



SÃO PAULO - BRAZIL

The most influential healthcare event in Brazil and in the Americas



The world's 3rd largest healthcare trade show and forum



With 23 years in the market, Hospitalar has earned international status and credibility thanks to a work concept focused on



BUSINESS development



Professional **NETWORKING**



Generation of specialized **CONTENT**

Hospitalar is the meeting point for the medical industry, buyers and decision makers at hospitals, laboratories, health clinics and medical offices



Hospitalar is the reference event for the

Brazilian healthcare market

202 million inhabitants

and for

Latin American countries

635 million inhabitants

Hospitalar is a multi-sector trade show



+ 1,200 exhibitors brands – 39 countries



82,000 m² of exhibition area and congresses



Presenting the **full range of medical products,**
equipment and services

Hospitalar attracts



+ 90,000 professional visitors from Brazil



+ 59 countries





24%

Hospitals,
Healthcare
Establishments,
Medical Clinics
and Laboratories



21%

Distributors,
Representatives,
Importers and
Exporters



12%

Nursing



6%

International
Visitors



6%

Medical
Doctors



4%

Manufacturers



4%

Medical
Product
Stores and
Pharmacies



4%

Hospital
Engineering
and Architecture

Main visitors

Hospitalar brings together and connects all the players in healthcare



The entire supply chain

Brazilian and international companies with
their solutions and innovations



Owners, directors and buyers from Hospitals, Clinics and all kinds of healthcare establishments



Brazilian healthcare in figures

- The world's **8th** largest healthcare market
- **245,000** healthcare establishments
- **6,800** hospitals
- **450,000** hospital beds (65% public, 35% private)
- **388,000** medical doctors
- **50 million** private healthcare plan users (1/4 of the 202 million inhabitants)
- **1,6 million** nursing professionals
- **18,000** laboratories

Movers and shakers in public and private healthcare policies

Brazilian Ministry of Health



Health Surveillance Agency



Healthcare Departments of Brazilian States
Research and Teaching Institutions
Development and Financing Institutions



Ricardo Barros, Minister of Health



Dr. Mayana Zatz and Dr. Waleska Santos



Dr. Waleska Santos and Dr. Ivo Pitanguy



Jarbas Barbosa, President of Anvisa

Dr. Waleska Santos and José Serra, Minister of Foreign Affairs



Dr. Jorge Kalil, Director of the Butantan Institute



Jean-François Quentin, President of UBM Brazil, Dr. Waleska Santos and Governor Geraldo Alckmin



The main Brazilian Healthcare Institutions



- **National Confederation of Healthcare**
288,000 hospitals, clinics and healthcare establishments throughout Brazil



- **Hospitals Union of the State of São Paulo**
40,300 hospitals, clinics and healthcare establishments from Brazil's richest state



- **The National Association of Private Hospitals**
80 of Brazil's largest private hospitals



- **Brazilian Medical Devices Manufacturers Association**
Over **260** suppliers of product and equipment



- **Brazilian Association of High Technology Healthcare Products Industries**
190 Brazilian companies, foreign and multinational companies installed in Brazil

Hospitalar Forum

Over **50 CONFERENCES** and **SEMINARS**

Focused on Management, Innovation, Sustainability and Entrepreneurship
+ 300 speakers and over 10,000 attendees



Main events at Hospitalar Forum



eHealth International Forum
EUA, Canada, Belgium, Singapore,
Germany, Mexico, Spain, Portugal
and Brazil at 2016 edition



EUA, France, Spain, Portugal,
Argentina and Brazil
at 2016 edition

The logo for Fair+Forum Hospitalar features a stylized green and white circular emblem on the left, followed by the text "Fair+Forum" in a smaller font and "Hospitalar" in a large, bold, white font.

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

60% of the exhibitors have already
renewed their participation for 2017

Headline sectors for 2017 edition



eHEALTH

High technology applied to healthcare



HOSPITALS LOUNGE

Major hospitals are exhibitors at the show



REHABILITATION and AGING

Technologies, products and services

HOSPITALAR invites NETHERLANDS

To be the GUEST COUNTRY
at Hospitalar 2017



Special exhibiting area presenting solutions
and innovation on healthcare products and
services from Dutch companies

HOSPITALAR invites NETHERLANDS

**also to be a GUEST COUNTRY at
CISS – International Healthcare Services Congress**

**Participation of Dutch speakers
at a special session, according to the
main theme of the congress**





MAY 16 – 19, 2017 SÃO PAULO – BRAZIL

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