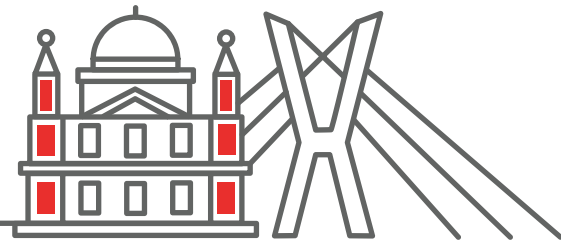




International Exhibition on Hospital,
Diagnostic, Pharmaceutical, Medical &
Rehabilitation Equipment & Supplies
SÃO PAULO | BRAZIL
2025



www.medicalfairbr.com.br

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

Malu Sevieri
Phone: +55 11 236543-36
contato@emmebrasil.com.br

Visitor target groups

- Hospital managers
- Medical assistants
- Biomedical researcher
- Biochemist
- Nurse
- Clinical engineer
- Pharmacist
- Physiotherapist
- Laboratory manager
- Hospital manager
- Doctor
- Hospital operator
- Rescuer

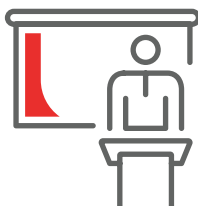
Main product categories

- Ambulance and rescue
- Electromedicine and product technology
- Diagnostic equipment
- Medical-hospital equipment
- Equipment for clinical analysis laboratory
- Facilities
- Physiotherapy and rehabilitation
- Home care
- Inputs and disposables
- Hospital furniture
- Medical service and publications
- Information and communication technology
- Diagnostic tests
- Hospital medicines

Statistics 2022

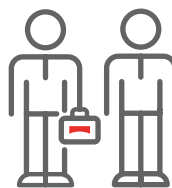
Total exhibitors

208 from 18 countries



Total visitors

12,000



Total net exhibition area (m²)

5,000



Powered by:



Institutional Sponsorship:



Venue:



Organiser:



Economic data for Brazil

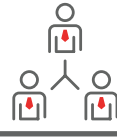
Future prospects for “Medical Technology”

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. The Brazilian government wants to take out a loan US\$ 36 million to strengthen the health sector project for the state of Serpipe.

Further information: www.abimo.org.br

Number of inhabitants (million) in 2021

214.0



Proportion of health expenditure to GDP (%) in 2019

9.6



Population increase (% p.a.) in 2021

0.7



Doctors/100,000 inhabitants in 2019

226



Average life expectancy at birth (years) in 2020

76.1



Hospital beds/100,000 inhabitants in 2019

206



Market data for “Medical Technology”

6,561

Market volume in US\$ millions (2018)

4,363

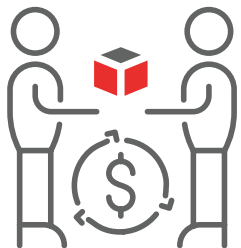
Import in US\$ millions (2018)

Key economic data 2019 to 2022* from November 2021

Real change in % in comparison with previous year | *2022: Forecast

GDP

2022 0.3
2021 4.5
2020 3.9



Gross capital investment

2022 -5.2
2021 16.5
2020 -0.5



Imports

2020 6.5
2019 1.8
2018 20.2



Sources: GTAI Wirtschaftsdaten kompakt, November 2021
Knoema Weltkartenatlas



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www.medicalliance.global

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