



# Hospitalar

By Informa Markets



May 23 - 26 2023

São Paulo Expo

Post Show

REPORT **30**  
ANOS




## **Hospitalar celebrates 30 years of activities with its largest edition ever held**

Hospitalar is a reference in the health sector throughout Latin America, and its 30th anniversary edition reinforced its greatness. Held in São Paulo, the event promoted the participation of thousands of healthcare professionals, companies, and associations to show the most recent innovations and advances in medical equipment, products, and services.

The four days of events provided attendees the opportunity to interact with industry leaders, conduct business, discover the latest trends and advances in healthcare, and participate in dozens of content.

Exhibitors presented their pioneering products and solutions to industry professionals and built lasting relationships.

With this edition, Hospitalar reinforces its leadership in the industry and continues as a reference for all professionals in the health sector as a unique opportunity for connection, good business, learning, and new opportunities.



There are **30 years** of history, connecting professionals and stimulating business in the health industry.



**+90.000**

Professional visits



**+60.000**

visitors



**+1.000**

Exhibiting brands



**100**

Countries

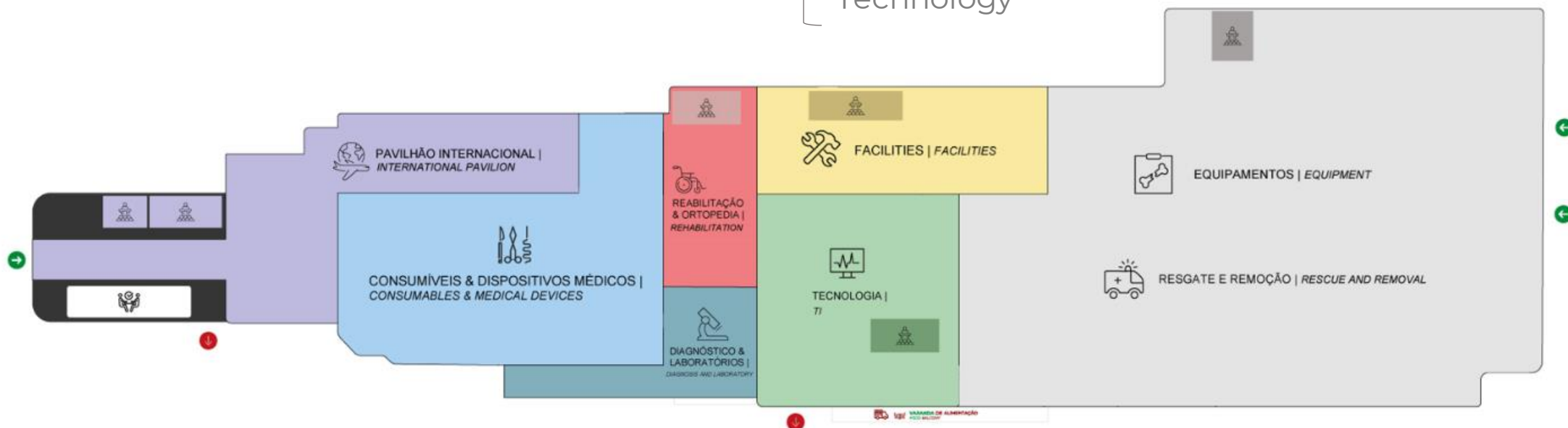




**100,000 m<sup>2</sup>**  
**EXHIBITION AREA**

## 8 SECTORS

Medical Consumables and Devices  
Diagnostics and Laboratories  
Equipment  
Facilities  
International Pavilion  
Rehabilitation and Orthopedics  
Rescue and Removal  
Technology



# Exhibitors

# Reasons to Exhibit

85%

Prospect new customers

71%

Strengthen our brand

59%

Networking

55%

Close deals with customers that we are already in negotiations with

52%

Launch new products

35%

Identify new opportunities/  
Trends



Click on the image to see what  
The exhibitors said of the last edition.

