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International Health Fair

CORFERIAS – Bogotá International Business and Exhibitions Center

BOGOTÁ, COLOMBIA

23–26 JUNE 2020


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**
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 **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

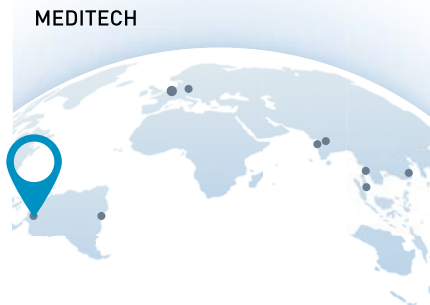
Medical equipment, surgical, orthopedic, rehabilitation and physiotherapy
Clinical laboratories, supplies and endowment
Architecture, hospital construction and furniture
Software, IT and services related to the industry
Waste management and clean technologies
Academy, hospital management consulting and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

Statistics 2018



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Economic data for Colombia



Market data for "Medical Technology"

Market volume in US\$ millions (2016)

1,197

Import in US\$ millions (2016)

1,106

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.

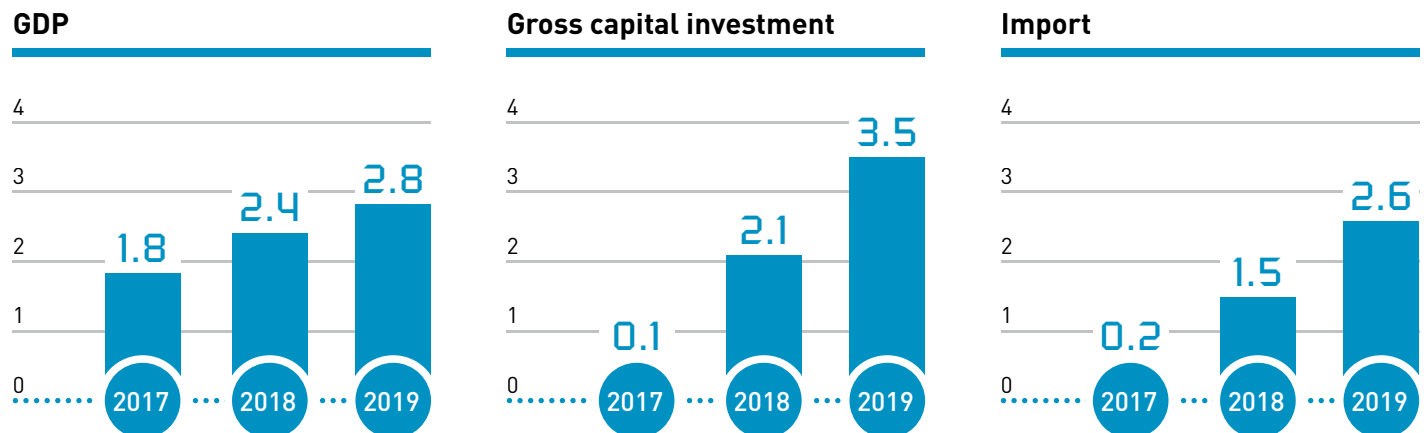
Source: Germany Trade & Invest, www.gtai.com
Further information: www.minsalud.gov.co

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

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



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