



May 2019

HOSPITALAR Cocktail organized by the General Consulate of Switzerland



SWISS COMPANIES REPRESENTED AT THE HOSPITALAR 2019

BY SWISS BUSINESS HUB BRAZIL

The Hospitalar fair is one of the main events in the sector in Brazil and in South America with more than 1'200 participating companies from over 50 countries present. The Swiss Pavilion organized by Swisscam had 10 Swiss companies present.

The cocktail on May 20th at the Swiss residence was organized by the Swiss Business Hub Brazil. The general consul welcomed the guests and Stefanie Moeri Hertach, the CEO of Swisscam, stated that the fair is an excellent place to promote Swiss products and services.

According to Philippe Praz, director of the Swiss Business Hub Brazil, the Swiss technology and innovation has worldwide recognition in the MedTech sector and Brazil has a big and exigent market – the 8th largest in the world. “There are a lot of business opportunities and possible partnerships in this segment”, he stated.

Rafael Munerato de Almeida, doctor and health consultant hold a presentation about “the new vision and opportunities in the Brazilian health market. Brazil is the fourth largest country in number of medical professionals (354 thousand professionals) and around 7 thousand hospitals.