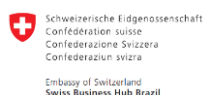


# Trade Mission Brazil: Medtech close-up.

May 21 – 23, 2012, São Paulo and Rio de Janeiro, Brazil.



Partner



Embassy of Switzerland  
Swiss Business Hub Brazil



# Trade Mission Brazil.

## Summary

**Join us on a medtech trade mission to Brazil organized by Medtech Switzerland, Osec the Swiss Business Hub and Swisscam Brasil.**

With 193 million inhabitants, Brazil has the largest medical technologies market in Latin America. Demand for medtech in Brazil is rising and the sector is expected to grow considerably in the coming years. The driver of this growth is the Brazilian economy and its rapidly expanding middle class which have gained access to high-quality medical care through changes in the private health insurance systems. Although medical technology products used in Brazil are both manufactured locally and imported, the market for foreign suppliers remains an attractive prospect. Large numbers of private hospitals are investing heavily in expanding their capacity and modernizing their facilities, often operating independently of the rules of Brazil's public procurement system.

On May 21 – 23, 2012, Medtech Switzerland and its partners will hold Trade Mission Brazil, a program specifically designed for Swiss medtech SMEs interested in exploring business opportunities in this fast growing market. The program includes:

- ✓ A visit to the largest medical technology trade show in Latin America (Hospitalar)
- ✓ Meetings with representatives from industry and business, politics, and Swiss companies already established in the region

The business delegation will be accompanied by representatives of Osec and Medtech Switzerland with company visits organized by local representatives and experts of the Swiss Business Hub and Swisscam Brasil.

## Languages

Languages of attendees will include Portuguese, English, German and French.

## Optional customized program

The Trade Mission Brazil program can be customized to your company's specific needs, making the most out of your time and resources. Personal interviews with selected Brazilian industry representatives and decision makers can be arranged. Specific hotels and transportation can additionally be customized to your needs (all custom arrangements can be made following the Trade Mission Brazil program for a reasonable fee).

## Dates, venue and program.

### Sunday, May 20

#### Arrive in Brazil

Travel to Brazil is the responsibility of the participant. Participants should arrange to arrive no later than Monday morning, May 20th, in Sao Paulo (i.e. departure from Europe on Sunday).

#### Suggested Hotel

- Caesar Business São Paulo Paulista Avenida Paulista 2181, Sao Paulo  
[www.caesarbusiness.com / en / br sao paulo- / hotel-sao paulo-paulista](http://www.caesarbusiness.com/en/br/sao-paulo/hotel-sao-paulo-paulista)
- The Swiss Business Hub Brazil has made a group booking for May 21-23rd.

Transfer from the Airport of Guarulhos to the hotel must be organized by the participant (recommended taxi service: Guarucoop).

### Monday, May 21

#### Morning

10.45 Group transfer to the Swiss Business Hub Brazil (walking distance)

11.00 **Introduction:** Brazil's economy and medtech market.

Martin Matter, Head of Swiss Business Hub Brazil

Location: Swiss Business Hub Brazil / Swiss Consulate General,  
Avenida Paulista 1754 (4th floor), São Paulo

12.00 Group transfer and Lunch

#### Afternoon

14.30 Visit to **Hospital** Alemão Oswaldo Cruz, São Paulo

Hospital Alemão Oswaldo Cruz is one of the leading private hospitals in São Paulo. The hospital is currently being expanded through major Investments in infrastructure and improvement as part of Brazil's rapid growth plan. You will meet members of management and decision makers of the facility.

[www.hospitalalemao.org.br](http://www.hospitalalemao.org.br)

#### Evening

16.30 Group transfer to the Swiss Consulate General

17.00 **Reception** with experts and Swiss companies established in Brazil.

20.00 Group transfer to hotel

# Program.

Tuesday, May 22

## Morning

9.00 **Seminar** "Selling medtech in Brazil"

Workshop on the medical technology market in Brazil with a focus on sales and marketing. Held in conjunction with local experts:

- Manager of a Swiss distribution company based in Brazil
- Researcher in the field of the healthcare market
- Brazilian hospital director

Location: Swiss Business Hub Brazil, São Paulo

12.00 Group transfer, lunch and transfer to Hospitalar trade fair

## Afternoon

15.00 Visit to the **Hospitalar** healthcare trade fair, São Paulo

With more than 1,200 exhibitors in the medical field, Brazil's Hospitalar trade fair and congress is one of the most important medical events in Latin America. Participants will have the opportunity to visit the trade fair and meet local exhibitors while being accompanied by personnel from the Swiss Business Hub, Osec, and Medtech Switzerland.

[www.hospitalar.com/ingles](http://www.hospitalar.com/ingles)

## Evening

18:00 **Cocktail reception** at the Swiss Pavilion

Meeting with Swiss exhibitors and representatives of the Brazilian medical technology industry.

