



VII
meditech 2020

international
health fair

Member of **MEDICAlliance**

**July 14-17
2020**

**Corferias Bogotá,
Colombia**



The VII International Health Fair – Meditech 2020 is organized by Corferias, the Colombian Association of Hospitals and Clinics, and Messe Düsseldorf North America.

It is the HUB for the life sciences and healthcare industries in Latin America, attracting a qualified audience with decision making authority.

Areas and Themes

- Show Floor
- Congress
- Technology Experience Center
- Hospitals and Clinics Special Zone
- Business Matchmaking

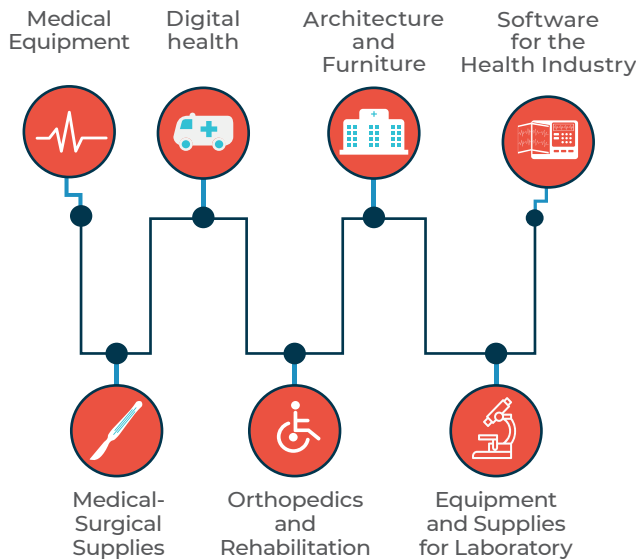
INTERNATIONAL PARTNER



Meditech is the newest member of the MEDICAlliance family of international medical industry trade fairs and powered by the renowned **MEDICA** trade fair in **Düsseldorf**, Germany.

This strategic partnership will cultivate and grow international promote at Meditech for years to come, further strengthening the show's position on the world stage.

Exhibitor Profile



Visitor Profile: Managers



Procurement Managers of Hospitals and Clinics

Managers and Financial and Administrative Directors of Clinics and Hospitals

Medical Specialties Chief

Health Professionals : Doctors, Specialist, Instructors Nurses and Physiotherapists

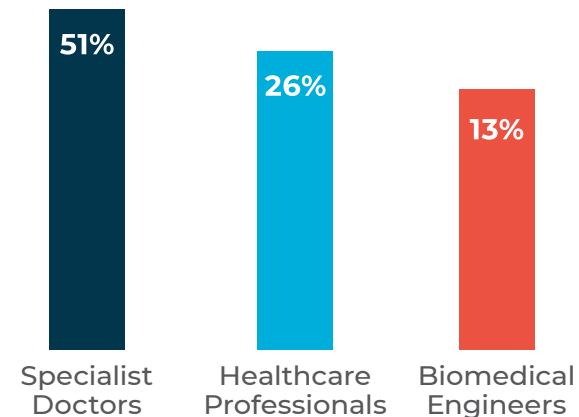


Congress

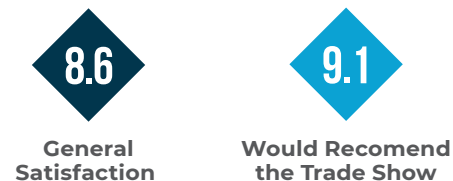
The XIV Colombian Congress of Hospitals and Clinics is organized by our partner ACHC (Colombian Association of Hospitals & Clinics) and held in the framework of Meditech with Meditech.

The congress is positioned as Colombia's flagship academic event for the healthcare sector, addressing current topics and providing updates on hospital management issues worldwide.

Congress Attendees by Professional Field



2018 Survey Results Congress (10 Point grade scale)



2018 MEDITECH Facts and Figures



Exhibition Area
5.300 m2



Exhibitors
250



International Exhibitors
92



Professional Visitors
250



International Visitors
267

■ Colombia is currently the fourth country with the greatest forecast in the medical device market in Latin America, projected among the 10 countries worldwide with the highest rates of growth in 2018.

■ The regulations implemented during the last 3 years offer opportunities for long-term growth for companies in the sector.

■ The Colombian medical equipment market has benefited from the growing political stability and the GNP.

Meditech 2018 results

	Exhibitors	Visitors
General Satisfaction	8.0	8.7
Would Recommend the Trade Show	8.2	9.1
Will Attend Again	8.2	9.1
Satisfaction/Goal Fulfillment	8.7	8.3

(10 Point grade scale)

Exhibitors Benefits

New business contacts

84%

Brand positioning

73%

Brand Awareness

63%

International Exhibitors 2018



Contact

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