



Member of  MEDICAlliance

## International Health Fair




2020  
BOGOTÁ | COLOMBIA

## 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



## GENERAL INFORMATION

	<b>Established</b>	2008
	<b>Organiser</b>	The International Business and Exhibition Center of Bogotá – CORFERIAS and Messe Düsseldorf North America
	<b>Project management</b>	Ana Linda Garibello, Diego Laverde Gutierrez
	<b>Contact</b>	Ryan Klemm, rklemm@mdna.com Phone: +1 312 621-5832 Vanessa Klein, KleinV@messe-duesseldorf.de Phone: +49 211 4560 489
	<b>Staging cycle</b>	Biennial
	<b>Venue</b>	CORFERIAS – Bogotá International Business and Exhibitions Center
	<b>Website</b>	<a href="http://www.feriameditech.com">www.feriameditech.com</a>

## 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

## STATISTICS

Total exhibitors

252

Domestic 156

Foreign 96

Countries 15

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

5,312

Professional Visitors

10,196

For further information, visit: [www.feriameditech.com](http://www.feriameditech.com)

# MEDICAlliance

## Economic data for Colombia

### FUTURE PROSPECTS FOR "MEDICAL TECHNOLOGY"

With a market volume of USD 1.2 billion (2016), Colombia's medical-technology market is the fourth-largest in Latin America. Demand for medical technology is currently sluggish due to the weaker economic situation, however, according to forecasts, it is expected to increase significantly to USD 1.7 billion by 2020. There is a great need for modernisation, especially in public hospitals and in the expansion of the medical infrastructure in rural areas. The growing population, due in part to immigration from Venezuela, will also drive sales. Due to low domestic production, Colombia is dependent on foreign supplies, which, however, suffer greatly due to the loss in value of the peso. 87 per cent of the demand is imported from abroad, above all high-tech equipment.

Source: Germany Trade & Invest, www.gtai.com  
Further information: www.minsalud.gov.co

#### MEDITECH



### OUTLINE DATA



Number of inhabitants (million) **49.3** (2017)



Population increase (% p.a.) **1.0** (2016)



Average life expectancy at birth (years) **74.2** (2015)



Proportion of health expenditure to GDP (%) **7.2** (2014)



Doctors / 100,000 inhabitants **150** (2010)



Hospital beds / 100,000 inhabitants **150** (2012)

### MARKET DATA FOR "MEDICAL TECHNOLOGY"

in US\$ millions (2016)

Market volume  
**1,197**

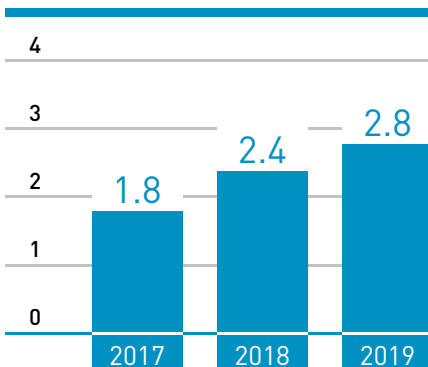
Import

**1,106**

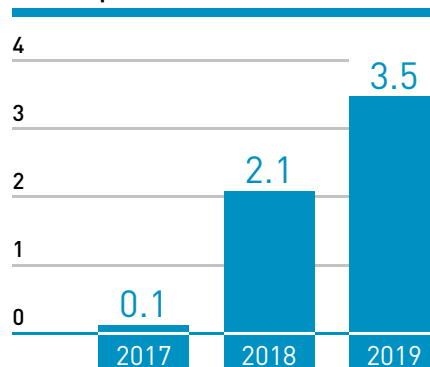
### KEY ECONOMIC DATA 2017 to 2019\*

Real change in % in comparison with previous year | \*2018 and 2019: Forecast; Source: Germany Trade & Invest, www.gtai.com

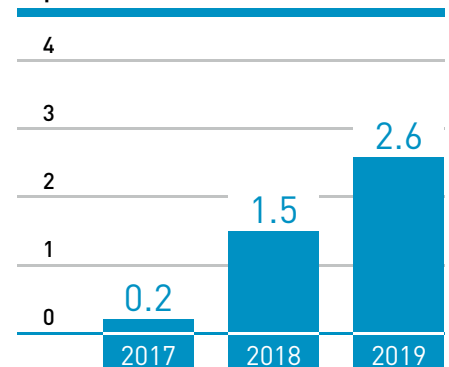
#### GDP



#### Gross capital investment



#### Import



**MEDICAlliance**

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**