2018

210



Average life expectancy at birth (years) in 2017

76.9



Hospital beds/100,000 inhabitants in 2018

150



## Market data for “Medical Technology”

1,145

Market volume in US\$ millions (2018)

934

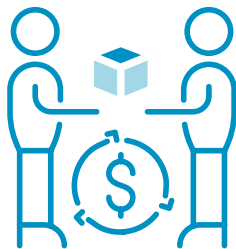
Import in US\$ millions (2018)

## Key economic data 2019 to 2021\* as per February 2020

Real change in % in comparison with previous year | \*2020 and 2021: Forecast

### GDP

2021 **3.8**  
2020 **3.5**  
2019 **3.3**



### Gross capital investment

2021 **4.6**  
2020 **4.5**  
2019 **4.3**



### Imports

2021 **4.2**  
2020 **4.3**  
2019 **5.6**



Source: GTAI Branche kompakt: Kolumbien Gesundheitswesen, 06.12.2019



**MEDICAlliance**  
[www.medicalalliance.global](http://www.medicalalliance.global)

Messe Düsseldorf GmbH  
Postfach 10 10 06 \_ 40001 Düsseldorf \_ Germany  
Tel. +49 211 4560-01 \_ Fax +49 211 4560-668

[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)



**Messe  
Düsseldorf**