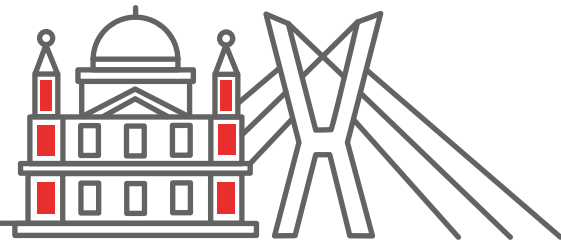




International Exhibition on Hospital,  
Diagnostic, Pharmaceutical, Medical &  
Rehabilitation Equipment & Supplies  
**SÃO PAULO | BRAZIL**  
**4-7 MAY 2021**



www.medicalfair-brasil.com

Member of  **MEDICAlliance**

### General information

**Venue**

Expo Center Norte  
São Paulo, Brazil

**Established**

New in 2020

**Staging cycle**

Annual

**Organiser**

Messe Düsseldorf GmbH  
and Emme intermediação de  
Negócios Ltda

**Institutional Sponsorship:**

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

**Powered by:** MEDICA**Project management**

Malu Sevieri

**Contact**

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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

- Electromedical equipment/  
Medical technology
- Laboratory technology
- Diagnostic tests
- Physiotherapy/  
Orthopaedic technology
- Commodities and  
consumer goods
- Information and  
communication technology
- Medical services  
and publications

Powered by:



Institutional Sponsorship:



Venue:



Organiser:



# Economic data for Brazil

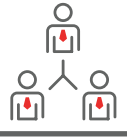
## Future prospects for “Medical Technology”

Brazil's market for medical technology grew in 2019 for the third year in a row. The private sector is benefiting from the recovery of the labour market and the resurgence in the number of privately insured people, while in the public sector digitisation is driving demand for medical technology. Roughly one-third of the demand for medical technology is produced locally, while the majority is imported from abroad. The pandemic, however, is driving the country back into recession and exacerbating the medical and economic crisis.

Further information: [www.abimo.org.br](http://www.abimo.org.br)

Number of inhabitants (million) in 2019

211.0



Proportion of health expenditure to GDP (%) in 2016

9.2



Population increase (% p.a.) in 2017

0.7



Doctors/100,000 inhabitants in 2019

226



Average life expectancy at birth (years) in 2018

76.3



Hospital beds/100,000 inhabitants in 2019

206



## Market data for “Medical Technology”

6,561

Market volume in US\$ millions (2018)

4,363

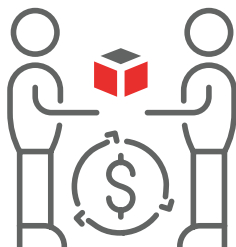
Import in US\$ millions (2018)

## Key economic data 2018 to 2020\* as per December 2019

Real change in % in comparison with previous year | \*2019 and 2020: Forecast

### GDP

2020 2.1  
2019 0.9  
2018 1.1



### Gross capital investment

2020 5.0  
2019 3.0  
2018 4.1



### Imports

2020 6.5  
2019 1.8  
2018 20.2



Sources: GTAI, Branche kompakt: Brasilien Gesundheitswesen, 29.01.2020 and GTAI Special Coronavirus Brasilien, 25.06.2020



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

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Düsseldorf**