

## Brazilian Health Devices in Holland



*June 2016*



HELLO !!!







# BUSINESS !!!

**YOU WANT TO MAKE  
BUSINESS IN BRAZIL...**





# We are :

**São Paulo State**

**São Paulo City**

*Population: 12 million*



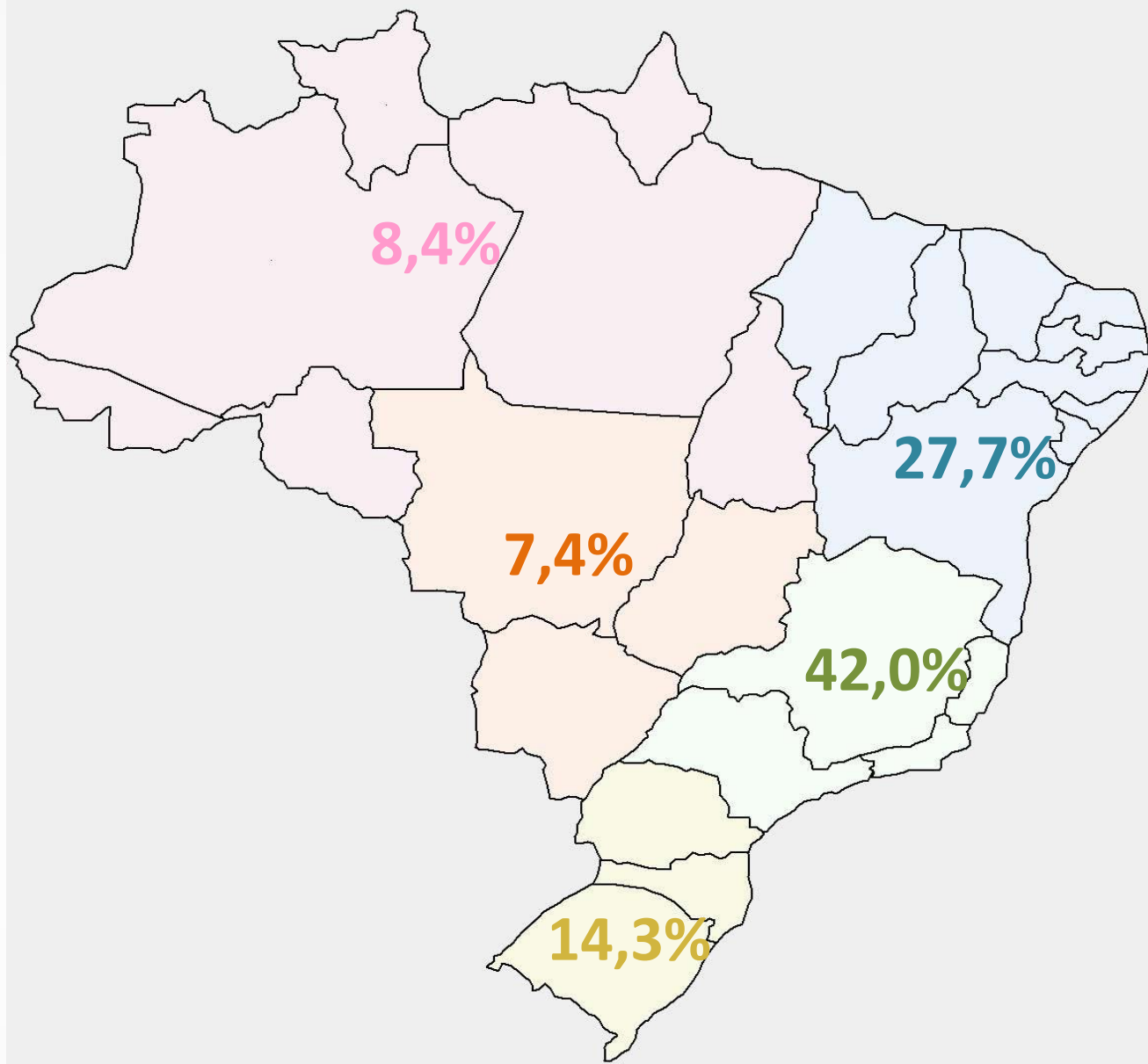
# Brazil size





# Brazil population

Population : 206 million



# Brazil - 2015

**GDP : R\$ 5,900 billion or USD 1,790 billion**

**GDP *Per capita*: R\$ 28,876 or USD 8,750**

**Exchange rate : 3.3**

**Inflation: 10.7%**

**Unemployment rate: 9.5%**

*Source: IBGE*



