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# International Health Fair

## CORFERIAS – Bogotá International Business and Exhibitions Center

# BOGOTÁ, COLOMBIA

# 14–17 JULY 2020


Member of  **MEDICAlliance**


### General information

 **Established**  
2008

 **Organiser**  
The International Business and Exhibition Center of Bogotá – CORFERIAS and Messe Düsseldorf North America

 **Venue**  
CORFERIAS – Bogotá International Business and Exhibitions Center

 **Project management**  
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 **Staging cycle**  
Biennial

### Visitor target groups

- General managers, directors, CFOs, administrative managers, hospital and clinic purchasing managers and industry organisations
- Health professionals: doctors, specialists, physicians, nurses, physiotherapists and orthodontists
- Guild officials, universities, associations, government and nongovernmental organisations
- Specialised media
- International buyers: Latin America

### Main product categories

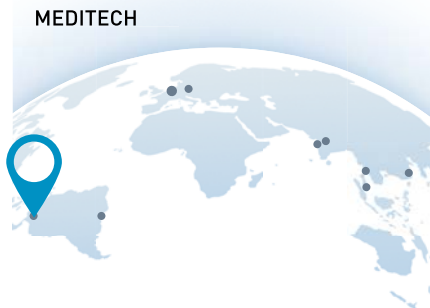
Medical equipment, surgical, orthopedic, rehabilitation and physiotherapy  
Clinical laboratories, supplies and endowment  
Architecture, hospital construction and furniture  
Software, IT and services related to the industry  
Waste management and clean technologies  
Academy, hospital management consulting and specialized publications  
Medical institutions  
Governmental entities, guilds that support the sector and scientific societies  
Pharmaceutical laboratories

### Statistics 2018



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## Economic data for Colombia



### Market data for "Medical Technology"

Market volume in US\$ millions (2016)

# 1,197

Import in US\$ millions (2016)

# 1,106

### Future prospects for "Medical Technology"

With a market volume of USD 1.2 billion (2016), Colombia's medical-technology market is the fourth-largest in Latin America. Demand for medical technology is currently sluggish due to the weaker economic situation, however, according to forecasts, it is expected to increase significantly to USD 1.7 billion by 2020. There is a great need for modernisation, especially in public hospitals and in the expansion of the medical infrastructure in rural areas. The growing population, due in part to immigration from Venezuela, will also drive sales. Due to low domestic production, Colombia is dependent on foreign supplies, which, however, suffer greatly due to the loss in value of the peso. 87 per cent of the demand is imported from abroad, above all high-tech equipment.

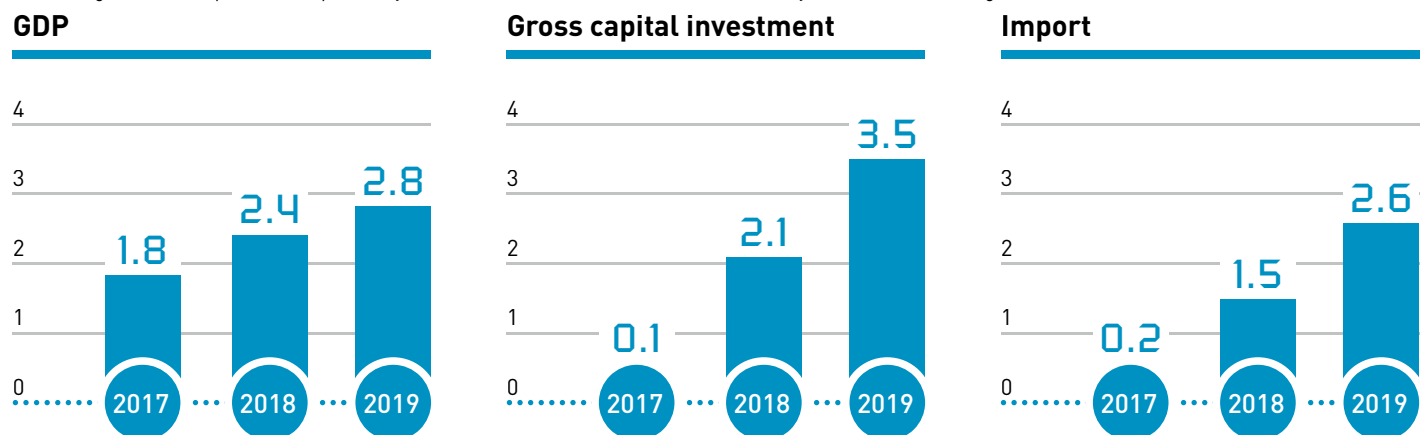
Source: Germany Trade & Invest, [www.gtai.com](http://www.gtai.com)  
Further information: [www.minsalud.gov.co](http://www.minsalud.gov.co)

### Outline data

	Number of inhabitants (million)	49.3	2017
	Population increase (% p.a.)	1.0	2016
	Average life expectancy at birth (years)	74.2	2015
	Proportion of health expenditure to GDP (%)	7.2	2014
	Doctors/100,000 inhabitants	150	2010
	Hospital beds/100,000 inhabitants	150	2012

### Key economic data 2017 to 2019\*

Real change in % in comparison with previous year | \*2018 and 2019: Forecast; Source: Germany Trade & Invest, [www.gtai.com](http://www.gtai.com)



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