

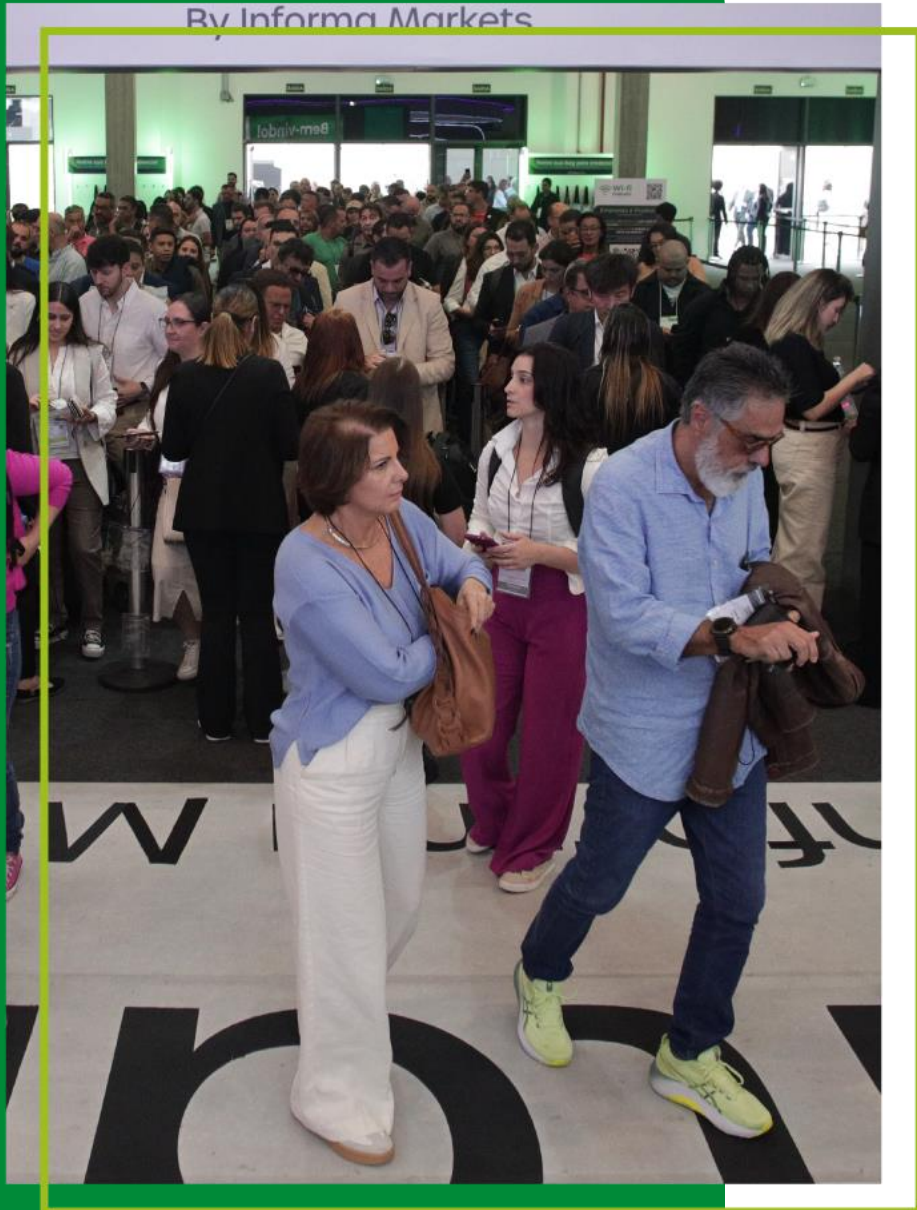


Post Show **Report**

May 20 to 23, 2025

São Paulo Expo





Hospitalar 2025 reaffirmed its strength as the largest and most strategic healthcare meeting point in Latin America. Exceeding expectations, this year's edition promoted high-value connections, generated business with real market impact, and delivered a program rich in innovation, knowledge, and experience exchange.

For four days, leaders, experts, and influential brands gathered to discuss healthcare pathways, drive disruptive solutions, and transform challenges into opportunities. Far beyond an exhibition, Hospitalar 2025 consolidated its role as a catalyst for change and an essential reference for those building the future of healthcare in Brazil and worldwide.

General Results



85,000

Professional visits



1.272

Exhibiting brands



55 visiting
countries



+400 hours of
qualified content



3 billion

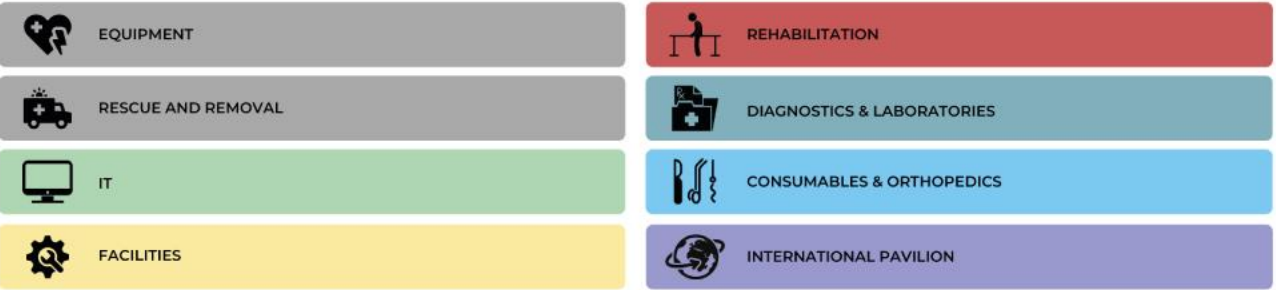
generated business

Event Floor Plan

+100.000sqm of Exhibition Area



SECTORS



ATTRACTIONS



PLAZA HOSPITALAR (ATTRACTIONS)



