



International Exhibition on Hospital,
Diagnostic, Pharmaceutical, Medical &
Rehabilitation Equipment & Supplies
SÃO PAULO | BRAZIL
5-8 MAY 2020

www.medicalfair-brasil.com

Member of  **MEDICAlliance**

General information



Venue

Expo Center Norte
São Paulo, Brazil



Organiser

Messe Düsseldorf GmbH and Emme
intermediação de Negócios Ltda



Project management

Malu Sevieri



Established

New in 2020

Institutional Sponsorship:

ABIMO – Associação Brasileira da
Indústria de Artigos e Equipamentos
Médicos, Odontológicos, Hospitalares
e de Laboratórios



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Staging cycle

Annual

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Visitor target groups

- General practitioners
- Hospital doctors
- Hospital managers
- Hospital nursing staff
- Hospital technical managers
- Laboratory managers
- Physiotherapists
- Medical trade
- Medical industry
- Medical assistants (hospital, doctor's surgery, laboratory)
- Hospital operators

Main product categories

- Electromedicine and medical technology
- Laboratory equipment
- Diagnostic tests
- Physiotherapy and orthopaedic technology
- Commodities and consumer goods
- Information and communication technology
- Medical services and publications

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Institutional Sponsorship:



Venue:



Organiser:



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Economic data for Brazil



Future prospects for “Medical Technology”

The demand for medical technology is increasing slightly again after the economic crisis in Brazil, but it still remains below the pre-crisis level. The key drivers are primarily private providers, while the public health system is overloaded. The market volume for medical technology rose by around 8 percent to US\$ 5.8 billion in 2017, and it is expected to develop similarly positively in the coming years. The reasons are the gradually improving economic outlook and the low interest rates. Brazil purchases around 65 per cent of its medical technology requirements abroad. In spite of the weak real, imports are expected to increase over the coming few years due to new investments in equipment.

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

Market data for “Medical Technology”

Market volume in US\$ millions (2017)

5,705

Import in US\$ millions (2017)

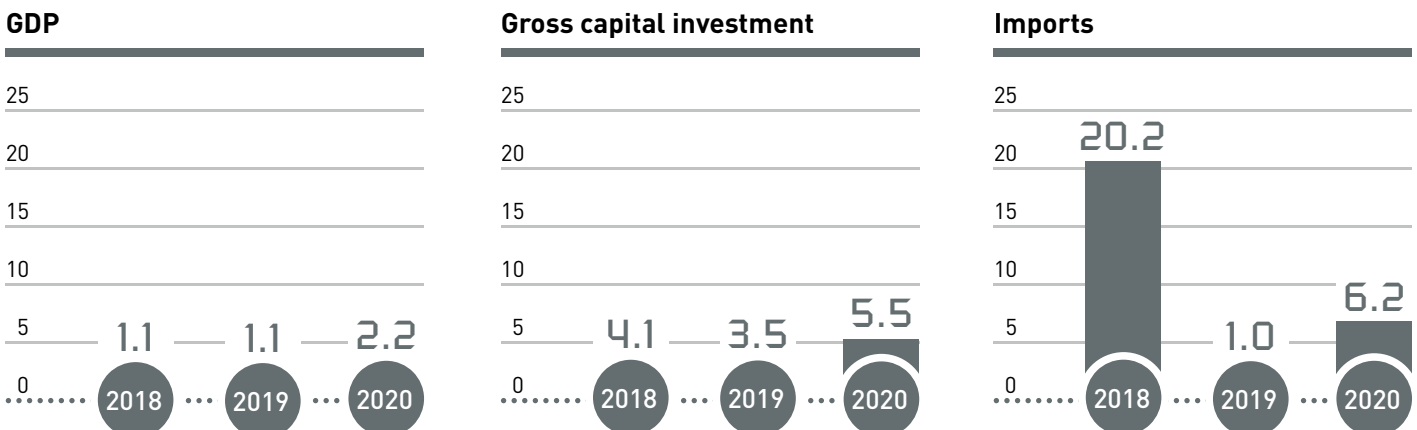
3,679

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 2018 to 2020*

Real change in % in comparison with previous year | *2019 and 2020: Forecast | Source: GTAI, Branchen kompakt: Medizintechnik (Medical Technology)



MEDICAlliance

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