# Annual Income



Source : Datafolha

Note: \*Considering 3 people by family; the sum is not 100 % because some people did not report income.



# Brazil / Easy or difficult ?

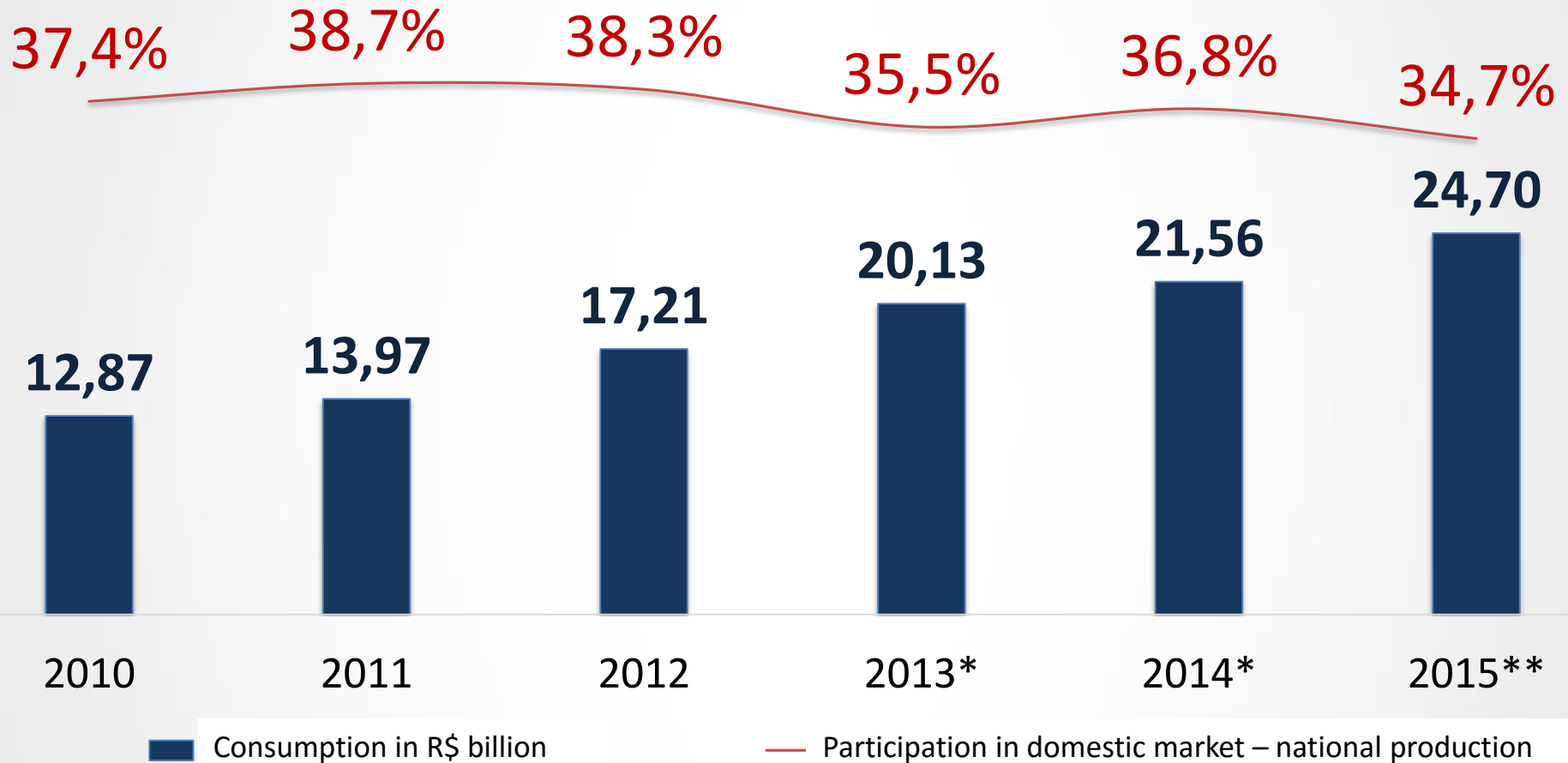
- Nem product register – 6 months to 2 years or more
- High Burocracy
- Public sector – 60% of the domestic consume
- Per capita income
- Long distance (North to South, East to West)
- Different distribution for many different states
- Political and economic problems