Exhibitor – Reasons to Exhibit

 **Over 3 billion generated business** in 4 days



80% Prospect new clients



66% Close deals with clients



59% Network



56% Strengthen our brand



44% Launch new products



28% Identify new trends

Exhibiting Countries and Regions

Exhibiting countries at the event, including 3 new ones compared to 2024:



Germany



Argentina



Australia



Austria



Belgium



Brazil



Canada



China



South Korea



Egypt



United Arab Emirates



Spain



USA



France



Hong Kong



India



England



Italy



Japan



Malaysia



Mexico



Pakistan



Peru



Poland



Portugal



Switzerland



Taiwan



Thailand



Turkey

Visitor profile



NPS 79 – High level of customer satisfaction.

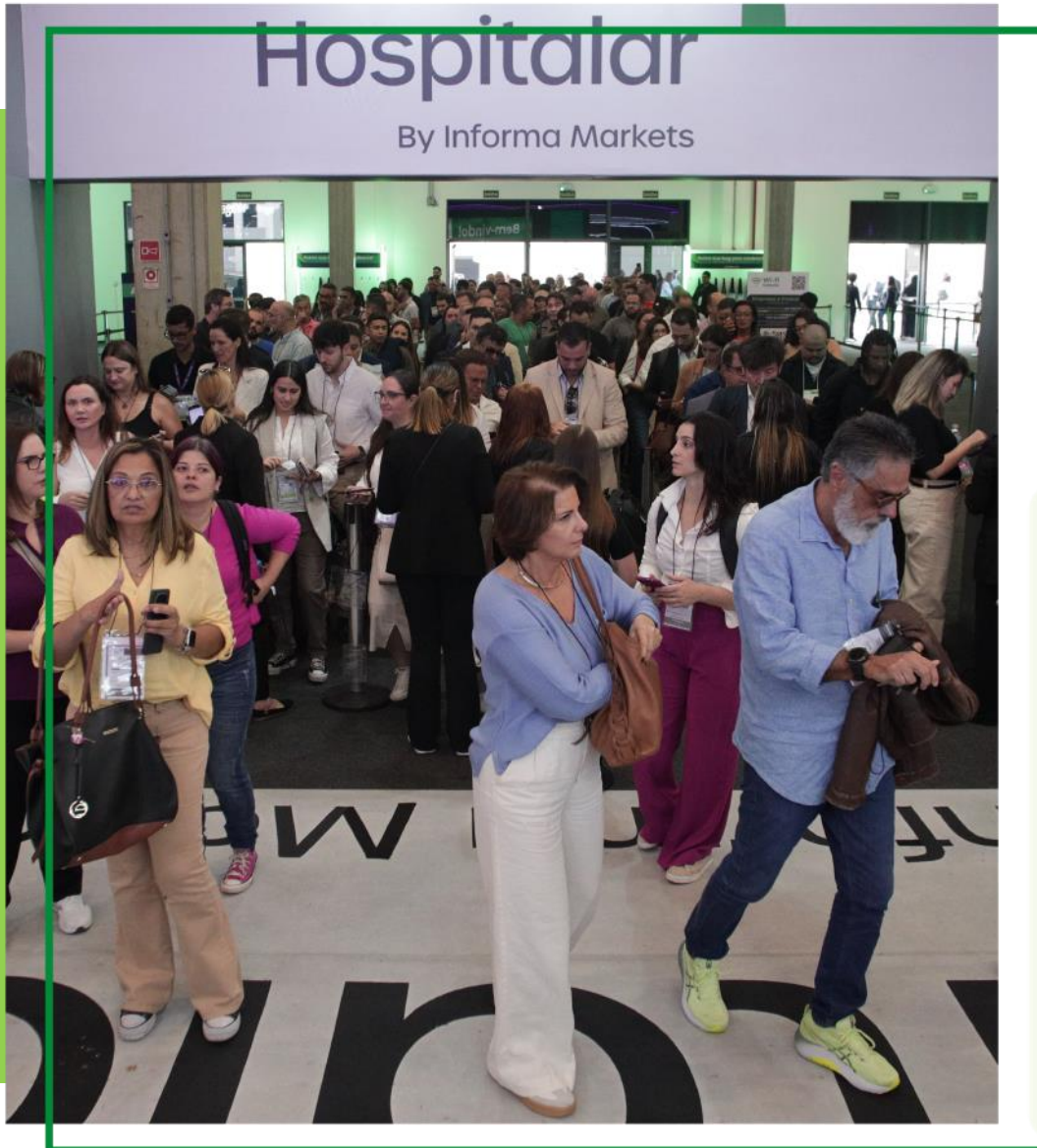


Visitors from **more than 55 countries**.



