

Press release

A new addition to MEDICAlliance:

In Brazil, a strong platform is being created “by professionals for professionals” with MEDICAL FAIR BRASIL

Messe Düsseldorf Group and manufacturers association ABIMO agree on cooperation

The Messe Düsseldorf Group is re-focusing their activities on the health market in Brazil and is off to a great start with the new MEDICAL FAIR BRASIL event, which will take place for the first time from 05 - 08 May 2020 in the Expo Center Norte in Sao Paulo, after which it will be held annually. MEDICAL FAIR BRASIL is supported by and staged in cooperation with the brazilian medical technology manufacturers association ABIMO. Messe Düsseldorf's foreign representation in Brazil is responsible for organising the event on site.

“With Messe Düsseldorf and ABIMO, two strong partners are working on the mutual goal of establishing MEDICAL FAIR BRASIL as Brazil's leading event platform. Using our global network of 75 foreign representations and 12 affiliated companies or subsidiaries, we aim to push marketing in over 130 countries and contribute our valuable experience in holding health trade fairs,” explains Wolfram Diener, Managing Director at Messe Düsseldorf.

The Messe Düsseldorf Group has been organizing successful healthcare events around the globe for years and years. In 2017, these healthcare events were grouped under the new umbrella brand “MEDICAlliance” so that they could be marketed as a unit worldwide. In addition to the world-leading trade fair MEDICA and the internationally leading supplier trade fair COMPAMED, both held at our Düsseldorf location, this includes MEDICAL FAIR INDIA (Mumbai/New Delhi), MEDICAL FAIR ASIA (Singapore), the MEDICAL FAIR THAILAND (Bangkok) and MEDICAL FAIR CHINA (Suzhou), among others.



MEDICAlliance



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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

For the South American market, the MEDICAL FAIR BRASIL is now being added as a further member of MEDICAlliance. Meditech in Colombia (Bogota) already successfully represents MEDICAlliance in South America.

“We know the market and are already well connected in the industry in Brazil thanks to our previous commitments. For us, it is strategically important to have a strong presence on this market with MEDICAlliance. Positive growth prospects and brazilian business partners, who in our experience are reliable and sincere, are the ideal foundation on which to build a top business,” says Horst Giesen, Global Portfolio Director Health & Medical Technologies at Messe Düsseldorf, emphasising the significance of the commitment. The brazilian market’s volume for medical technology is approx. 5.7 billion US dollars (source: gtai). The healthcare industry is among the industries with the highest growth rates in the country.

Paulo Fraccaro, Superintendent at ABIMO, is also looking forward to the cooperation and eagerly awaits MEDICAL FAIR BRASIL: “The cooperation between ABIMO and Messe Düsseldorf will bring forth a strong alliance. Together, we are creating the ideal platform for companies to present their innovations and meet relevant decision-makers – both those active in health care as well as manufacturers and distributors in other countries.”



The focal points at MEDICAL FAIR BRASIL are: Medical technology / medical products, laboratory technology and diagnostics, health IT, physiotherapy and orthopaedic technology as well as medical services.

With this offer, the event primarily addresses doctors, medical professionals and managers of health institutions as well as experts for the fields of science, politics, trade and industry and health industry service suppliers.

For more information, please visit: <http://www.medicalfair-brasil.com>.

Information on the MEDICAlliance trade fairs is available online at: <http://www.medicalalliance.global>.

Information on ABIMO is available online at: <http://abimo.org.br>.

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