

Brazil to be at Arab Health expo for the 15th year

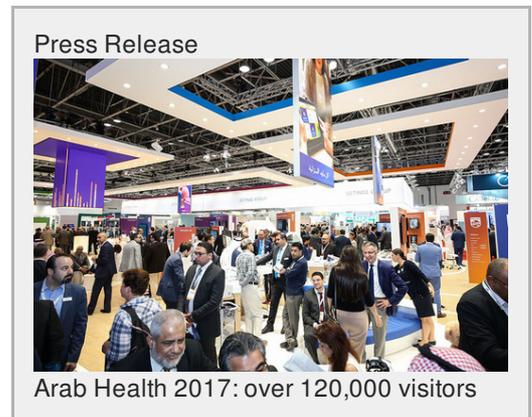
The medical products industry show in Dubai will run from January 29 to February 1. Participating Brazilians are expected to see USD 14 million in deals throughout 2018.

Bruna Garcia*

São Paulo – Arab Health is the world’s second biggest medical industry show – the biggest being the MEDICA Trade Fair in Dusseldorf, Germany –, and Brazil has been taking part in it for 15 years now. The 2018 edition will feature a 441 sqm Brazilian pavilion and 30 exhibiting companies. The show will run from January 29 to February 1.

The Brazilian companies are joining Arab Health as an initiative of *Brazilian Health Devices*, an industry internationalization project from the Brazilian Medical Devices Manufacturers Association (Abimo) and the Brazilian Export and Investment Agency (Apex-Brasil).

Abimo’s commercial promotion coordinator Larissa Gomes said the show is expected to yield USD 14 million in deals throughout the year for Brazilian companies, up USD 1 million from 2017.



Several Arab countries rank among the leading buyers of Brazilian medical equipment, including Egypt, Lebanon, Morocco, Saudi Arabia, the United Arab Emirates and Sudan. “The Middle East do not make their own medical equipment. They need to import, and our pricing is competitive compared with that of Europe and the United States. Therefore, we get a big slice of that market,” said Gomes.

Apart from the trade show Arab Health 2018 will feature conferences on image-base diagnosis, surgery, orthopedics, pediatrics, connected care, public health, biomedical engineering, dentistry, etc.

From January to October 2017, the brands affiliated with the *Brazilian Health Devices* project

exported a combined USD 78.5 million, up 20% from 2016. Total exports to key Middle East countries (Saudi Arabia, Egypt, the UAE and non-Arab countries Turkey and Iran) came out to USD 6.3 million, or 8%. The only country whose medical device imports from Brazil increased was Egypt – by 31%, to USD 1.35 million.

The trade show will feature over 4,000 exhibitors from 70 different countries, and 120,000 professionals from 160 countries are expected to attend.

Find out more: <https://www.arabhealthonline.com>

***Translated by Gabriel Pomerancblum**

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