92% intend to return in 2026.

Visitor Profile - Reasons to Visit



58% Discover industry innovations



57% Network with clients/peers



42% Find new suppliers



30% Relationship building with peers and partners



20% Participate in Congresses/Learning opportunities

Visitor Profile – Main Positions



65% of visitors hold leadership positions



19% - C-Level / Director



16% - Manager



15% - Supervisor/Coordinator



15% - Owner/President



7% - Technician/Engineer



5% - Consultant



Visitor Profile – Company Segments



26% - Private/Public Hospitals



24% - Distributors



9% - Private Clinic



8% - Manufacturer



6% - Consulting



4% - Information Technology



4% - Government/Regulatory Agency



**4% - Healthcare
Provider/Supplementary
Health**



2% - Home Care



2% - Project Management



1% - Hospital Laboratories

Visitor Profile – Main Areas of Activity



19% - Commercial/Sales



18% - General
Management/Administration



15% - Healthcare Professional



10% - Purchasing/Supplies



8% - Engineers



6% -IT/Information Management



Visitor – Testimonials*

"It was inspiring to discover so many technological solutions, cutting-edge equipment, and trends that will certainly transform healthcare. The environment provided excellent networking opportunities, exchange of experiences, and learning with renowned professionals from Brazil and around the world. "

"The thematic proposal was aligned with current healthcare management challenges, with innovative approaches applicable to the reality of public services."

"Each edition gets better, well-organized and with many exhibitors, bringing opportunities for negotiations, innovations, and new partnerships."

"The event structure was impeccable, with a great variety of exhibitors, innovations, and solutions for the healthcare market, and the experience was incredible."

"The opportunity to learn about everything offered to hospitals, technology, and materials in just one environment, which is provided by an impressive number of exhibitors."

"This is the third consecutive time I've participated, and each year the innovations are extraordinary, especially in equipment."

"Hospitalar is an essential fair for those working in healthcare. The quality of exhibitors, the variety of technologies and solutions presented, as well as the networking opportunities and professional updates, make me recommend the experience without hesitation."

**Testimonials taken from anonymous post-event survey*

Visitor Profile – Participating Countries

- + Argentina
- + Austria
- + Australia
- + Belgium
- + Brazil
- + Canada
- + Chile
- + China
- + Colombia
- + South Korea
- + Costa Rica
- + Denmark
- + Egypt
- + El Salvador
- + United Arab Emirates
- + Ecuador
- + Spain

- + United States
- + France
- + Guatemala
- + Honduras
- + Hong Kong
- + Hungary
- + India
- + Ireland
- + England
- + Israel
- + Italy
- + Japan
- + Lithuania
- + Malaysia
- + Malta
- + Mexico
- + Netherlands
- + Panama
- + Pakistan
- + Paraguay

- + Peru
- + Poland
- + Portugal
- + Dominican Republic
- + Singapore
- + Sweden
- + Switzerland
- + Thailand
- + Taiwan
- + Turkey
- + Uruguay
- + Venezuela