# Visitor Profile

# Reasons to Visit

**63%** Keep up to date on new products/trends

**47%** Networking with partners potential trade

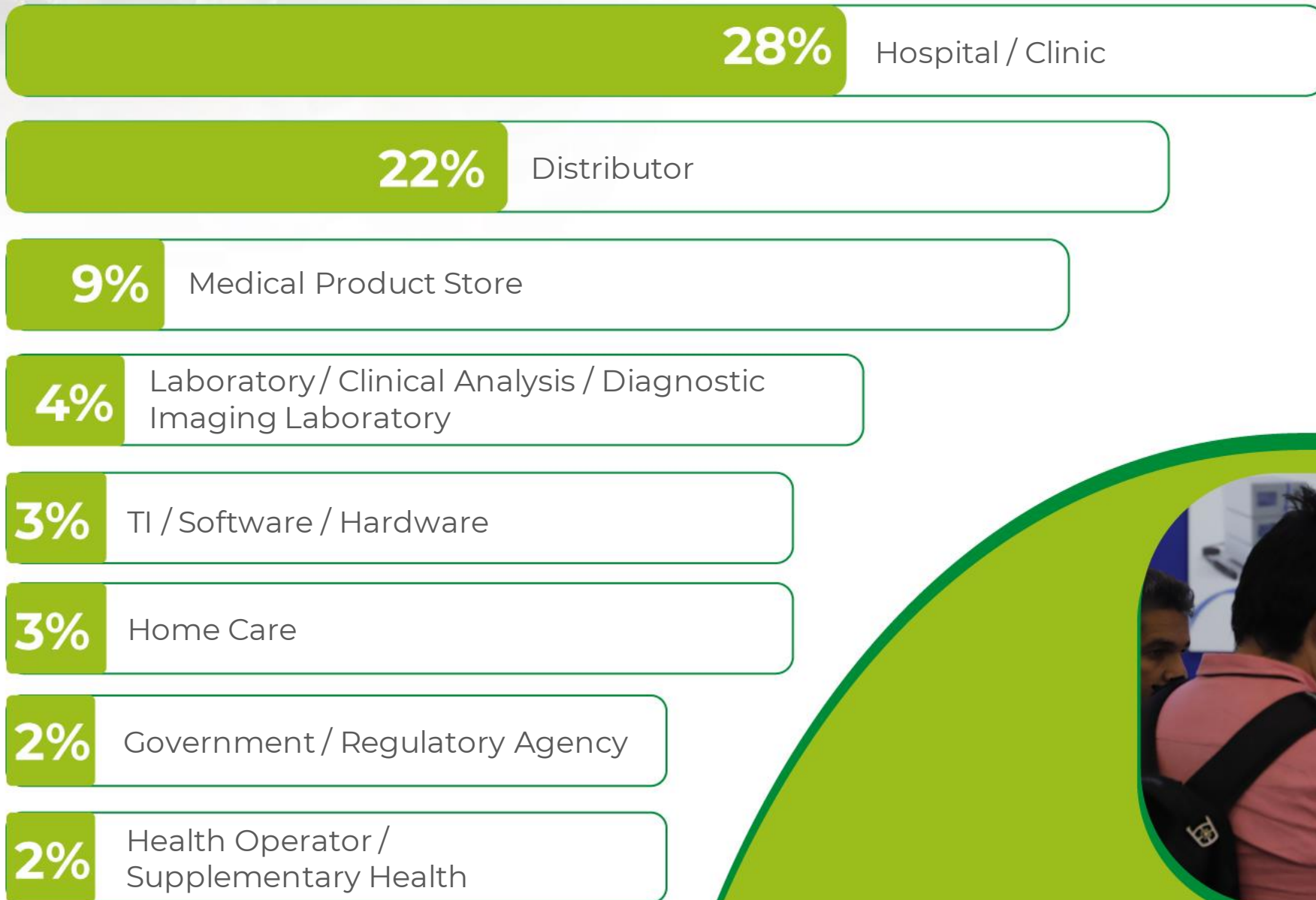
**40%** Find a new supplier/partner

**21%** Participate in congresses/panels discussion



# Visitor Profile

# Company Segments



# Visitor Profile

# Top 5 Positions

**20%** Owner / Partner

**18%** Manager

**14%** Supervisor/Coordinator

**7%** C-Level / Director

**3%** President





# Visitor Profile

# Area of Expertise

23%

Commercial / Business Development

20%

General Management / Administration

18%

Health Professional/Clinical Staff

15%

Purchases / Supplies

14%

Engineering

10%

Technology Information / IT



## Participating countries

## Visitor Profile

South Africa  
Germany  
Angola  
Saudi Arabia  
Algeria  
Argentina  
Australia  
Austria  
Bangladesh  
Belgium  
Benin  
Brazil  
Bolivia  
Brunei  
Burkina Faso  
Botswana  
Bulgaria  
Canada  
Chile

China  
Colombia  
South Korea  
Costa Rica  
Cape Verde  
Cameroon  
Qatar  
Denmark  
Ecuador  
El Salvador  
United States  
United Arab Emirates  
Spain  
Ethiopia  
France  
Finland  
Ghana  
Guatemala  
Guyana