# Question

**“To export cheese and milk produced in  
Brazil”**

**Easy or difficult to export to Holland?**

# Consumption and production



Source: IBGE and FGV



# Brazil

## Healthcare sector

# Brazil - 2015

**Health Expenditure (USD bn) → 167.7**

**Per capita (USD) → 807.0**

**Health Expenditure % of GDP → 9.6**

**Public % of health expenditure → 47.7**

**(150,000,000 inhabitant)**

**Private % of health expenditure → 52.3**

**(50,000,000 inhabitant)**

*Source: BMI*



# ANVISA - Brazilian Health Surveillance Agency

FDA

CE

IMDRF

International Medical  
Devices Regulatory Forum

Brazil  
China  
USA  
Canada  
Europe  
Japan



# Brazil - 2015

Number of hospitals → 6,908

Public – 2,353

Private – 4,555

Beds (incl. Day hospitals) → 441,801

Per 000 population → 2.2

Public : 311,917

150 million population – 480 hab/bed

Private : 129,884

50 million population - 384 hab/bed

Physicians → 406,365

Per 000 population → 2.0

Nurses → 282,307

Per 000 population → 1.4

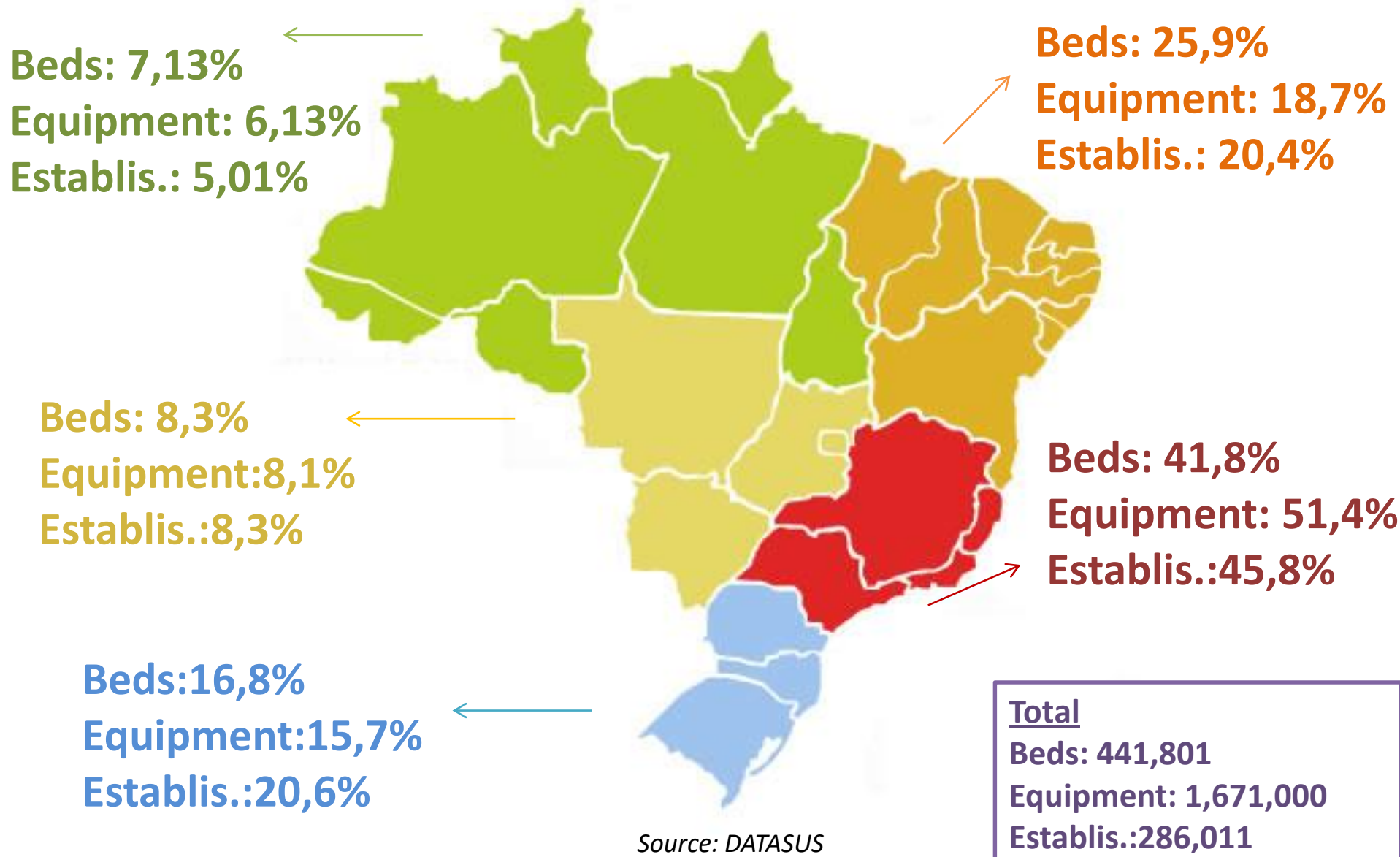
Pharmacists (SUS) → 204,658

Per 000 population → 1.0

Source: BMI



# Brazil - number of beds, equipment, establishment



# Healthcare Sector – 2015 Overview

- The sales of Brazilian Health Devices sector increased more than **10,0%** compared to the previous year;
- Brazilian health industry GDP increased **4,4%** compared to the previous year;
- The most representative segment is medical devices (41,7%) of sector revenue, followed by implants (23,0%), disposable goods (19,0%) and dental devices (16,3%).

