

SEMINAR - MEDTECH MARKET IN BRAZIL - September 17th, 2019

OPPORTUNITIES AND CHALLENGES OF ENTERING A BOOMING MARKET



After the election of a new government in October 2018, Brazil is open for business again and this time companies from the Medtech sector will have the opportunity to showcase their excellency. Brazil has the 3rd largest healthcare market and the largest public healthcare system in the world. The Healthcare expenses are US\$ 140.7bn, which corresponds to 9.5% of the GDP. 45.2% of the healthcare expenses are generated in the public sector and 54.8% in the private sector. The healthcare expenses are expected to grow even further and are estimated to correspond to 25% of the GDP by 2035. As the economic outlook improves, the population tends to invest more money into their health. Switzerland Global Enterprise in cooperation with SECO invites interested companies to know more about the potentialities of the growing Brazilian Medtech market.

Information Session

September 17th, 2019
15.00 - 18.30

Venue

Staatssekretariat für
Wirtschaft SECO
Holzikofenweg 36
3003 Bern

Cost

S-GE Members: free of
charge
Non-members: CHF 50.00

REGISTRATION DEADLINE:

September 12th, 2019

CLICK HERE TO REGISTER

Event Program

15.00 - 15.30

Registration & Coffee

15.30 - 15.40

Welcome & Introduction

Fabio Speciale, Senior Consultant South America, Switzerland Global Enterprise
Jörg Baumann, General Counsel & Deputy Director, Swiss Medtech

15.40 - 15.55

Swiss-Brazilian Economic Relations & Perspectives

Kevin Kienast, Country Officer South- and Central America, SECO

15.55 - 16.15

Brazilian Economic and Political Outlook Into the Medtech Market

Daniela Roosen-Runge, Business Development Manager, Swiss Business Hub, Sao Paulo

16.15 - 16.45

Opportunities for Swiss Companies in Brazil's Growing Medtech Market

Jefferson Almoualem Plentz, techtools ventures

16.45 - 17.15

Company Testimonials

Daniel Baettig, CEO, NordendGlobal AG

José Miguel Delgado, Regional Sales Manager, Bien-Air Brazil Ltda.

17.15 - 17.30

Logistic solutions for life science in Brazil

Michael Indlekofer, Director Marketing & Sales, DHL Logistics (Switzerland) Ltd.

17.30 - 18.30

Networking Apéro



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Event Partner

