

Be part of the leading  
medical trade fairs!



16 – 19 May 2017  
**HOSPITALAR, São Paulo**

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



**General information**

<b>Established</b>	1994
<b>Organiser</b>	UBM Brazil
<b>Project management</b>	Pedro Cilento
<b>Contact</b>	Udo Wiemann, WiemannU@messe-duesseldorf.de, Phone: +49 211 4560 7756, Fax: +49 211 4560 87 7756 Pedro Cilento, international@hospitalar.com.br, Phone: +55 11 4878 5918
<b>Venue</b>	Expo Center Norte, São Paulo, Brazil
<b>Website</b>	www.hospitalar.com

**Main product groups**

- Hospital equipment
- Medical technology
- Laboratory equipment
- Emergency and transportation
- Orthopaedics and rehabilitation
- Medicines and hospital pharmacy
- Information and communication technology
- Building technology: project, construction and maintenance
- Furniture and furnishings
- Clothing and linen for general use
- Laundry systems
- Nutrition and hospital kitchen
- Surgery equipment
- Medical consumption goods
- Nursing and monitoring
- Traumatology and post-operation rehabilitation
- Home healthcare
- Medical literature

**Visitor target groups**

- Physicians
- Medical doctors
- Nurses
- Directors and managers of hospitals
- Importers
- Clinics and laboratories
- Distributors and representatives
- Students
- Health agencies and other public and private entities operating in the healthcare area

**Statistics**

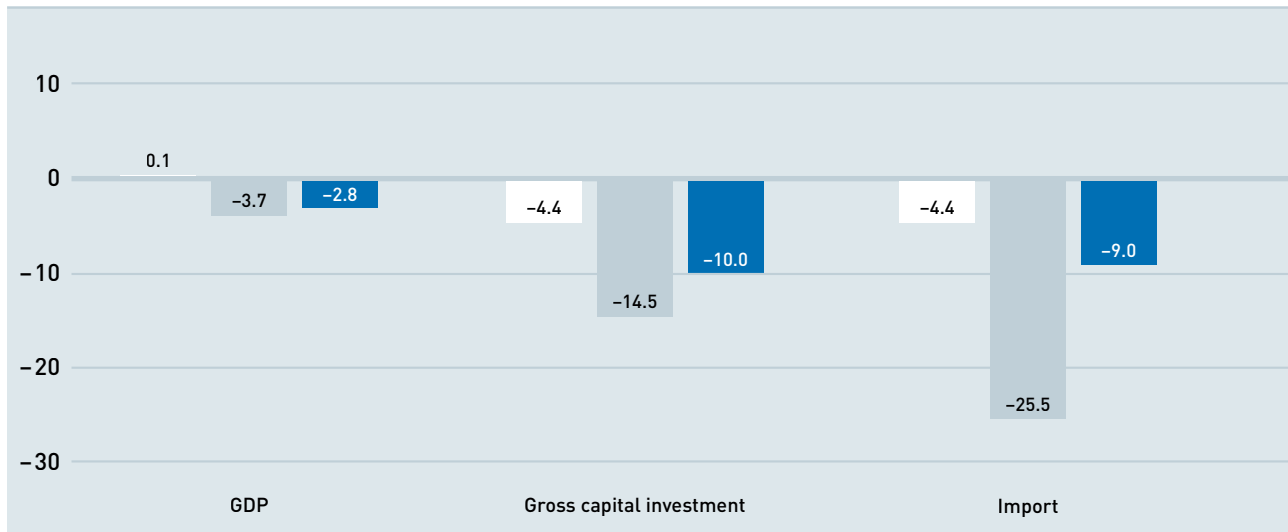
	2014	2015	2016
<b>Total exhibitors</b>	1,250	1,250	1,250
Domestic	700	717	743
Foreign	550	533	507
Countries	34	33	38
<b>Total net exhibition area (m<sup>2</sup>)</b>	82,000	82,000	82,000
<b>Total visitors</b>	91,000	96,000	90,000

# Economic data for Brazil

## Key economic data 2014 to 2016

Real change in % in comparison with previous year

2014  2015  2016



## Market data for “Medical Technology” in Mio US \$ (2013)

Market volume	5,236
Import	3,087

## Outline data

## Value (year)

Number of inhabitants (million)	204.5 (2015)
Population increase (% p.a.)	0.8 (2014)
Average life expectancy at birth (years)	74.9 (2013)
Proportion of health expenditure to GDP (%)	9.3 (2012)
Doctors/100,000 inhabitants	197 (2014)
Hospital beds/100,000 inhabitants	223 (2014)

## Future prospects for “Medical Technology”

Following the exceptionally strong development of the medical technology sector over the past decade, it is now beginning to suffer from the recession in Brazil. The increasing rates of unemployment are leading to a fall in health plans and complementary private insurance coverage. The state has to make spending cuts as part of its savings programme, while the poor exchange rate has made imports more expensive, which are of considerable importance to the medical technology sector in Brazil. Imports of medical technology fell by approximately 15 per cent while the home industry proved able to record slight growth partially caused by the improved export prospects. The demand for medical technology is set to go on increasing in the future due to increased levels of life expectancy, population growth and the increased numbers of people suffering from chronic diseases. Furthermore, the need for investments in public healthcare is also high.

Source: Germany Trade & Invest, [www.gtai.com](http://www.gtai.com)

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