Guinea  
Holland  
Honduras  
Hong Kong  
Hungary  
India  
Iran  
Indonesia  
Ireland  
Italy  
Japan  
Libya  
Lebanon  
Malaysia  
Mauritania  
Mexico  
Mozambique  
Nigeria  
Pakistan

Panama  
Paraguay  
Peru  
Poland  
Portugal  
Kenya  
United Kingdom  
Dominican Republic  
Czech Republic  
Russia  
Sweden  
Switzerland  
Suriname  
Sierra Leone  
Sri Lanka  
Turkey  
Uganda  
Uruguay  
Venezuela



# Latin American visitation grew 21% in 2023

## Top 5 positions

48%

Manager

22%

Owner

9%

Director

6%

President

6%

Coordinator



# Latin American visitation grew 21% in 2023

## Top 3 practice areas

28%

Administration

21%

Shopping

19%

Commercial



# Hospital Contents 2023

The Hospitalar Congresses bring to visitors several themes and discussions about the main trends, innovations and technologies in the industry, bringing together representatives of important companies and initiatives in the Latin American Health industry.



**+30** Simultaneous events



**780** National and international speakers



**+5.700** Participants  
Audience congresses and arenas



**+300** Themes  
national and international



# Hospital Congresses



**+2700** Participants  
General audience of the  
Hospitalar congress and partner  
initiatives



**CAD**  
Congress of  
**Home Care and  
Transitional Care**



**CISS**  
International Congress  
of Health Services



**H&F**  
**Hospitality & Facilities**  
Congress



**HIMSS**<sup>™</sup>@Hospitalar  
International Digital Healthcare Forum 2023

INDÚSTRIA E  
DISTRIBUIDORES

HEALTH

# Content Arenas



INDÚSTRIA E  
DISTRIBUIDORES

## CONTENT ARENA



**+3,000** Participants  
General audience of the  
arenas

Over the four days of the event, more than 3,000 people participated in the content offered by the seven free arenas of the event. Each arena was curated by industry experts to promote quality and relevant content for professionals!

# Content Arenas

## ARENA DE CONTEÚDO ATENÇÃO DOMICILIAR E CUIDADOS DE TRANSIÇÃO

Co-realização e Curadoria: 

## ARENA DE CONTEÚDO ENGENHARIA CLÍNICA

Curadoria:  

## ARENA DE CONTEÚDO FACILITIES E HOTELARIA

Curadoria: *Marcelo Boeger* 

## ARENA DE CONTEÚDO HEALTH

Curadoria: *Consulados*   *Sobrasp*

## ARENA DE CONTEÚDO INDÚSTRIA E DISTRIBUIDORES

Curadoria:  

## ARENA DE CONTEÚDO REABILITAÇÃO

Curadoria: *Prof. Dra. Linamara Rizzo Battistella* 

## ARENA DE CONTEÚDO TECNOLOGIA

Curadoria:   *Chao Lung Wen* 





# Event Attractions



## PRODUCT DEMONSTRATION STAGE

Every day, technology solution providers showcased their products on the Product Demo Stage. **There were 23 presentations evaluated with an average rating of 4.3 by the audience!**



## HOSPITAL AWARD 2023

Since 2005, Hospitalar has annually recognized a healthcare professional who have stood out due to their performance in the sector. In 2023, the tribute was given to Margareth Dalcolmo, MD, who received the trophy Personality of the Year in Health

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# Event Attractions



## HOSPITAL EXPERIENCE

AFS - Association of Health Suppliers, in partnership with Hospitalar, presented the HOSPITAL EXPERIENCE, a space where visitors could experience hospital facilities in practice, as well as live, through Virtual Reality, an immersive experience in some spaces of a Hospital.



## FACILITIES EXPERIENCE

Visitors were able to see a hospital room full of novelties with the application that integrates the hospital's automation and services and an interactive TV that empowers the patient and facilitates efficiency in services.



## PATIENT EXPERIENCE SPACE

In the Home Care and Transitional Care Arena, visitors could watch demonstrations of the Home Care segment with simulations of home hospitalization, enteral diet procedures, oxygen therapy solutions, and remote monitoring. The space also had a bedroom, bathroom and kitchen set up to simulate demonstrations of patient home care.

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# Sustainability

As an event that has been connecting people for over 30 years, we understand the weight and importance of the impact we generate in the world. Given this scenario, we are protagonists of several actions aimed at encouraging social responsibility and sustainability.



