



Hospitalar

By Informa Markets

May 21-24, 2024

*From 11 a.m. to 08 p.m. - São Paulo Expo
São Paulo - Brazil*

Post Show

REPORT



Hospitalar 2024 exceeded all expectations by attracting a highly qualified audience, driving substantial business volume, and offering unique networking opportunities and relevant content. Its significant impact on Brazilian healthcare was evident in every interaction and initiative presented during the event.

Professionals, companies, and leading institutions in the sector gathered to explore the latest trends, share knowledge, and form strategic partnerships. Hospitalar 2024 not only reinforced its position as a market reference but also demonstrated its commitment to driving innovation and advancing healthcare in Brazil..

General results



Unique visitors
50.000



Total Professional Visits
80.000



Exhibiting Brands
1.200

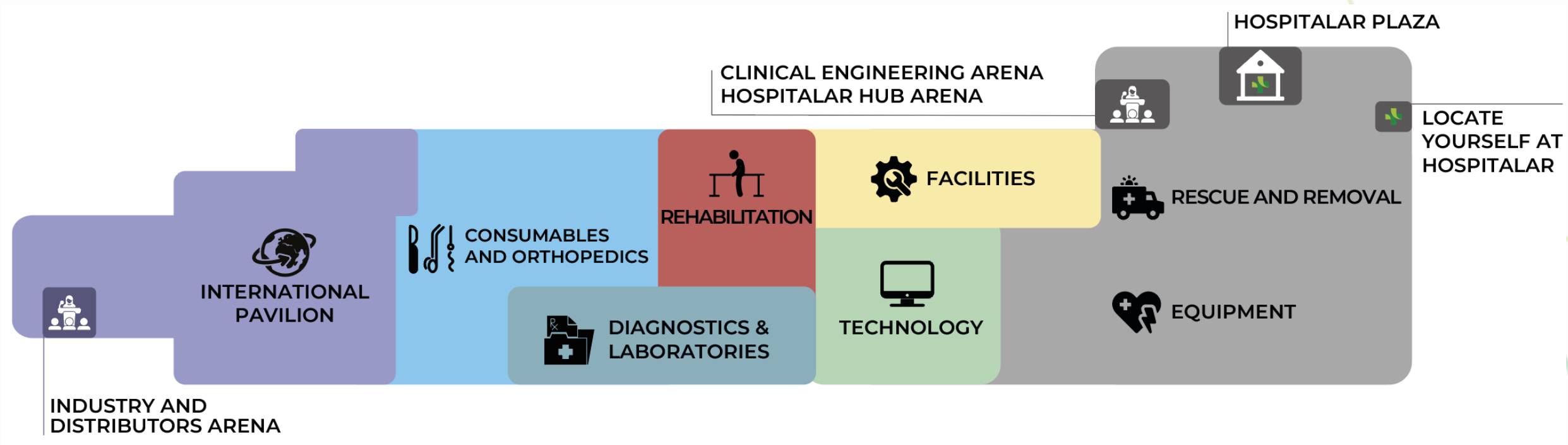


Exhibiting Countries
27



Event map

100.000 m² EXHIBITION AREA



Exhibitor – Reasons to exhibit



86% - Prospect new clientes



67% - Strengthen our brand



65% - Close ongoing business with current clients



62% - Network



50% - Launch new products



40% - Identify new trends



*"For its viarity of products and sectors,
it's a diversified event."*



*"Worldwide fair to help exhibitor look
for customers and get to know the
market"*

"The market has good potential"

*"There are many professionals
customers and business
opportunities."*



*"The South America market is very
active, and Brazil is the most
importante South America
country."*

*"Many buyers from Other Latin
America countries"*



*"Received diferente clientes from
diferente countires"*

Exhibiting countries



Germany



Argentina



Austria



Brazil



Canada



China



South Korea



Egypt



Spain



United States



France



Greece



Hong Kong



India



England



Italy



Luxembourg



Malaysia



Mexico



Pakistan



Peru



Poland



Puerto Rico



Portugal



Switzerland



Thailand

Taiwan



Turkey

Reasons for visiting– Reasons for visiting



24% - Find new suppliers



18% - Discover industry innovations



12% - Network with clients/peers



11% - Build relationship with peers and partners



10% - Participate in conferences/learning



"Connections made, technologies discovered and partnerships formed"

"It's the targets and best fit in the sector. We Discover all the new trends and always meet interesting people."