*Source: FGV - Projetos*



# Exports to Holland – Brazilian Health Devices Project - 2015

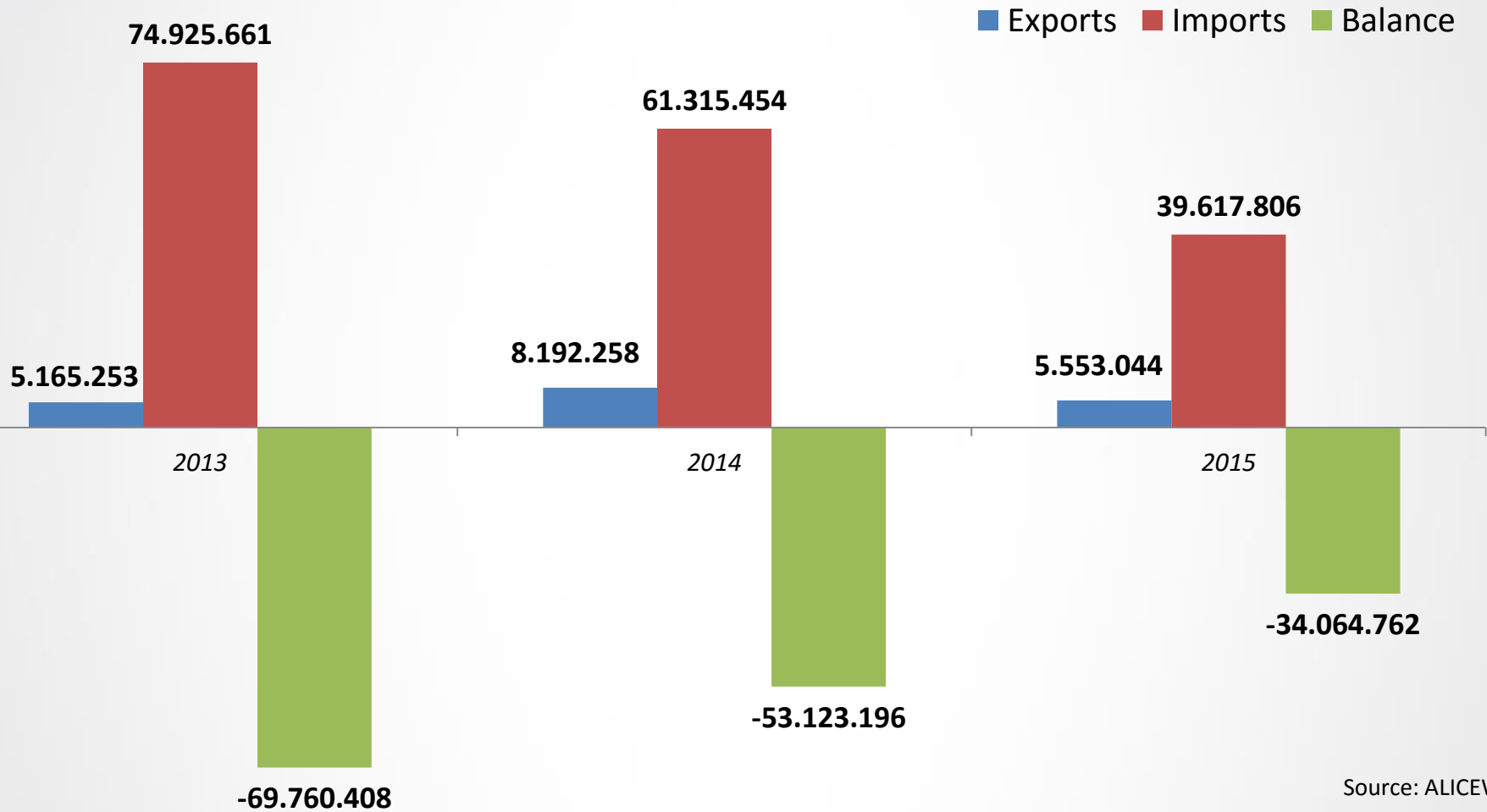
- Holland is the **38<sup>th</sup>** in Brazilian Health Devices exports ranking;
- Compared to 2014 **-48,5%**;

## Products

Articles and apparatus for dental prosthesis  
Articles and apars.de prosthesis  
Instruments and apparatus to medicine, surgery, etc.  
Cements for dental fillings  
Instruments and apparatus to dentistry  
Incubator  
Appliances w / clean parts by ultrasound  
Silicones in other primary forms  
Products for dental fillings  
Articles and appliances orthopaedics

