

Showcase your brand at Hospitalar,
the most important health event in Latam

SWISS MEDTECH CONGRESS IN BRAZIL



OFFICIAL PROGRAM

WHEN

May 23-24, 2023

WHERE

Hospitalar Trade Show
Sao Paulo
Brazil

YOUR CONTACT



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WHY BRAZIL

Brazil's healthcare market is the largest in Latin America:

- around 7,000 Hospitals in the country, 60% of which are private and count on highly innovative institutions
- 815'000 physicians by 2030 (estimated)
- Approximately 25% of the population, 48.7 million beneficiaries, has access to private healthcare, the main driver of innovative healthcare solutions. 60% of the expense in health is private
- 21.9% of the population will be 65 years old or older in 2050 (estimate). In 2017, it was 8.9%

OVERVIEW

With more than 1'000 exhibiting brand and 75'000 visitors, Hospitalar is definitely the most important occasion for the medtech industry in Brazil. The trade show returns to its physical event after a 2-year break due to the pandemic; the perfect change to reengage with the prosperous Brazilian market or to take the first steps in entering it.

The Swiss Medtech Congress will take place inside Hospitalar and will offer a platform for Swiss companies to present its solutions. In its first edition, the event will allow the Brazilian audience to get in contact with the latest developments from the Swiss industry. With a diverse program and speakers from different backgrounds, the event will also count with important networking slots, giving the chance to Swiss companies to meet Brazilian players directly.

TARGET AUDIENCE

From the Brazilian side, the audience will consist of players from the Brazilian medtech industry (local producers), companies demanding medtech solutions (Hospitals/clinics and physicians) and investors from the medtech sector.

Participation is recommended for the following Swiss companies:

- **Suppliers of the medtech industry** that would like to establish contact with Brazilian medtech producers
- **Providers of medtech solutions** that would like to promote its products among the Brazilian clientele

THE PROGRAM

The 2-day event will count with:

- Two sessions per day (2 hours each)
- Networking breaks
- 2 Networking Aperòs (one of them in the official Swiss residence in Sao Paulo)

NEXT STEPS

Interested in a speaking slot at the Swiss Medtech Congress and/or 1:1 meetings with participants?

Contact us to schedule an individual consulting session with our team (free of charge) and discuss the different possibilities.