

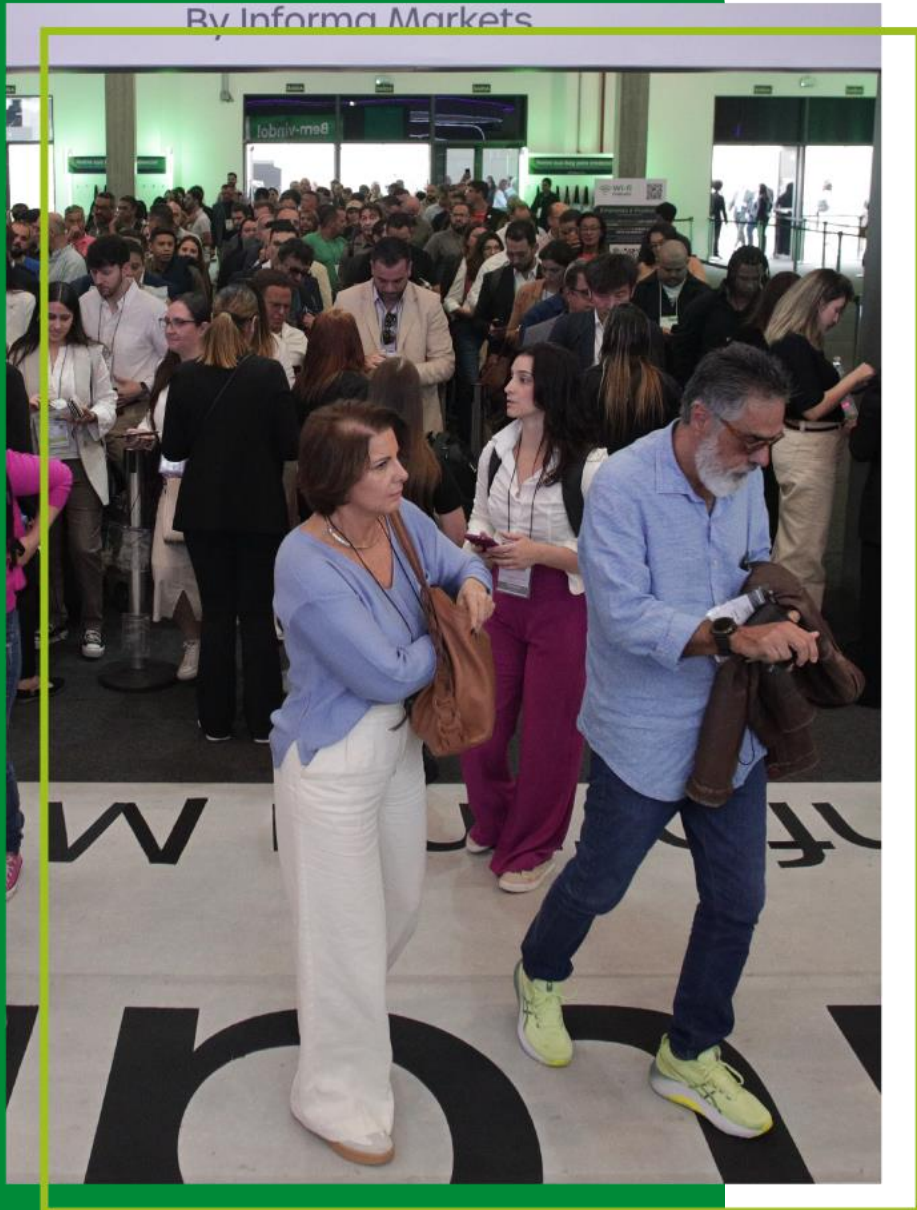


# Post Show **Report**

**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.

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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