Source: Apex-Brasil

# Health Trade Balance – Brazil x Holland USD FOB



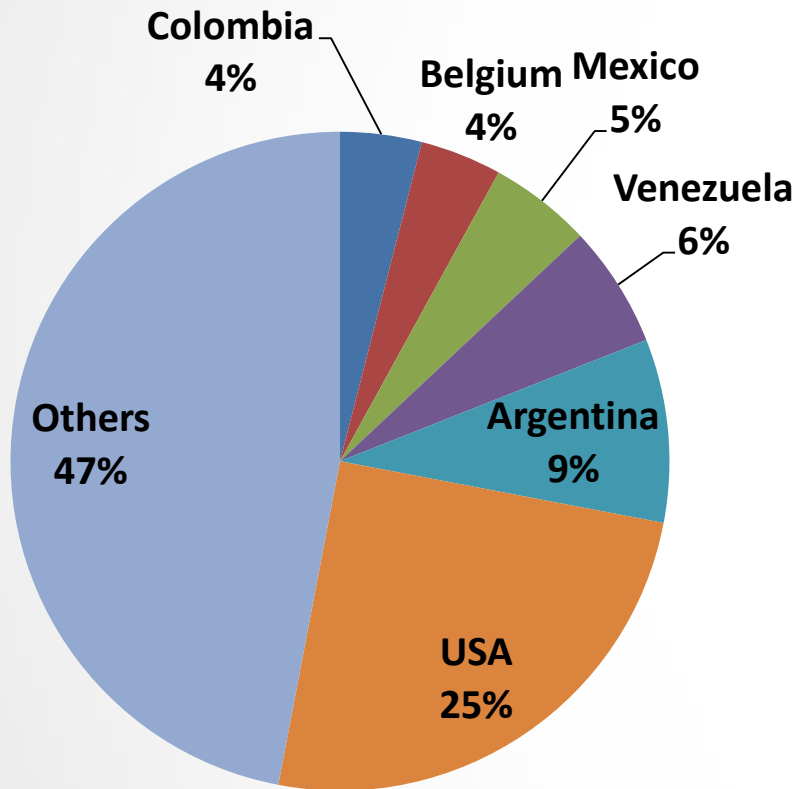
Source: ALICEWEB



# Brazil - 2015

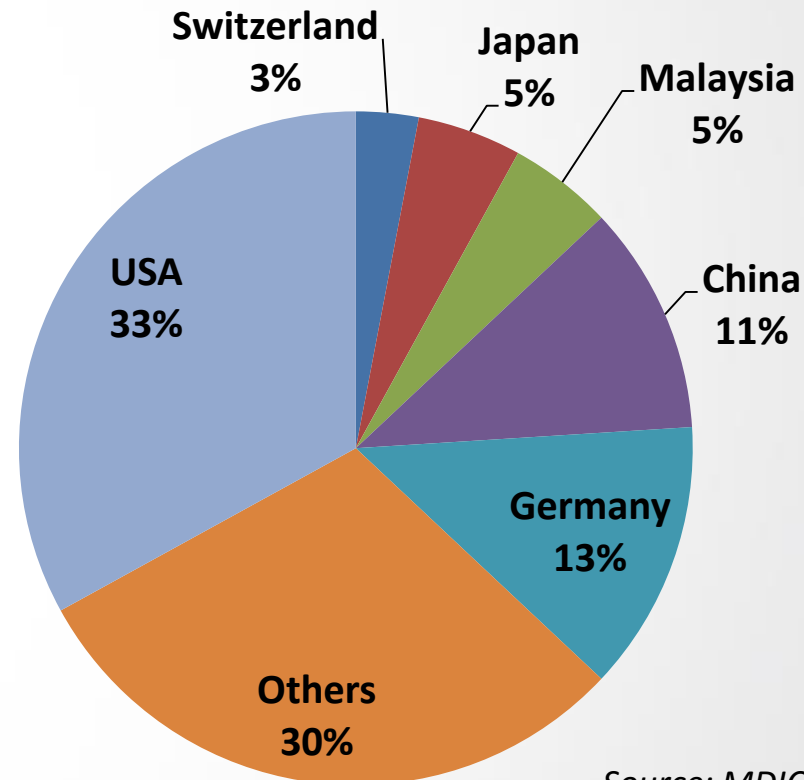
## Brazilian Exports by country

Total: USD 778 million