TOP 5 LATAM visiting counties

- + Argentina
- + Peru
- + Chile
- + Paraguay
- + Colombia

Visitor profile - Regions of Brazil



Regional representation order present at **Hospitalar 2025:**

- + Southeast
- + Northeast
- + South
- + Central-West
- + North



Content



+50 content
initiatives



900
speakers



40 hours
of ESG content



+400 hours of
qualified content

Hospitalar Congresses and partner content

5,000+ participants

General audience of Hospitalar congresses and partner initiatives



CAD
Congress of
**Home Care and
Transitional Care**



CISS
International Congress
of Health Services



FDHIC
Future of Digital Health
International Congress



H&F
Hospitality & Facilities
Congress



CR
Rehabilitation
Congress



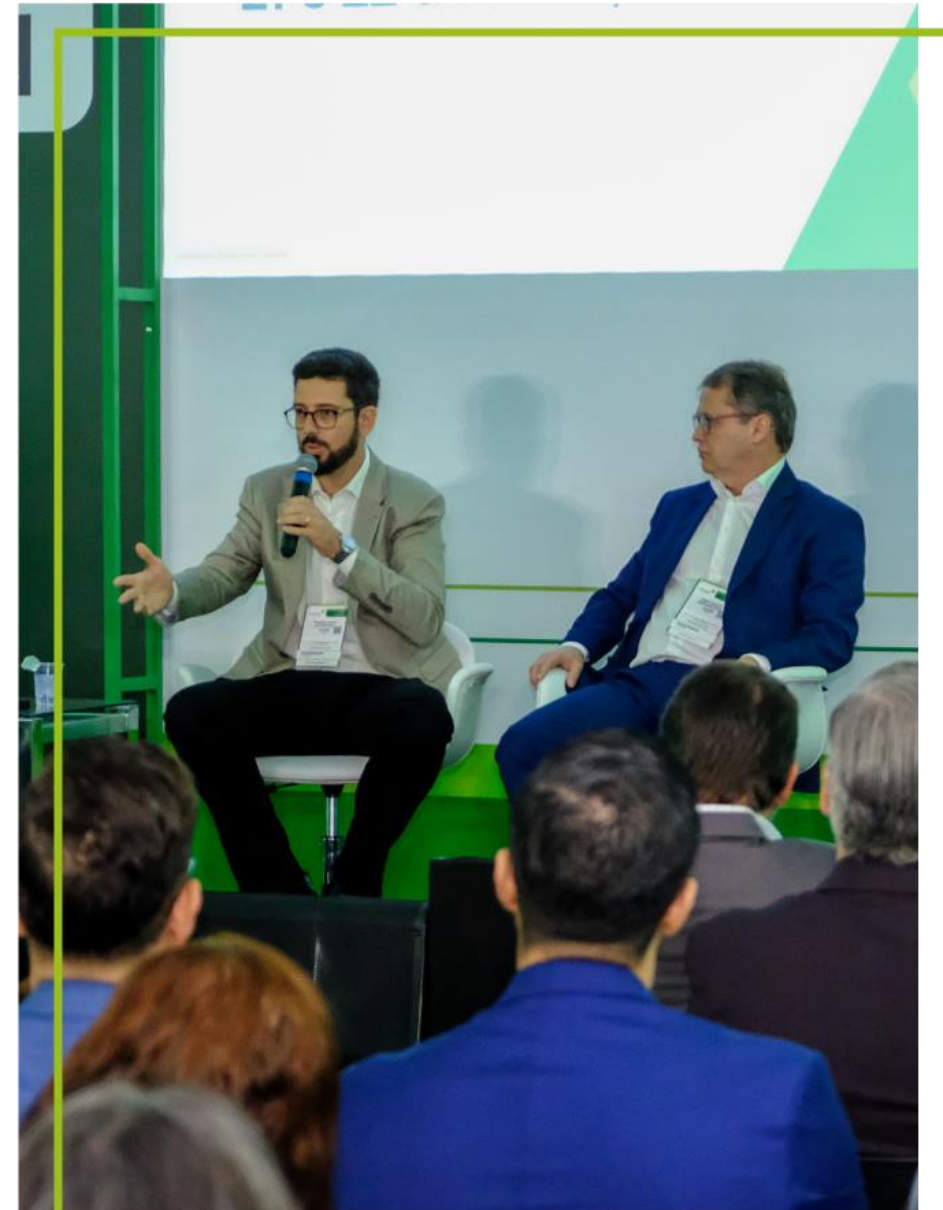
CDI
Infrastructure
Congress



CSC
Supply Chain
Congress



Respiratory Care
Symposium




Hospitalar Congresses and partner content

5,000+ participants

Company Segments

- 
- 30% - Private/Public Hospitals
 - 9% - Distributors
 - 8% - Consulting
 - 7% - Private Clinic
 - 7% - Manufacturer
 - 6% - Information Technology
 - 6% - Government/Regulatory Agency
 - 6% - Healthcare Operator/Supplementary Healthcare
 - 5% - Home Care

Main Positions

- 
- 21% - C-Level / Director
 - 19% - Manager
 - 18% - Supervisor/Coordinator
 - 12% - Owner/President
 - 6% - Technician/Engineer
 - 5% - Consultant

Main Areas of Expertise

- 
- 20% - General Management and Administration
 - 19% - Healthcare Professional
 - 14% - Engineering
 - 12% - Commercial/Sales
 - 9% - Information Technology
 - 6% - Regulatory Affairs
 - 4% - R&D and Innovation

Content Arenas

1,700+ participants

General audience of the arenas



CONTENT
ARENA

**CLINICAL
ENGINEERING**

CONTENT
ARENA

Hospitalar hub

CONTENT
ARENA

ABSS INNOVATION

CONTENT
ARENA

**HIS +
SUSTAINABILITY**

Partner Initiatives

- **ABCIS (Brazilian Association of Healthcare CIOs)** - HealthIT by ABCIS;
- **ABIMED (Brazilian Association of Health Technology Industry)** - ABIMED Regulatory Journey 2025;
- **ABRAIDI (Brazilian Association of Importers and Distributors of Healthcare Products)** - Unveiling the Brazilian Market: Effective Strategies for Access to Medical Devices;
- **ABRAMED (Brazilian Association of Diagnostic Medicine)** - ABRAMED Summit;
- **ANAHP (National Association of Private Hospitals)** - Nursing Forum and Seminar on Technology Incorporation and Sector Sustainability;
- **ANBIOTEC (National Association of Biotechnology and Life Sciences Companies)** - Meeting of Healthcare Production Chain Leaders in Brazil;
- **ANS (National Supplementary Health Agency)** - National Supplementary Health Agency Journey;
- **ANSM (National Association of Medical Services Management Companies)** - The Future of Medical On-Call Services;
- **CBR (Brazilian College of Radiology and Diagnostic Imaging)** - 3rd Congress of Accreditation and Quality in Diagnostic Medicine;
- **HCXFmusp (Hospital das Clínicas of the Faculty of Medicine of the University of São Paulo)** - Public and Private Healthcare Financing Systems in Brazil;