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**85,000**

Professional visits



**1.272**

Exhibiting brands



**55 visiting**  
countries



**+400 hours of**  
qualified content



**3 billion**

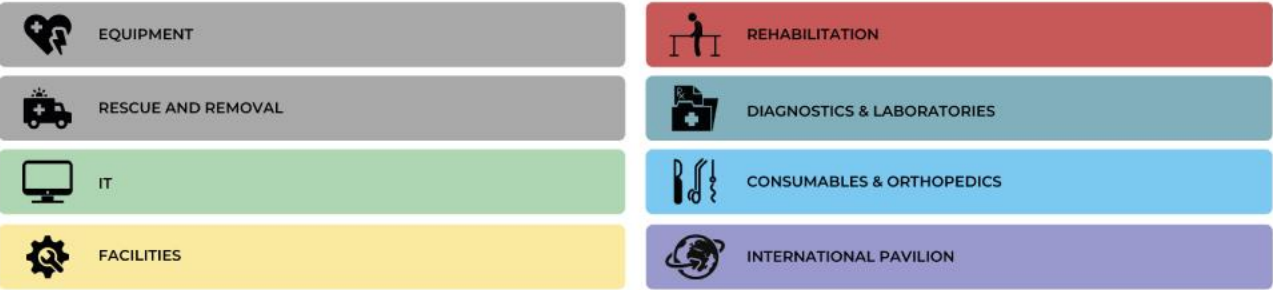
generated business

# 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

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



# Visitor profile



**NPS 79** – High level of customer satisfaction.

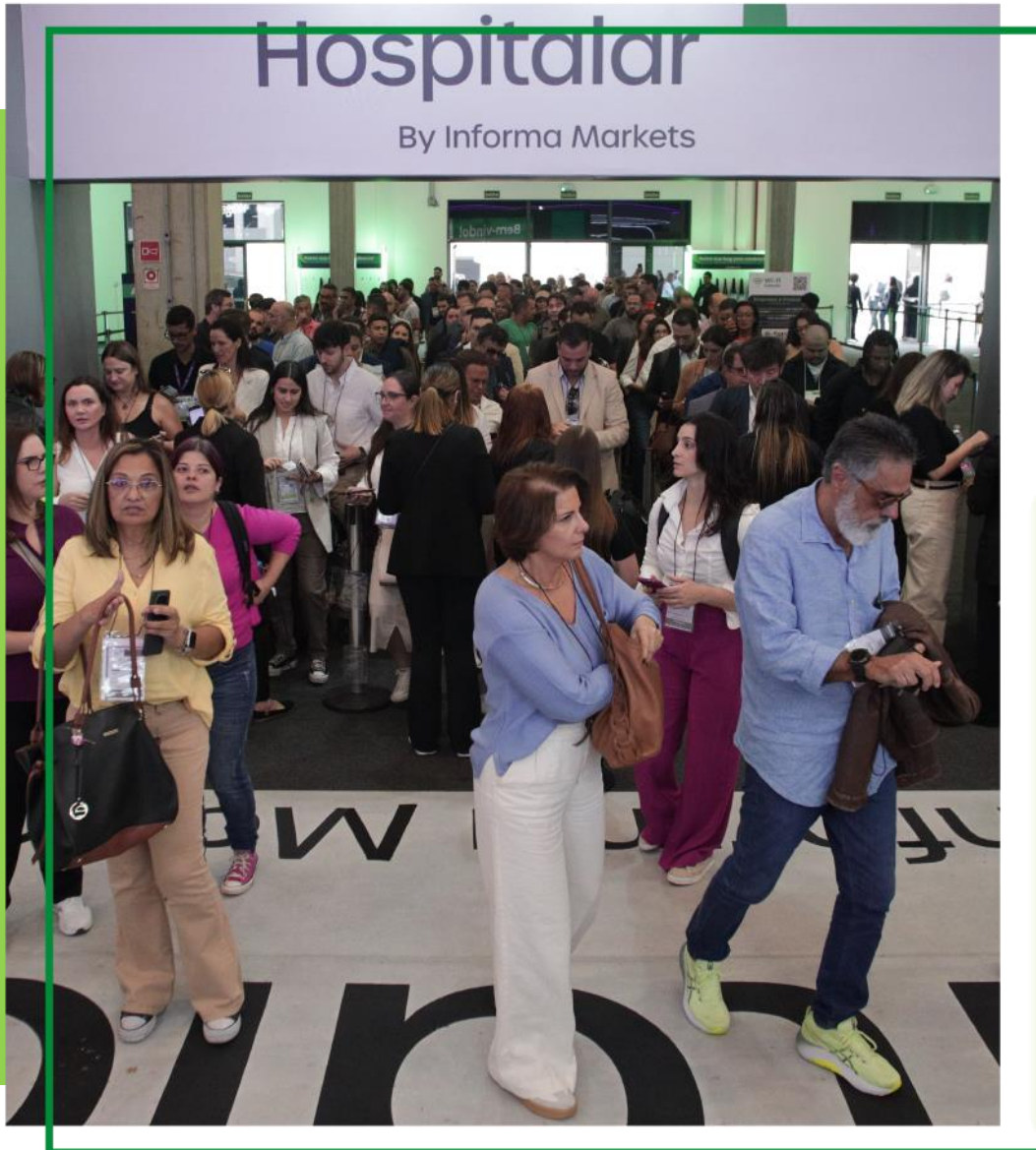


Visitors from **more than 55 countries.**