## Brazilian imports by country

Total: USD 4,0 billion



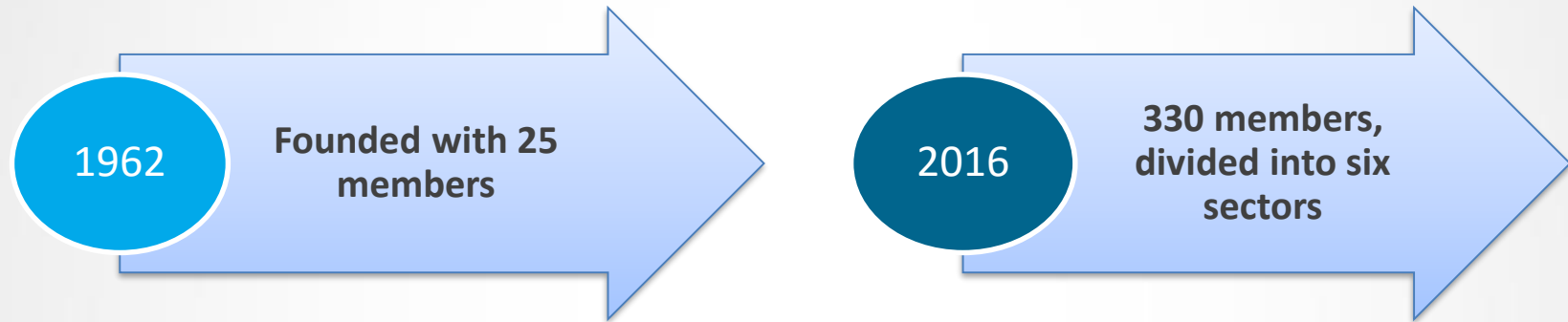
Source: MDIC



# ABIMO

# Introduction - ABIMO

**ABIMO** – Brazilian Medical Devices Manufacturers Association



**66%** of all companies on medical sector are members