Partner Initiatives

- **IESS (Institute for Supplementary Health Studies)** - The Oncology Patient Journey;
- **Inova HC**- Workshop - Inspire SUS: Cooperative Game for Innovation in Public Health and InovaHC: From Idea to Market – Success Cases and Opportunities;
- **REMESP (Metrological Network of the State of São Paulo)** - ISO 7101: First and only International standard of global consensus for Quality Management in healthcare services
- **SBEB (Brazilian Society of Biomedical Engineering)** - Technological Innovations for strengthening Healthcare in Brazil;
- **SBIS (Brazilian Society of Health Informatics)** - Decentralization of Care Lines: Artificial Intelligence in Connecting the Healthcare Network;
- **Sindhosfil (Union of Charitable Houses and Philanthropic Hospitals of the State of São Paulo)** - V Multidisciplinary Seminar;
- **SOBRACAM (Brazilian Society of Ambulatory Surgery)** - The Transformation of Surgical Care: From Hospitalization to the Ambulatory Model;
- **SOBRASP (Brazilian Society for Quality of Care and Patient Safety)** - High Reliability Healthcare Organizations: the value of leadership as a central element for improving healthcare;
- **STEMS (Society of Medical Tourism and Health)** - Exploring the Future of Health Tourism in Brazil.

Key attractions and spaces at Hospitalar



Opening Ceremony

The Hospitalar Opening Ceremony brought together authorities and key healthcare sector leaders.

Hospitalar Award - Healthcare Personality of the Year 2025

Dr. Ricardo Ferreira, orthopedist and founder of the NGO Expedicionários da Saúde (Health Expeditionaries), receives the award. A pioneer in bringing specialized medical care to the Amazon, he has benefited more than 50,000 indigenous people and riverside communities since 2003, becoming a reference in humanized healthcare in remote areas.



Hospitalar Plaza

Content, innovation, exhibitors, and relaxation all in one place! The Hospitalar Plaza enhanced the event experience by featuring four Content Arenas: ABSS Innovation, HIS+ Sustainability, Hospitalar HUB, and Clinical Engineering, as well as the HIS-Healthcare Innovation Show Sponsors' Lounge, the Connected ICU, Cafeteria, Coworking space, and Cell Phone Charging Area.

Key attractions and spaces at Hospitalar



Connected ICU

Leading companies such as Cloudsaude | Linet | Drager | Getinge | Hospcom | Toth | Cardioline | Sincron | Bbraun created a realistic hospital environment to highlight the importance of interoperability in intensive care. Visitors explored three ICU beds connected to a central bed in the CloudSaúde lounge, and monitored vital signs in real-time on a panel integrated with the electronic health record.

Interactive Floor Plan and Hospitalar Hub Locator

Visitors had access to an interactive map that could be viewed on mobile phones or tablets, showing real-time routes to find booths, streets, and event sectors. The event also featured the "Locate Yourself at Hospitalar Hub" space, designed to facilitate the location of brands, products, and services, with trained receptionists available to help. Additionally, the space offered the Matchmaking APP, which helped distributors and companies connect and conduct business. I need to translate the previous content about the Connected ICU and Interactive Floor Plan to English.



Key attractions and spaces at Hospitalar



Energy Matters

Energy Matters was the meeting point for healthcare professionals seeking energy efficiency and cost reduction at Hospitalar. It brought together market solutions, free market specialists, and management tips for hospitals, clinics, and laboratories to optimize their energy consumption.

HUBIA - Virtual Search Assistant at Hospitalar

A new feature at Hospitalar, HUBIA was the artificial intelligence that helped in the search for solutions, products, exhibitors, and spaces during the fair.



Healthcare Business Podcast

A new feature this year, we had the Healthcare Business Studio, where a podcast took place featuring the biggest news and trends in the sector.

Sustainability

As an event that has been connecting people for over 30 years, Hospitalar understands the importance and impact it generates in the world. Given this scenario, they are protagonists of various actions focused on sustainability.

Learn about some of our ESG initiatives



Reduction of printed materials



Selective collection



Suppliers with a focus on social inclusion



LED lamps



Credential recycling



Partnership with the NGO Safrater, which supports families in high social vulnerability



Printed materials with FSC certification



Relaxation area with hydration and massages



Free transportation/Express route to the event



Vegetarian and vegan food options



Evaluate the sustainable practices of the exhibiting companies



Encouragement of carpooling among colleagues attending the event



Support for nonprofit social institutions



Nursing room



Accessibility with motorized wheelchairs for people with reduced mobility



Co-Working Space encouraging connections



Sustainability Area and ESG content throughout the entire program



Carpet made from recycled PET and PP, reused between events or transformed into new products.