"It's a very well-organized event, with amazing lectures, great structure, and wonderful professionals."

"Opportunity to learn about and stay updated with various health technologies."

"A great opportunity to discover new trends and to engage in significant business opportunities."

"A fair of significant importance for those in the healthcare field, as it allows for the discovery of new technologies and interaction with professionals from various areas."

"I had an excellent experience at the fair. Not only did I get to learn about new technologies and suppliers I was searching for, but I also saw how the fair plays a crucial role in the globalization of the medical industry."



Visitor Profile– **Company segments**

- 39%** - Private/Public Hospitals
- 27%** - Distributors
- 13%** - Private Clinics
- 9%** - Manufacturer
- 7%** - Consulting
- 6%** - Hospital Laboratories
- 6%** - Information Technology
- 5%** - Home Care
- 5%** - Government / Regulatory Agency
- 4%** - Health Insurer / Supplementary



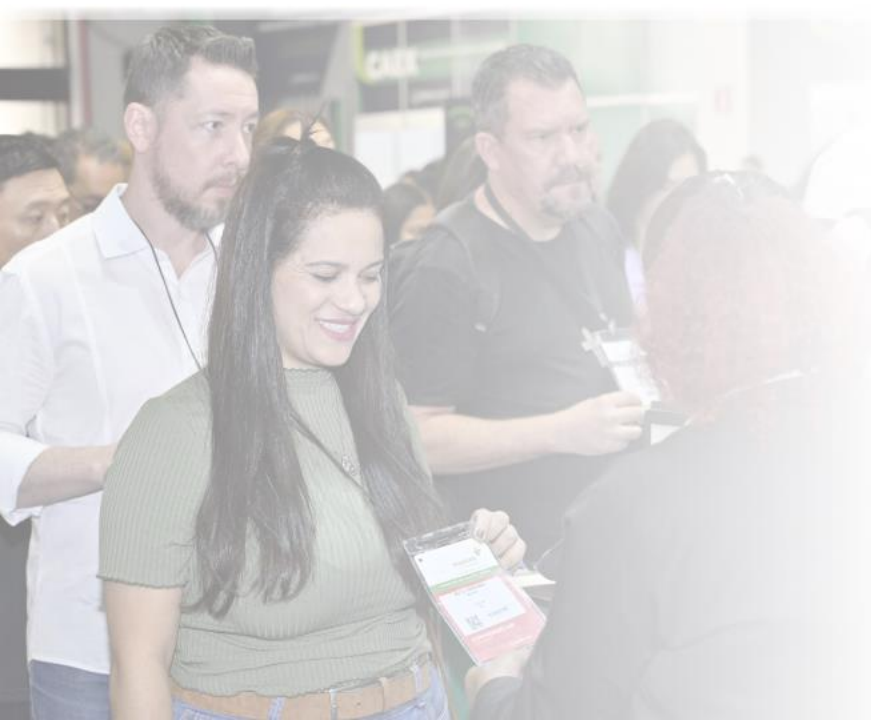
Visitor profile – **Key positions**

24% - Owner / President

21% - Manager

16% - Supervisor/Coordinator

8% - C-Level / Director



Visitor profile – **Key areas of activity**

19% - Sales

16% - Administration

13% - Healthcare Professional

9% - Purchasing

Visitor Profile – Participating Countries

80 countries

AFGHANISTAN
ALBANIA
GERMANY
ANGOLA
SAUDI ARABIA
ALGERIA
ARGENTINA
AUSTRALIA
BELGIUM
BELIZE
BOLIVIA
BOTSWANA
BRAZIL
BRUNEI
BULGARIA
BURKINA FASO
BURUNDI
CAPE VERDE
CAMEROON
CANADA
CHILE
CHINA
COLOMBIA
SOUTH KOREA