## Badge recycling

On the last day of one's attendance, badges were disposed of at a collection urn for recycling



## Selective collection

During the event, organic and recyclable materials are collected



## Disposable materials

Encouraging local and personal products such as personal water bottle



## LED Lighting

Decreased energy consumption with increased energy efficiency



## Encouraging public transport

to and from the event with a free transfer from the Santos- Imigrantes station to the event

# Sustainability – Sustainable Booth Award



Prêmio

**Estande**

2023

**Sustentável**

by **Hospitalar**

Aiming to value sustainable practices of the exhibiting companies, Informa Markets, HOSPITALAR's organizer and promoter, held the Sustainable Booth 2023 Award, which publicized and rewarded the brands with the most sustainable stands. In addition to the winners, all the booths that exceeded the minimum score won the Sustainable Stand 2023 seal. Participation in the project was free and voluntary.

[Click here to see the winners.](#)

## Social Projects



# Doe Saúde<sup>+</sup>

The Horas da Vida Institute joined in partnership with the Hospitalar Trade Show in favor of people who live in social vulnerability and have no access to health and exams. Together they promoted the second edition of the campaign "Donate Health", which collected donations for clinical and imaging exams for families living in social vulnerability and are assisted by social organizations registered with the Institute.

Learn more about the project by clicking [here](#).

# Social Projects



## Soul Alegria

*"We had fun, we entertained people a lot, we left an atmosphere of lightness, of joy, of love. We did lectures, mini workshops, talked about enthusiasm and motivation, made wonderful contacts with dozens of companies, felt embraced, made a little mess in some specific moments, after all we are clowns and bring a little of this in our DNA!"*

*Our gratitude to each member of Informa for dedicating precious time to a group of hospital clowns that really believes and loves what they do!"*

*Clerson Pacheco*



## Site:

**Sessions: +520.000**  
**Unique users: +330,000**

*\*data from 01/01/23 to 05/31/23*



**Facebook**  
**21,000+ fans**

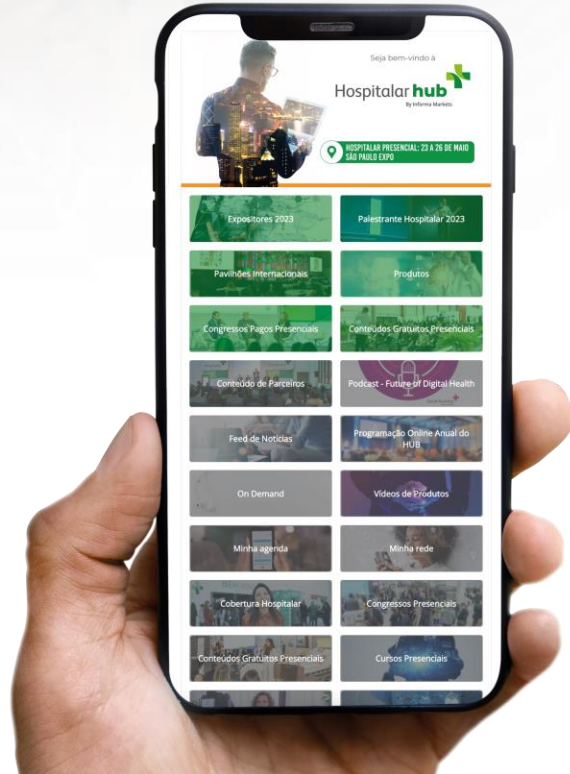


**LinkedIn**  
**+ than 21,000 followers**



**Instagram**  
**+ than 27,000 followers**





## Hospital HUB:

Active users: 24,939

Views exhibitor pages: 43,446

Product page views: 22,503

\*data from 01/01/23 to 05/31/23

**97,000+** Leads generated for Exhibitors

**Overall Average Score of Leads that were rated 4.3 (from 1 to 5)** ★★★★★

**1,136 companies in the Hospital HUB.**  
Being that 100% of them were favorited at least once 📌

**These 1,136 companies received altogether 18,480 favorites** 📌📌📌







**+2,000**

Stories in the main media vehicles in the country

**veja**



**CBN**

Saúde Business  
By Informa Markets



PORTAL  
**HOSPITAIS**  
*Brasil*

**CULTURA**

**DIÁRIO DO GRANDE ABC**

Jornal  
**as TRIBUNA**  
O Jornal do Espírito Santo



Media Valuation: **BRL 39 millions**

veja

## Por que as Big Techs querem entrar na área da saúde

Conglomerados digitais têm pretensões de pisar no terreno da assistência médica. O que está em jogo nisso?