of ABIMO

**80%** of the sales revenue on medical sector are from members of ABIMO





# Mission

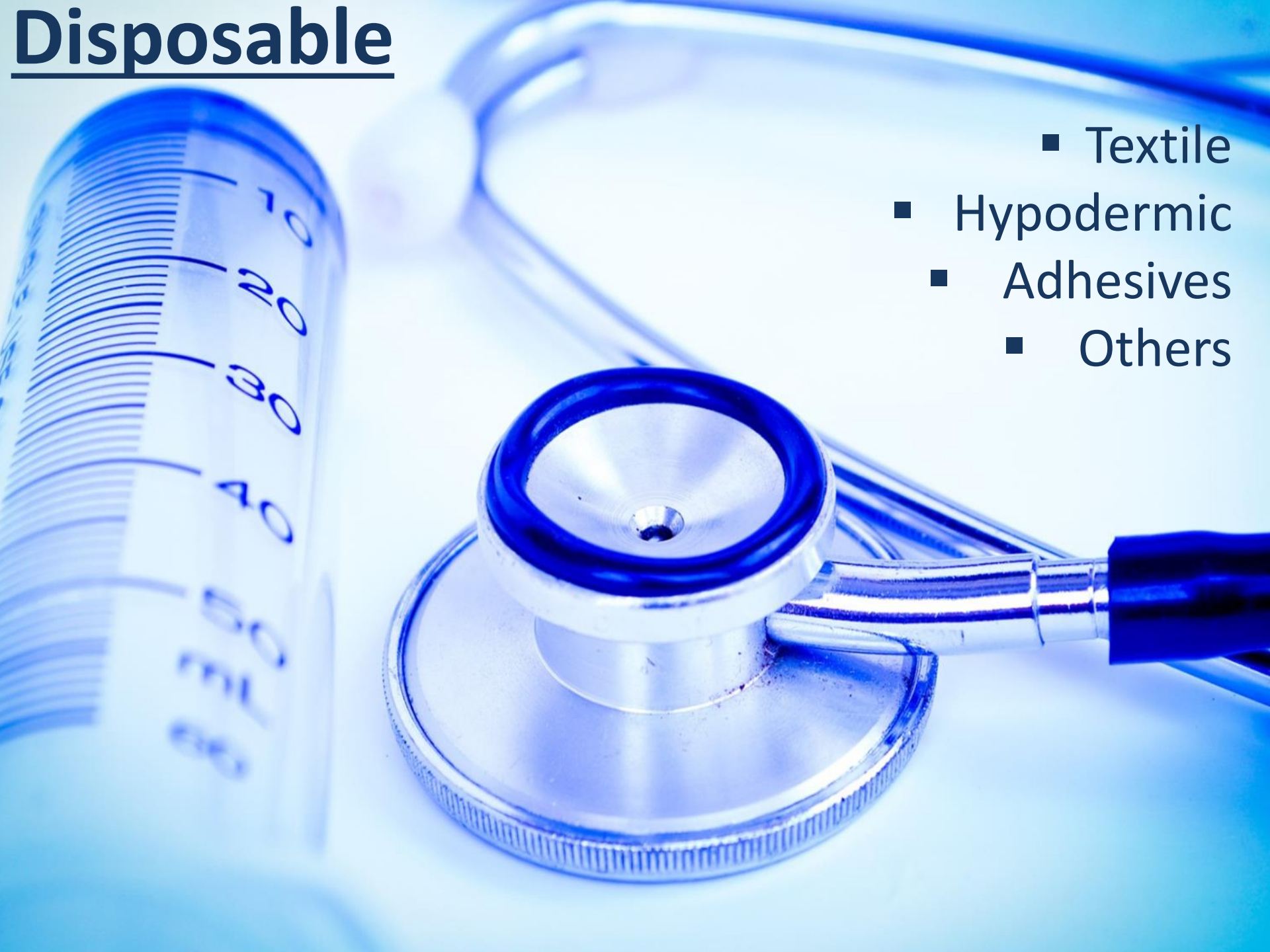
‘ Represent and promote the sustainable growth of the Brazilian health products in domestic and international market ’