SDGs

Hospitalar is committed to meeting the UN's Sustainable Development Goals (SDGs). Currently, it focuses on 8 SDGs, with special emphasis on content during the event and on digital channels



Better Stands Program

Informa Markets' BetterStands program aims to eliminate booth waste by 2030, promoting the use of reusable and sustainable structures. **At Hospitalar 2025, 96% of booths followed this initiative**, at Bronze, Silver, and Gold levels — a significant advancement compared to the 87% recorded in 2024. This result reinforces the event's commitment to sustainability and positive transformation of the sector.



2 booths
Gold seal



337 booths
Silver seal



371 booths
Bronze seal



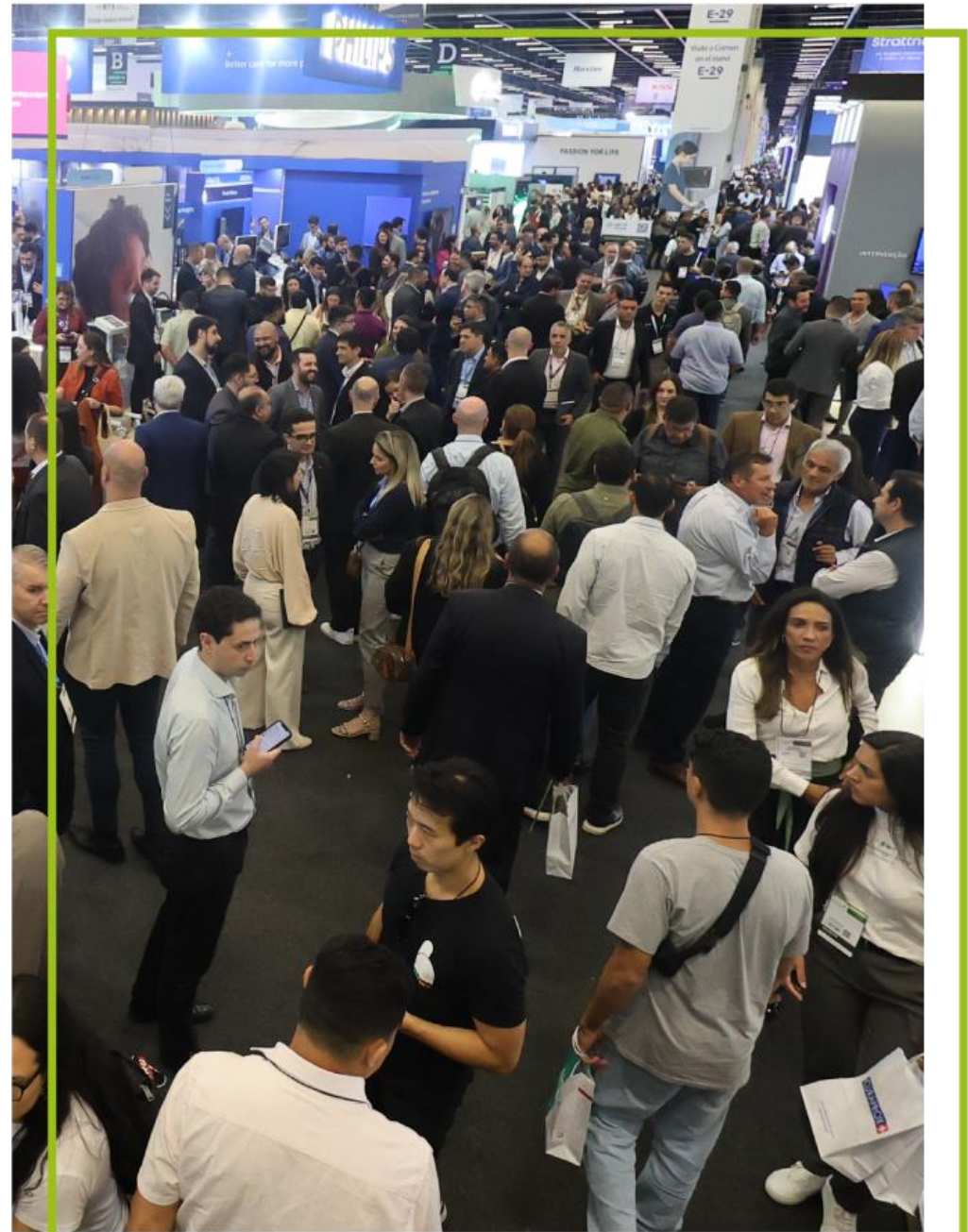
Social Projects

2025 PROJECTS: TICKETS THAT TRANSFORM LIVES

Hospitalar 2025 reaffirms its commitment to social responsibility and expanding access to healthcare through a new solidarity project. This year, part of the visitor ticket sales was donated to three important social initiatives:



Social partners present at Hospitalar 2025:



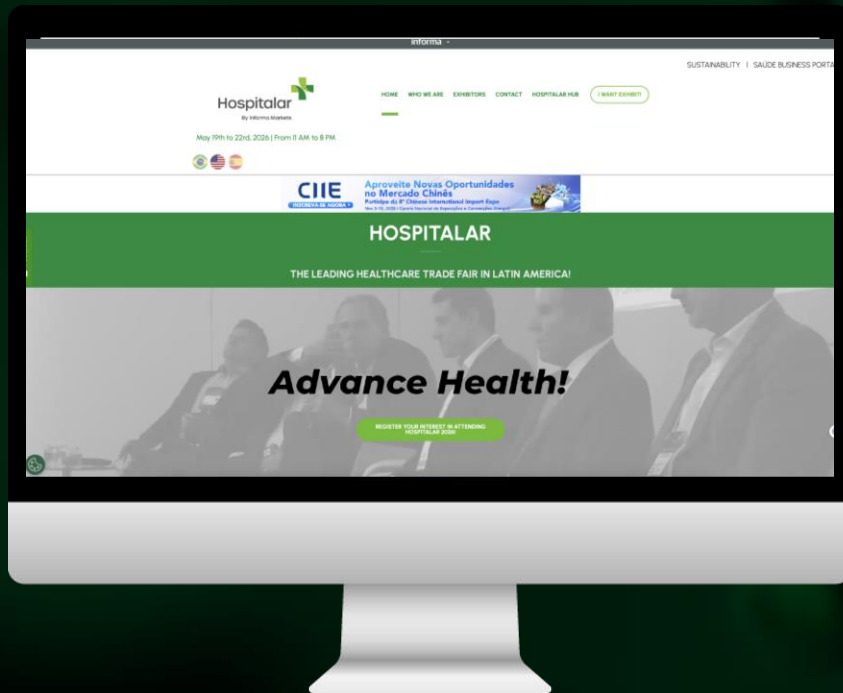
Digital Media Reach



Website: 2,881,036 sessions
from May/24 to May/25



Website: - Unique users: 2,037,745
from May/24 to May/25



Facebook
22,000 followers



LinkedIn
27,000 followers



Instagram
54,500 followers

Media Reach - Press Relations



1,678 articles, notes, and features



+ 300 media outlets



Media valuation:
R\$ 24,695,705.89



18,412,391 people impacted



Access the Hospitalar 2025 E-book by clicking [here](#) - material in Portuguese only.

Saúde Business



By Informa Markets

Official News Portal of Informa Markets. In May, it was the channel for distributing all Hospitalar coverage topics.

Our results in May:



over 99,000
pageviews



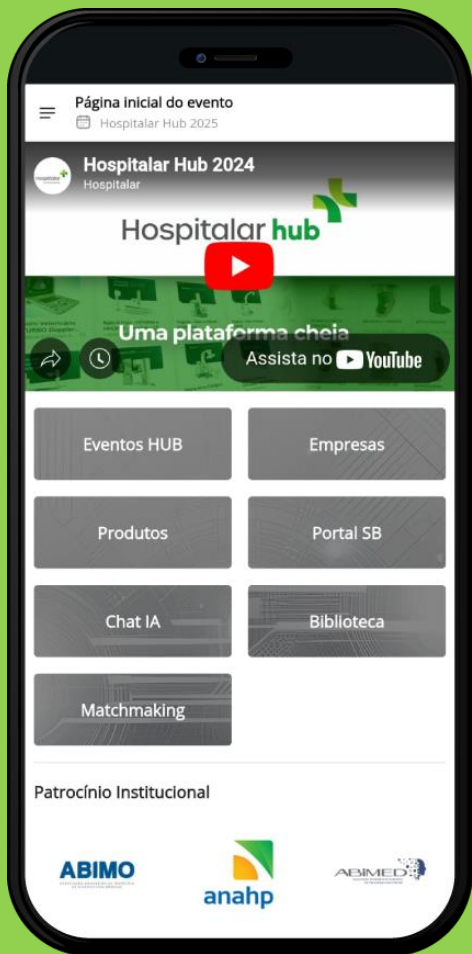
+ 63 unique content
published



over 58,000
users



+ 29%
newsletter open rate



Hospitalar hub



By Informa Markets

Hospitalar Hub is the digital extension of the Hospitalar fair,
bringing more than 31 years of experience and visibility!

Results achieved in 2025*



106,572
Users on the
platform



179,440
leads generated



6,495
*Products in our
showcase*

Keep your registration updated on the platform and ensure even
more visibility for your brand throughout the year!

***August/2024 to June/2025**

Media Coverage

veja SAÚDE

Cuidado digno é um direito: a urgência de investir em cuidados paliativos

Prevenimos contrariar aos princípios de saúde mais humanizada, que assegurem todos os lares da vida



O avanço da medicina permitiu que muitas doenças antes fatais se tornassem crônicas, prolongando a vida e desafiando nossos sistemas de saúde a evoluírem para oferecer não apenas tratamentos, mas também qualidade de vida. Nesse cenário, os **cuidados paliativos** assumem um papel estratégico e indispensável para pacientes em fase final de vida ou com doenças incuráveis e para seus familiares e cuidadores.

CORREIO BRAZILIENSE

Tecnologia e Intelig ncia artificial s o usadas para humanizar a sa de

Produtos de alta tecnologia e uso da intelig ncia artificial em prol da sa de foram destaque da 22  Hospitalar, maior feira do setor, realizada na  gua Fria, em Bras lia.