Por Fábio Leite Serra\* Publicado em 3 maio 2023, 19h01 - Atualizado em 3 maio 2023, 19h18



DISCUSSÃO: Gigantes de tecnologia detêm dados sensíveis de população. (Foto: Pixabay/Divulgação)

- No século 20, o petróleo exerceu um papel fundamental na economia mundial, porque substituiu com vantagens o carvão, principal fonte de energia da Revolução industrial. A dependência dos países industrializados do petróleo levou à criação de grandes corporações.
- 
- 

ISTOÉ

## Ministério da Saúde estuda inclusão de inteligência artificial no SUS

AGÊNCIA BRASIL ⓘ

23/05/2023 - 21:47

Compartilhe

O Ministério da Saúde tem estudado implementar novas tecnologias no Sistema Único de Saúde (SUS), com o objetivo de expandir o acesso da população a uma saúde pública cada vez mais universal, ágil e de qualidade. Uma das ideias, por exemplo, é incorporar a inteligência artificial (IA) nos serviços de atendimento à população. Tudo isso seria feito por meio de um programa que ainda está em fase de estudos, o SUS Digital.

exame.55 ANOS

## Ministério da Saúde planeja inclusão de inteligência artificial no SUS

Um dos objetivos é reduzir filas de espera por atendimento

O [Ministério da Saúde](#) quer implementar novas tecnologias no Sistema Único de Saúde ([SUS](#)). O objetivo é expandir o acesso da população a uma saúde pública cada vez mais universal, ágil e de qualidade. Uma das ideias, por exemplo, é incorporar a **inteligência artificial** (IA) nos serviços de atendimento à população. Tudo isso seria feito por meio de um programa que ainda está em fase de estudos, o **SUS Digital**.



Media Valuation: **BRL 39 millions**



ESTADÃO

## O impacto da Lei Anticorrupção Empresarial sobre o mercado de equipamentos e dispositivos médicos no Brasil



Haroldo Zaverin - Foto: Divulgação

Prétes a completar dez anos, a Lei Federal nº 12.846, de 17 de agosto de 2013, foi responsável por profundas modificações no ambiente comercial brasileiro. Talvez por ter entrado em vigor durante a Operação Lava Jato, ficou conhecida como "Lei Anticorrupção Empresarial", já que tratava de sua estruturação não apenas a previsão de pesadas sanções para a hipótese de consumação dos atos lesivos nela previstos -



NOTÍCIAS

## Margareth Dalcolmo vai receber o Prêmio Hospitalar 2023 - Personalidade do Ano

A médica pneumologista será condecorada por seu trabalho durante a pandemia

Da Redação  
25/05/2023 11h48



Reprodução/Facebook Margareth Pretti Dalcolmo

Margareth Dalcolmo vai receber o Prêmio Hospitalar 2023 - Personalidade do Ano nesta sexta-feira (28). A médica pneumologista será condecorada por seu trabalho durante a pandemia.



## Feira em São Paulo debate saúde digital no SUS

Em sua 28ª edição, a Feira Hospitalar coloca em debate o potencial de transformação das plataformas digitais no serviço de saúde nacional

Por Agência Brasil

23/05/2023 09:08 - Atualizado há 7 minutos



Feira debate temas como Telemedicina, Digital, Farmácia e Sistema Único de Saúde (SUS) - Foto: Reprodução



# Media Reach

# Press Relations

Media Valuation: **BRL 39 millions**





## Institutional Sponsorship



# Institutional Support





## Special thanks

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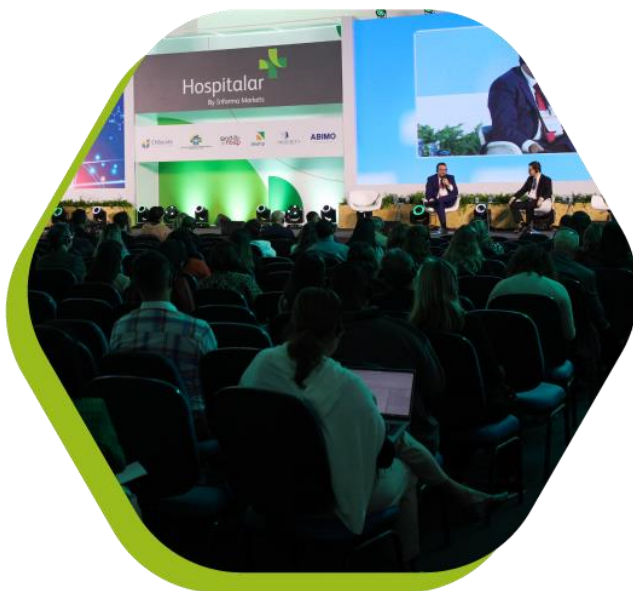


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