[www.swisscam.com.br/manager/hospitalar\\_de.html](http://www.swisscam.com.br/manager/hospitalar_de.html)

20.00 Group transfer to hotel

Wednesday, May 23

**Morning**

6:30 Checkout and **transfer to Rio de Janeiro** (car transfer to the airport followed by a domestic flight)

We recommend booking both your domestic and international flights in Switzerland. The preferred domestic flight is:

TAM flight JJ3910, from Congonhas, São Paulo (CGH), departs at 8.30 to Rio de Janeiro (SDU).

10:30 **Site visit** of a Brazilian medical technology **manufacturer**, (e.g. Silimed, manufacturer of breast implants)

Structured discussions of Brazilian business strategy and standards, product development, and supply chain management will be held in the framework of the site visit's featured company.

12.00 Group transfer and sandwich lunch

**Afternoon**

14.30 **Site visit** to a **diagnostic laboratory** (e.g. Dasa, medical diagnostics)

The Brazilian diagnostics market is dominated by a few internationally active providers. Participants will learn about one of the leading players in this segment, its business model and its procurement policy.

16:00 Concluding remarks and farewell cocktail

**Evening**

18:30 Individual return to Switzerland or optional, customized follow-up program (can be arranged by Osec)

# Costs, terms and conditions.

## Costs

### Participant fee per Person (excl. VAT)

Member of Osec:	CHF 2'000.-
For non-members:	CHF 2'750.-

### The registration price includes:

- ✓ Local transfers (excluding international and domestic flights)
- ✓ All meals (excluding unstructured evening meals)
- ✓ Coordination and travel support throughout visit

### The registration price does not include:

- International and domestic flights
- Hotel accommodation
- Drinks / snacks outside of structured events and personal expenses
- Visa: Visitors with a Swiss or EU passport do not need a visa. A tourist stamp is issued upon arrival.
- Custom programs in addition to planned site visits and events

**Registration deadline is Monday, April 16, 2012**

## Terms and conditions

Registration cancellations made 20 days prior to the travel date will be charged 50% of the initial fee. Cancellations received less than 20 days before the travel date will not be refunded. Substitute participants are welcome however at no extra charge.

Plans may be subject to change and do not entitle for a reimbursement of costs. Medtech Switzerland and its partners require a minimum registration of six participants to avoid cancellation of the trade mission. If the trade mission is cancelled only the participation fee already paid will be reimbursed.

## Additional information

### Follow-up program

Fees for individual or custom programs taking place after the planned trade mission will be charged separately (including personal meetings and or site visits).

### Hotel

The Swiss Business Hub Brazil has booked a block of rooms in the Caesar Business São Paulo Paulista, Avenida Paulista 2181, at a special group rate of BRL 331.- (ca. CHF 195 per night) includes breakfast: [www.caesarbusiness.com/en/br-sao-paulo/hotel-sao-paulo-paulista](http://www.caesarbusiness.com/en/br-sao-paulo/hotel-sao-paulo-paulista). Please specify in the application if you would like to participate in this group rate.

### Flights

Participants will be required to book their own international and domestic flights. The suggested domestic flight from Sao Paulo (CGH) to Rio de Janeiro (SDU) is TAM flight JJ 3910 on May 23.



## Contact, registration and partners.

### Contact

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### Registration

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welcome@osec.ch

**Registration deadline is Monday, April 16, 2012**

### Organizing partners



Medtech Switzerland is an initiative of the Swiss government, Osec and the Medical Cluster to promote the export of Swiss medical technology to key world markets.  
[www.medtech-switzerland.com](http://www.medtech-switzerland.com)



Osec helps companies from Switzerland and Liechtenstein to develop and expand their activities abroad.  
[www.osec.ch](http://www.osec.ch)



Swisscam Brasil is the Swiss-Brazilian chamber of commerce and supports Swiss companies in Brazil.  
[www.swisscam.com.br](http://www.swisscam.com.br)

welcome@osec.ch

Fax +41 844 811 813

## Registration form.

Yes, I would like to attend the trade mission Brazil

First name:	Family name:
Position:	Division:
Company:	Address:
ZIP code/town:	Phone:
E-mail:	Signature:

Yes, I would like to attend the trade mission Brazil (prices below are listed per person and exclude VAT).

CHF 2'000.- for members of Osec

CHF 2'750.- for non-members

I prefer to stay in the Caesar Business São Paulo Paulista hotel for the trade mission group rate

I would like to become a member of Osec and obtain the immediate fee reduction of CHF 750 (plus many other benefits)

Unfortunately I cannot take part in this trade mission. Please keep me informed about future activities related to Brazil

Please register by sending us (scan/mail or fax) the completed form above **until April 16** to:

- welcome@osec.ch or
- Fax +41 844 811 813