**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



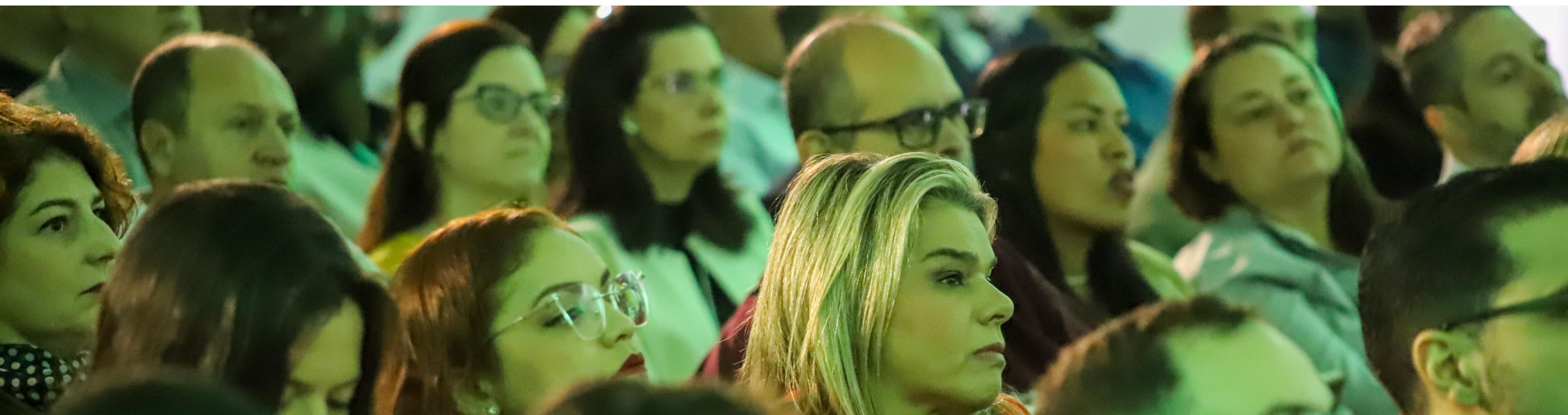
10% - Purchasing/Supplies



8% - Engineers



6% -IT/Information Management



## Visitor – Testimonials\*

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"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

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

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



# Content

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**+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



