



Fair+Forum

Hospitalar

24th International event of solutions, products, services, technology, innovation and equipment for the healthcare sector

16-19
may17

12pm-8pm
Expo Center Norte
São Paulo

POST-SHOW RELEASE

The Hospitalar 2016 Trade Fair resulted in more than 90,000 professional visits, and a positive impact on the business of the healthcare industry

The 23rd edition of Hospitalar Fair and Forum, the largest healthcare event of the Americas, ended on May 20th, in São Paulo, having registered over 90,000 professional visits. Hospital managers, healthcare professionals, manufacturers, distributors, international buyers and healthcare chain players from 59 countries visited the fair to get up to speed on the trends in products, equipment and services on show by over 1,200 exhibiting companies from 38 countries.

The get-together of the major industry rollouts with the market consisting of hospitals, clinics and laboratories – which slowed down their purchases prior to the event, in the expectation of what the trade fair would produce in terms of novelties – was evaluated by the exhibitors as ‘very positive’, generating business that should keep the industry going until the end of the year.

Globalized market

Today, Brazil has the world’s eighth-largest healthcare market, with a turnover that accounts for around 9% of the country’s GDP. The president of Hospitalar goes on to emphasize that growth and the qualification of private medicine have spurred hospitals to invest in latest-generation facilities and equipment, boosting Brazil into a leadership position throughout Latin America. “The characteristic of healthcare in the globalized economy enables our trade fair to expand its horizons while also positioning itself as a global player. Over these 23 years of involvement on the healthcare industry we have accompanied the internationalization of Brazilian companies and the partnerships created, which has resulted in Brazil reversing the direction of business”.

The Minister and advanced technologies in healthcare

The presence of political leaders, Brazilian and international entrepreneurs was also seen at Hospitalar. One of the high points was the presence of Minister Ricardo Barros.

The information section of the fair, which was concentrated in the Hospitalar Forum and its almost 50 congresses, seminars and joint events, once again played the role of a multiplier of knowledge and new proposals for the healthcare chain, drawing a qualified public. For this edition, we are highlighting the **CISS** -

International Congress on Healthcare Services with theme – Economics of Healthcare, Healthy Economy, as well as the launch of the Digital **Healthcare Forum: eHealth - Scenarios, Trends & Investments**, whose purpose is to be a platform for presenting trends and technologies, so as to attract a qualified public with the power to make decisions in the IT area.

Hospitals purchase equipment and sell services

The 'Hospitals Lounge' presents the leading Brazilian hospitals in medical excellence and innovation in services. Institutions like the hospitals Sírio-Libanês, Einstein, Beneficência Portuguesa de São Paulo, HCFMUSP, as well as the Oswaldo Cruz German Hospital, Bandeirantes, showed that they are not only the best examples of an industry that invests heavily in equipment, products, technology and qualified personnel, but that they are also at the forefront of the changes and advances in the Brazilian healthcare market. These hospitals came to the trade fair ready to reveal their achievements, investments and the programs now being shared with other private institutions and with the government, striving to ensure more quality, efficiency and humanization in healthcare service.

- **The next edition of Hospitalar** is scheduled for **May 16th to 19th, 2017**, at the Expo Center Norte, São Paulo.

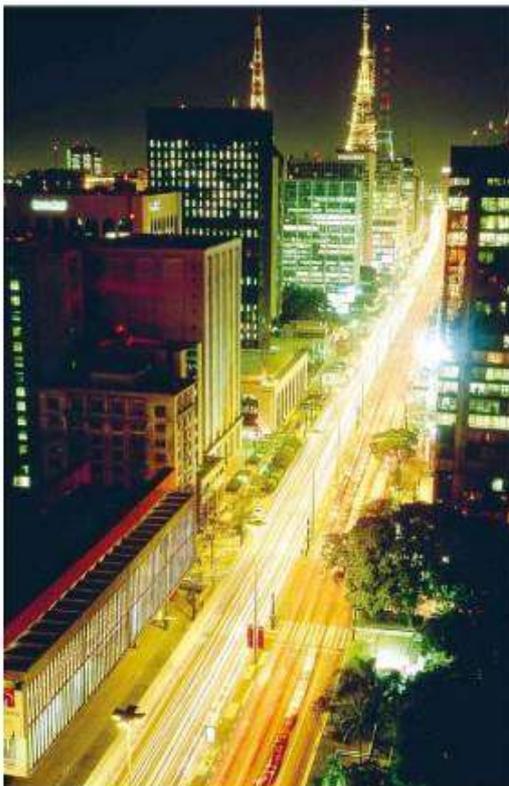
■ ■ ■ A city of BUSINESS

Enjoy São Paulo The most modern and vibrant city in Brazil

São Paulo, the most important city of Brazil and South America, is also the headquarters of HOSPITALAR trade show.

Modern, dynamic, professional, upbeat, sophisticated, culturally stimulating and extrovert, no single adjective can quite describe this exciting and world-renowned megacity.

Forged from a multiplicity of nationalities, cultures, beliefs, philosophies and ideals, São Paulo is truly cosmopolitan, both by vocation and by choice. It's Italian, German, Jewish, Portuguese, Japanese, Chinese, French, African, Arabic, Spanish, Latino and Brazilian. These and so many other facets are present in the architecture of its buildings, the streets, the refined tastes of the city's culinary delights and in the styles and idiosyncrasies of its people who never stop, day after day writing the story of this city.



São Paulo is the only global city of the continent, with 11 million-inhabitant (19 million in Greater São Paulo) and it boasts a strong and diversified economy that drives the entire commercial movement of Brazil. If the city of São Paulo were a country, it would be the 17th GDP in the world, exceeding the US\$ 446 billion/year.

São Paulo is home to:

- 38% of the 100 largest Brazilian-owned companies
- 63% of the multinational firms in Brazil
- 17 of the 20 largest banks
- 8 of the 10 largest securities brokerage firms
- 31 of the 50 largest insurance companies
- About 100 of the 200 high technology companies
- Bovespa, South America's largest stock exchange
- 43 of the 58 companies in the National Magazine Publishers Association
- 6 of Brazil's 7 most popular web portals