COSTA RICA
CUBA
DENMARK
DOMINICA
EGYPT
EL SALVADOR
UNITED ARAB
EMIRATES
ECUADOR
SPAIN
UNITED STATES
ETHIOPIA
FINLAND
FRANCE
GHANA
GREECE
GUATEMALA
HAITI
NETHERLANDS
HONDURAS
HONG KONG
HUNGARY
INDIA
IRELAND
ISRAEL
ITALY
JAPAN
LEBANON

LIBYA
MALAYSIA
MALTA
MAURITANIA
MEXICO
NICARAGUA
PANAMA
PAKISTAN
PARAGUAY
PERU
POLAND
PORTUGAL
UNITED KINGDOM
DOMINICAN REPUBLIC
CZECH REPUBLIC
RUSSIA
SINGAPORE
SWEDEN
SWITZERLAND
TAIWAN
TRINIDAD AND TOBAGO
TURKEY
UKRAINE
UGANDA
URUGUAY
VENEZUELA

Content



Content Events

40



Speakers

800



Hours of ESG Content

30 hours



Hours of Content

240 hours

Content Arenas



+ 1.700 participants

- General Audience of the Arenas



**CLINICAL
ENGINEERING**



**INDUSTRY AND
DISTRIBUTORS**



Hospitalar **hub**

Hospitalar Congress



+ 4.300 participants

*General Audience of Hospitalar Congress
and partner initiatives*



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



CISS
International Congress
of Health Services



H&F
Hospitality & Facilities
Congress



CR
Rehabilitation
Congress



FDHIC
Future of Digital Health
International Congress



Infrastructure Symposium
1st edition: The Future of Engineering Applied
to Health, Education and Research

Event Attractions



Opening Ceremony

The Opening Ceremony of Hospitalar brings together key authorities in the healthcare sector. This event is intended for authorities and industry leaders.



Hospitalar Award - Health Personality of the Year 2024

Hospitalar has recognized oncologist Paulo Hoff as the Health Personality of the Year 2024. Paulo Hoff is the president of Oncologia D'Or, a full professor at FMUSP, a former member of the ASCO Board of Directors, and a former president of SBOC.

Event Attractions



Locate yourself at Hospitalar

The "Locate Yourself at Hospitalar Hub" facilitated the location of brands, products, and services at the event. Receptionists assisted with the Interactive Map, the Matchmaking APP connected distributors and companies, and the PIC Band took professional photos for LinkedIn profiles.



Hospitalar Plaza

Hospitalar Plaza enhanced the event experience with the HIS Stage (Healthcare Innovation Show), the Connected ICU, coffee area a rest area, coworking space, bookstore, massage (decompression area), and a cell phone charging area.



Connected ICU

Leading companies such as CloudSaúde, B.braun, Getinge, and Linet created a realistic hospital environment to highlight the importance of interoperability in intensive care. Visitors explored three ICU beds, connected to a central bed in the CloudSaúde lounge, and monitored vital signs in real-time on a panel integrated with the electronic health record.

Event Attractions



Interactive Map

Aiming for a more sustainable event, Hospitalar 2024 once again featured the interactive map. Visitors accessed the map via their mobile phones or tablets, which showed real-time routes to find booths, streets, sections, and more.



Breastfeeding Room

The breastfeeding room at Hospitalar 2024 was designed to provide women with a safe, comfortable, and private space to breastfeed or express milk during the event.



Hospital Clown Troupe

During Hospitalar 2024, Soul Alegria brought lightness and joy to the pavilions every day. They demonstrated how art, playful techniques, and a person-centered approach can be extremely effective.