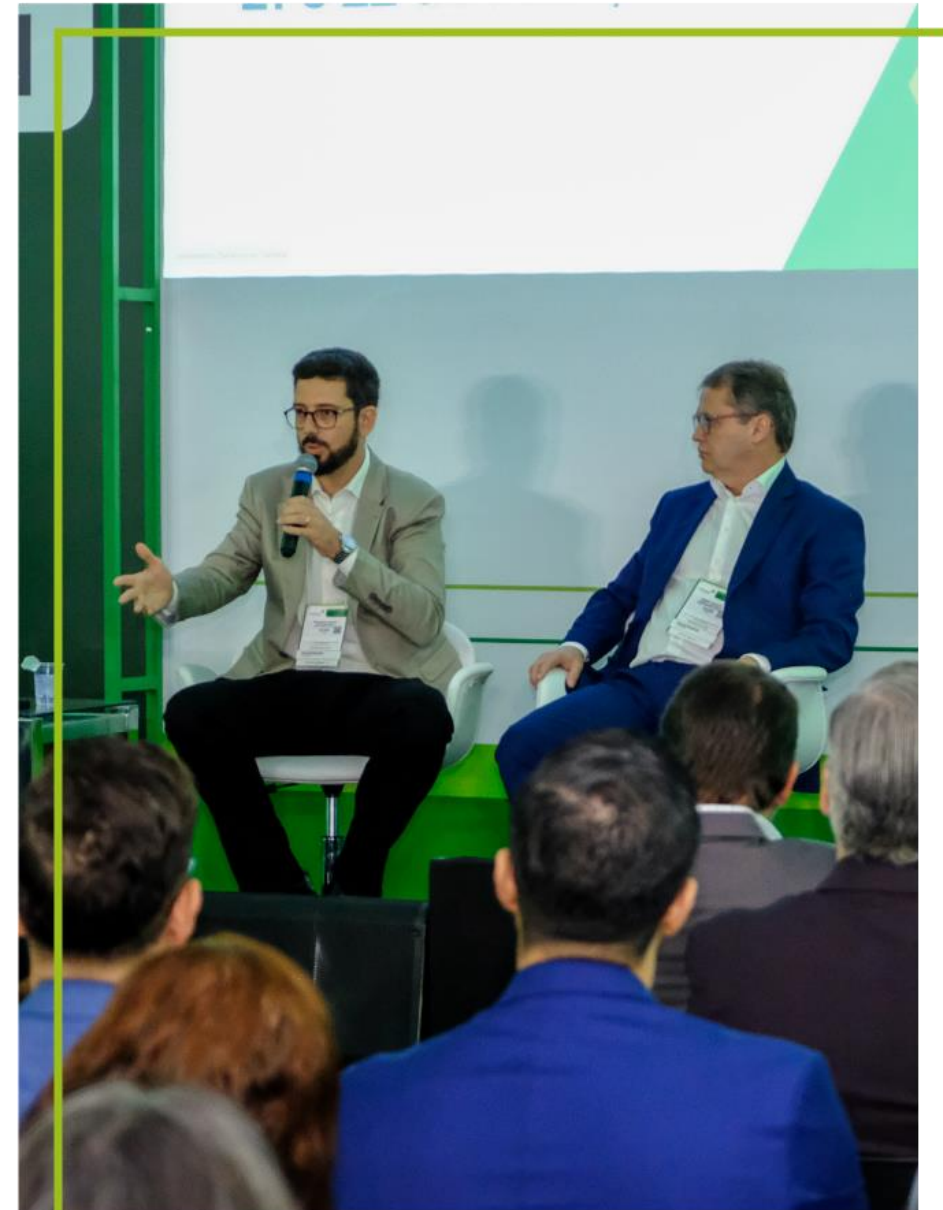
**CDI**  
**Infrastructure**  
Congress



**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

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- **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

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- **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

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## 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

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### 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

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### 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



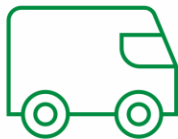
Partnership with the NGO Safrater, which supports families in high social vulnerability