# Sectors



# Disposable

- Textile
- Hypodermic
  - Adhesives
  - Others



# Dental Products

- Equipment
- Disposable
- Instrumental





# Medical Equipments

- Furniture (no electric)
- Electromedical
- Surgical Instruments
- Physiotherapy  
Equipment
- Hospitality sector



# Implants

- Equipment
- Reagents
- Other disposable



# Laboratory

A close-up photograph of a female scientist with dark hair, wearing a white lab coat, looking through the eyepiece of a white and black compound microscope. Her hands are adjusting the microscope's controls. The background is a blurred laboratory environment with blue lighting. The word "Laboratory" is written in white, underlined text in the top left corner.

- Equipment
- Reagents
- Other disposable



# Radiology

- Equipment
- Accessories
- Disposable



**SO, IF YOU WANT TO  
MAKE BUSINESS IN  
BRAZIL...**

**THE BEST WAY IS**

**ESTABLISH YOUR**

**COMPANY IN BRAZIL**



**HOW ?**

**INCORPORATE A COMPANY  
OR  
JOINT VENTURE WITH A  
BRAZILIAN PARTNER**

# WHAT ARE WE LOOKING FOR ?

**Innovative products**

**Less expensive solutions**

**High quality**

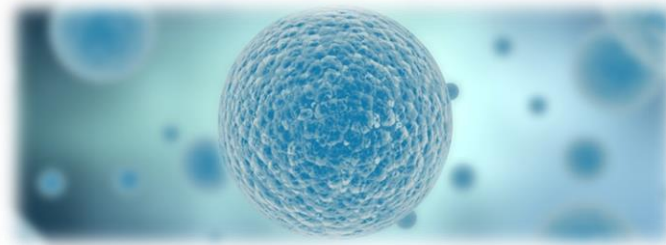
**Competitive prices**

**Cost effective products**



# Targets Products

**-Oncology**



**-Trauma**

**-Home care**

**-Ageing**

**-Obesity**



**SEE YOU IN BRAZIL !!!**



# Thank you!

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