Sustainability

As an event that has been connecting people for over 30 years, Hospitalar understands the importance and impact it has on the world. In this context, they are leaders in various sustainability initiatives.

Learn About Some of **Our ESG Initiatives:**

 Reduction of printed materials	 Selective waste collection	 Suppliers with a focus on social inclusion	 LED lighting	 Credential recycling	 Partnership with Safrater, an NGO supporting families in high social vulnerability	 Printed materials with FSD certification
 Relaxation area with hydration and massage	 Free transfer / Express route to the event	 Vegetarian and vegan food options	 Valuing sustainable practices of exhibiting companies	 Encouraging carpooling among colleagues attending the event	 Accessibility with motorized chairs for individuals with reduced mobility	 Support for non-profit social institutions

Hospitalar is committed to meeting the UN's Sustainable Development Goals (SDGs). Currently, it focuses on 7 SDGs, with a special emphasis on content during the event and across digital channels.





Better Stands is a program by Informa Markets, the organizer of Hospitalar, aimed at achieving zero waste from stands by 2030. The initiative seeks to encourage exhibiting companies to rethink disposable (single-use) stands and prioritize the use of reusable structures.



3 **Gold seal** stands



385 **Silver seal** stands



303 **Bronze seal** stands

Social Projects



*"I came here to thank you for the opportunity we had at Hospitalar 2024! The event was great, very well organized, and with an audience highly engaged with our work. For us at MSF, it was wonderful to be present. We gained **14 new monthly donors** in the 4 days of the event! We also received numerous one-time donations for the Brazil fund, which is now focused on Rio Grande do Sul.*

*Thank you for trusting in our work and providing this space so that we could raise awareness for often forgotten humanitarian causes. **This made all the difference for the Organization!** Every part of the support you gave us is a way to help bring medical-humanitarian assistance to those who need it most."*

Doctors Without Borders





Cuidar e Reconstruir:

Mobilização do Setor Saúde pelo RS

Hospitalar Tradeshow, in partnership with the Joint Parliamentary Front in Defense of Health Services and led by Federal Deputy Pedro Westhalen, launched the campaign "Care and Rebuild: Health Sector Mobilization for RS" to support hospitals and health services affected by the floods in Rio Grande do Sul.

The campaign aims to collect donations of supplies, equipment, and hospital furniture and was officially launched during the Hospitalar Fair in São Paulo.





Cuidar e Reconstruir:

Mobilização do Setor Saúde pelo RS

These institutions were encouraged to participate in the Health Auction on the HIS Stage to announce their donations, with the goal of engaging the sector and supporting the reopening of affected hospitals.



Digital Media Reach



Website – 1.167,920 sessions – from may/23 to may/24



Unique users 781.239 from may/23 to may/24



Facebook – 21.000



Linkedin 23.000



Instagram – 39.000

Media Reach– Press Office

+ **2.000** articles, notes and features



+ **400** media outlets



Media valuation: R\$ 23 million



Saúde Business

By Informa Markets

Official News Portal of Informa Markets

In May, it was the channel for all coverage topics of Hospitalar.

Our results in may:

+ **185.000** *pageviews*

+ **96.000** *users*

+ **130 new pieces of content published**

+ **18%** *open rate for our newsletter*

Our health portfolio offers digital solutions always focused on promoting your success!

Keep active actions and highlight your brand to your target audience



www.saudebusiness.com

Hospitalar hub



By Informa Markets

Hospitalar Hub is the digital extension of the Hospitalar tradeshow, bringing over 30 years of experience and visibility!

Results achieved in 2024:
80.000 *users on the plataforma*
98.000 *leads generated*
6.000 *products in our showcase*

Keep your registration updated on the platform and ensure even greater visibility for your brand throughout the year!



Media Coverage

O ESTADO DE S. PAULO

Paulo Hoff recebe o 'Prêmio Hospitalar'

No próximo dia 21, a 29ª Hospitalar irá homenagear com o Prêmio Hospitalar 2024 - Personalidade do Ano o oncologista Paulo Hoff, presidente da Oncologia D'Or e professor titular da Disciplina de Oncologia Clínica do Departamento de Radiologia e Oncologia da Faculdade de Medicina da Universidade de São Paulo (FMUSP).