Hospitalar
By Informa Markets

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Experimente nossa fun o de an lise de imagens e obtenha acesso a informa es exclusivas. Solicite agora! (Teste Gr tis)

Verba Livre

A licena consta com: imagens de uso p blico e p rsona - cr ditos: Reproduo / Flickr

Com uma proposta de inova o, neg cios e sustentabilidade, a Hospitalar, maior feira do setor de sa de da Am rica Latina, reuniu os maiores e especialistas de refer ncia no mercado. A novidade desta edi o foi a amplia o da t ra de conte do do evento: 1.200 expositores, 350 horas de conte do, 900 palestrantes e por volta de 50 mil visitantes entre f rmulas, congressos e aulas durante o curso de dois dias de evento.

SBT SISTEMA BRASILEIRO DE TELEVISÃO

ESTERIL

RECONHECIMENTO NACIONAL

POVOZONA GRUPO BRINGEL CONQUISTA PREMIO LÍDERES DA SAÚDE 2025

Vehicle Coverage



Institutional Sponsorship



Media Partner



Institucional Support

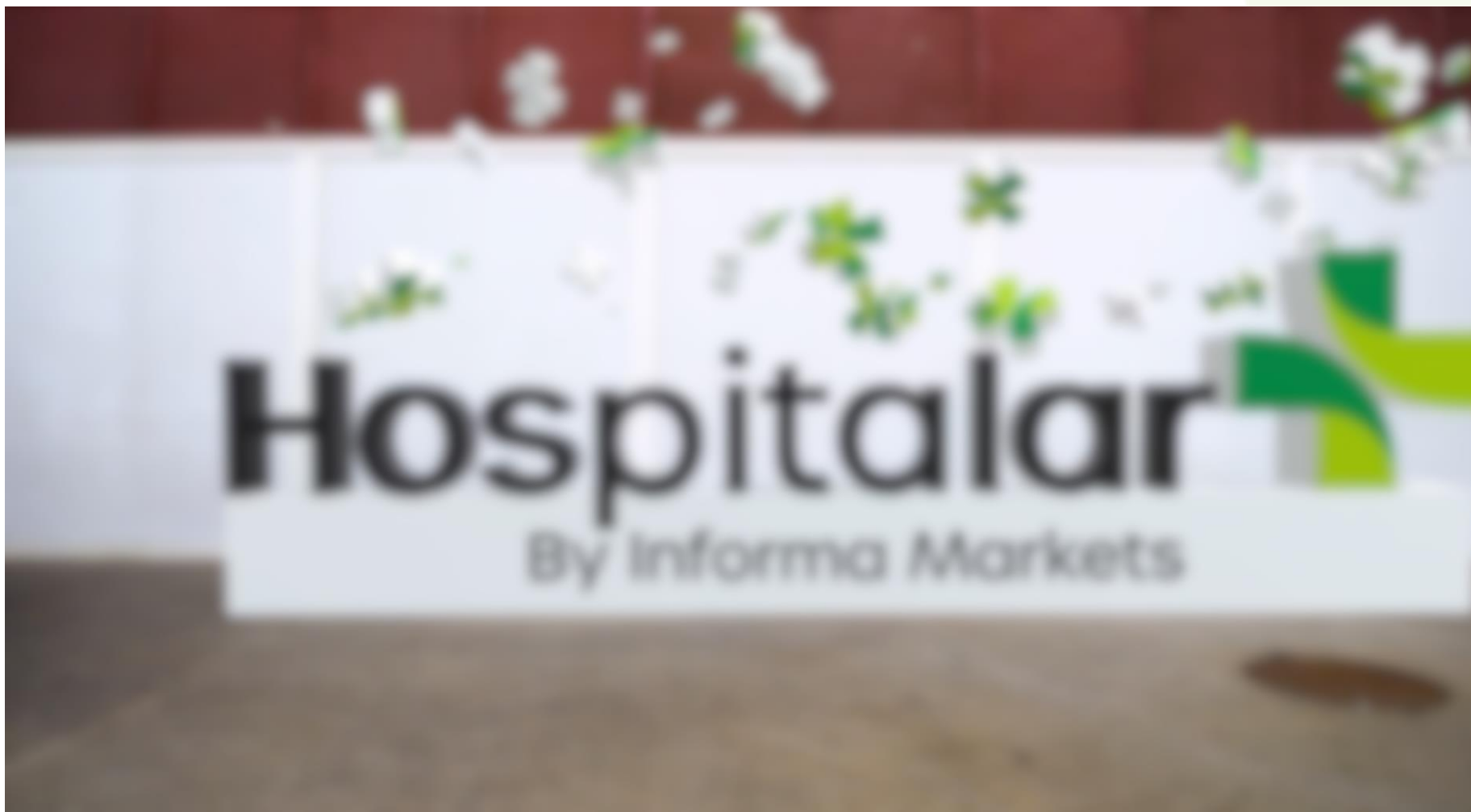


Check out the 2025 edition



[Click here and access the photo gallery](#)

See the main highlights of **Hospitalar 2025**



Click on the image to access the video or [click here](#).

Hospitalar

By Informa Markets



See you in 2026!

May 19th to 22nd, 2026

São Paulo Expo - São Paulo - Brazil

