



## Hospitalar 2020

International trade fair for Hospital Equipment & Supplies

18-22 May 2020, São Paulo (Brazil)

**Mark your calendar! The Confederation of Danish Industry, Danish Export Health Tech and The Danish Trade Council in Brazil invite your company to be a part of the Danish pavilion at Hospitalar 2020.**

**HOSPITALAR** is the biggest trade fair in Latin America and a business center for high-level stakeholders within the regional and international health and life science sector. In 2019, the trade show attracted over 90,000 professional attendees from 1,400 companies with 70 different nationalities. This is your gateway to the ever-expanding Latin American market.

### WHO AND WHY?

Hospitalar is relevant for all companies engaged in health and life science sector, in particular for those active in:

- eHealth and MedTech
- Medical Devices and appliances
- Public Health
- Health Education/Knowledge
- Hospital Infrastructure

By joining the Danish Pavilion, you improve your visibility and benefit from Denmark's strong brand within the sector. Being part of a joint pavilion is a more quality and cost-efficient way for your company compared to an individual company pavilion. It is also an opportunity to network and to exchange knowledge with stakeholders in Latin America. The organizing team will provide on-site support, administration and troubleshooting, enabling your company to focus solely on exploring the exciting opportunities at Hospitalar 2020.

GET MORE INFORMATION ABOUT HOSPITALAR HERE.

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# Hospitalar 2020

## BRAZIL

- Population: 211 million
- GDP: USD 1.869 billion
- GDP per capita: USD 11.026
- Income class: Upper-middle income
- Danish export: DKK 7.5 billion

## VISITOR OBJECTIVES

- Update and find new technologies
- Find new suppliers
- Define new business projects
- Generate business contacts
- Buy new machinery
- Become distributors

## VISITORS PROFILE 2019

- Manager, Department Head, Coordinator Officer
- Director
- Nursing Technician and Assistant
- President, Partners, Vice President and Supervisor
- Buyer and Vendor

## NUMBERS FROM 2019

- 1,200 exhibiting brands
- 90,000 visits
- 50,500 healthcare professionals
- 70 countries represented
- 80% of visitors stated that Hospitalar is the best event in the sector
- 90% intend to return in 2020

## MARKET INFORMATION

Brazil is by far the largest health market in Latin American and spends about 9.1% of its GDP in the sector. Make no mistake: The future is even brighter.

Brazil and in general Latin America are currently facing 3 major forces that will reshape the healthcare market. The countries rapidly ageing population indicates a huge potential market for health products and services now and in the future. Brazil and Latin American have one of the highest rates of obesity in the world – therefore there is a great demand for equipment for diagnosis of sequelae caused by obesity, as well as technological solutions for self-diagnosis and monitoring at home. Lastly, lack of efficiency provides major opportunities for experts within healthcare infrastructure. Brazil is eager to solve these issues and willing to provide foreign investors with the best possible conditions.

Always a staple of a strong healthcare economy, sales for the Brazilian medical device market are an area of optimism in the coming year. Global Health Intelligence expects the medical device market to grow by 9% annually until 2023. From 2017 to 2018, the imports of medical devices rose by 21.8%. Ultrasound, MRI, ECG and endoscopy machinery are in high demand. The market size is approximately \$10.5 billion.

The still existing inefficiency and inequality in the market have forced the Ministry of Health to invest heavily in digitalization and medtech. Private and public hospitals seem to follow this trend, investing in technological solutions for paperwork reductions to minimally invasive procedures, such as stents and catheters.

To put it in a nutshell, Brazil faces a number of health-related issues that need to be addressed if the country wants to continue this impressive development. The increasing demand for technological and efficient solutions within the healthcare market presents enormous opportunities for Danish Companies.



## Practical Information

### PRICE

12 sqm booth: **DKK 50.000 excl. VAT** per participating company.

9 sqm booth: **DKK 37.500 excl. VAT** per participating company.

6 sqm booth: **DKK 25.000 excl. VAT** per participating company.

*The price is calculated on a basis of a minimum of 9 participating companies, and an approved 50 percent subsidy from the Danish Trade Council.*

*If the subsidy is not obtained, and/or the number of participating companies changes, we reserve the right to offer you participation at a different price. Should this result in a higher price than quoted above for the basic package, you have the right to cancel your participation.*

*Costs for travel, hotel and other expenses not mentioned are at **own expense**.*

### A JOINT DANISH PAVILION BOOTH INCLUDES:

- Central location, visibility, synergy
- Clear Danish branding for the Danish Pavilion
- Turnkey stands with an individual design for each participant
- Networking events and promotion of the Danish stand with industry associations, government and companies
- Coordination of services provided by the exhibition organizers (refreshments, electricity, Wi-Fi, cleaning etc.)
- Coordination of joint freight and customs clearance
- Coordination of joint travel and hotel reservation through BCD Travel Agency

### HOW TO REGISTER

Please register by filling in the online registration form.

Deadline for binding registration is **January 31<sup>st</sup>**

[REGISTER HERE](#)

Registration is in accordance to the *General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry*. [Download here](#).