FOLHA DE S. PAULO

Mônica Bergamo

Paulo Hoff ganhará prêmio de personalidade do ano na área da saúde

Entrega ocorrerá durante a abertura da feira Hospitalar, em São Paulo

Assimira Bergamo

Receba no seu email as informações exclusivas da coluna Mônica Bergamo

Assine aqui o e-mail

O médico Paulo Hoff receberá o prêmio de personalidade do ano na área de saúde concedido pela feira Hospitalar. A entrega ocorrerá na

veja SAÚDE

Por que é injusto criticar o sistema de saúde pela epidemia da dengue



Uma epidemia de dengue, com casos em todo o país, é justificada por um sistema de saúde que não consegue lidar com a epidemia de dengue. No entanto, a epidemia de dengue não é justificada por um sistema de saúde que não consegue lidar com a epidemia de dengue.

ESTADÃO

Opinião • Um pleito por boas regulações sobre inteligência artificial na saúde



Renata Wachtman

Em todo o mundo, os sistemas de saúde possuem um intenso processo de transformação digital, impulsionado por ferramentas tecnológicas como inteligência artificial, Internet das Coisas (IoT) e telemedicina. Embora este movimento demande mudanças relevantes na legislação atual, a que vem acontecendo gradualmente

PODER

Q&A COM JULIANA VICENTE, HEAD DO PORTFÓLIO DE SAÚDE DA INFORMA MARKETS LATAM



JP NEWS



HOSPITALAR 2024

SP RECEBE A MAIOR FEIRA DE SAÚDE DA AMÉRICA LATINA

A 29ª edição também mobilizou o setor na reconstrução do RS

JEFFREYRENTS • A. ANTIDROMACHE • DE MILEI • MORALIS PIDE PARA DR. LUIZ CARLOS DE LACERDA

uol

Governo começa a reestruturar saúde digital no Rio Grande do Sul

A secretária de Informação e Saúde Digital, Ana Estela Haddad, diz que o governo federal está começando a estruturar a saúde digital no Rio Grande do Sul no pós-enchente após os danos nos espaços de saúde nas áreas alagadas, com a perda de serviços, rede de internet e equipamentos.

"Estamos levando 1.500 equipamentos para substituir. Nós conversamos com o Núcleo de Telessaúde da UFRGS (Universidade Federal do Rio Grande do Sul) que já é ativo, mas vamos ampliar o apoio para que eles possam fazer mais ações", disse.

agênciaBrasil

Governo começa a reestruturar saúde digital no Rio Grande do Sul

Na área de saúde, foi o primeiro passo para a recuperação



A secretária de Informação e Saúde Digital, Ana Estela Haddad, disse que está começando a estruturar a saúde digital no Rio Grande do Sul no pós-enchente após os danos nos espaços de saúde nas áreas alagadas, com a perda de serviços e equipamentos.

CORREIO BRAZILIENSE

O futuro da medicina



A medicina do futuro será mais personalizada, com tratamentos baseados em dados e inteligência artificial. A medicina do futuro será mais personalizada, com tratamentos baseados em dados e inteligência artificial.

propmark

Hospitalar promove conexão de profissionais e negócios

Compartilhando ideias e experiências, a feira promove a conexão entre profissionais de saúde e negócios.

A feira Hospitalar é a maior feira de saúde da América Latina, reunindo profissionais de saúde e negócios para discutir as tendências do setor e promover a inovação.

Media Outlets Coverage



Institutional Sponsorship



Institutional Support



Special Thanks





[You can now check out Hospitalar 2024 highlights with English subtitles on Youtube](#)



Hospitalar

By Informa Markets

See you in 2025!

May 20-23, 2025

*São Paulo Expo
São Paulo - Brazil*