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# International Health Fair

## CORFERIAS – Bogotá International Business and Exhibitions Center

# BOGOTÁ, COLOMBIA

# 14–17 JULY 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



# MEDICAlliance

## Economic data for Colombia



### Future prospects for “Medical Technology”

Based on estimates by the market research company Business Monitor International, in 2017 Colombia was the third largest market for medical technology in Latin America after Brazil and Mexico with USD 1.04 billion. The market volume has declined due to the weaker economy and the significant devaluation of the peso in the past few years. However, it is expected to rise steadily and reach around USD 1.6 billion by 2022. There is a great need for modernisation, especially in public hospitals and in the expansion of the medical infrastructure in rural areas. As a result of low domestic production, Colombia is dependent on foreign supplies, which, however, suffer greatly from the depreciation of the peso and the reluctance of clinics and doctors’ practices to make new investments.

Source: GTAI, Branche kompakt: Medizintechnik (Medical Technology)  
Further information: [www.minsalud.gov.co](http://www.minsalud.gov.co)

### Market data for “Medical Technology”

Market volume in US\$ millions (2017)

**1,042**

Import in US\$ millions (2017)

**830**

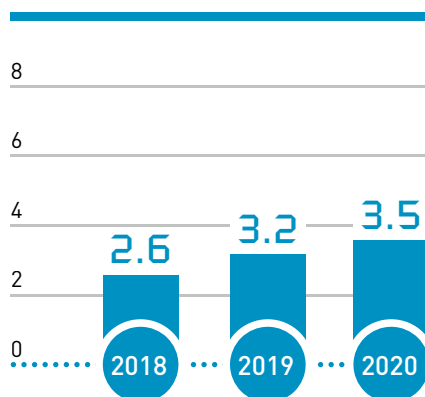
### Outline data

	Number of inhabitants (million)	<b>49.9</b>	2018
	Population increase (% p.a.)	<b>1.1</b>	2017
	Average life expectancy at birth (years)	<b>74.4</b>	2016
	Proportion of health expenditure to GDP (%)	<b>7.6</b>	2016
	Doctors/100,000 inhabitants	<b>190</b>	2016
	Hospital beds/100,000 inhabitants	<b>150</b>	2018

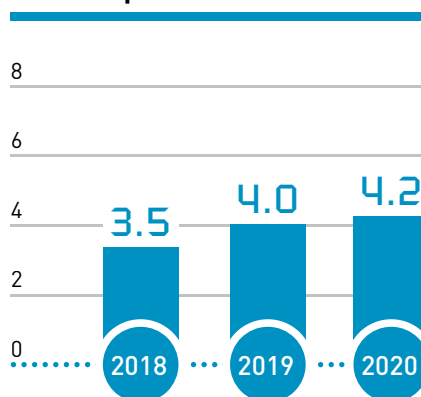
### Key economic data 2018 to 2020\*

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

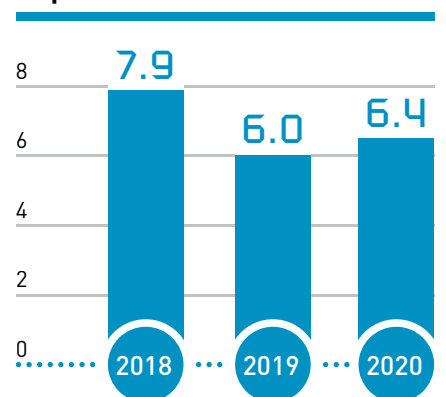
#### GDP



#### Gross capital investment



#### Imports



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**Messe  
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