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



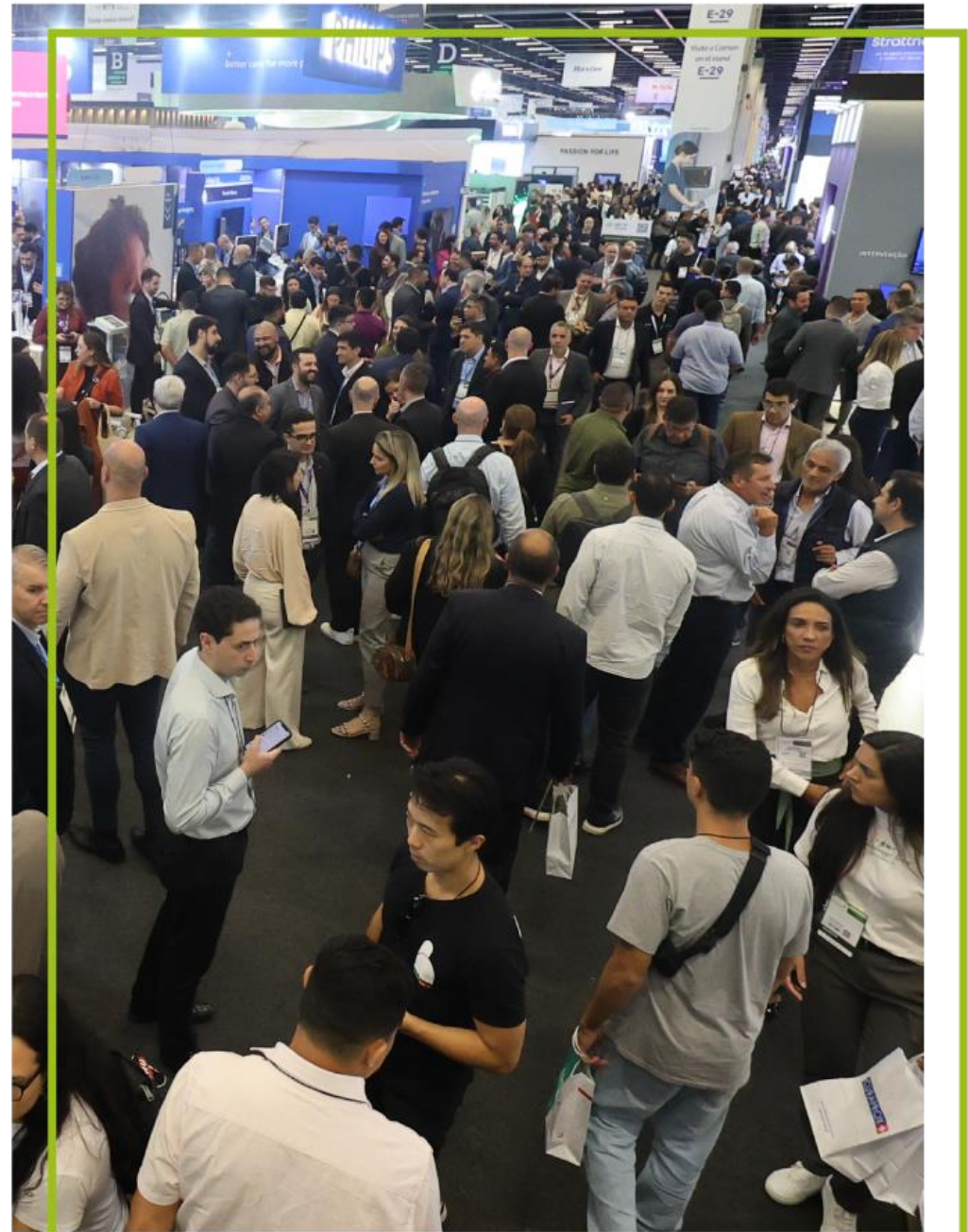
# Social Projects

## 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:**



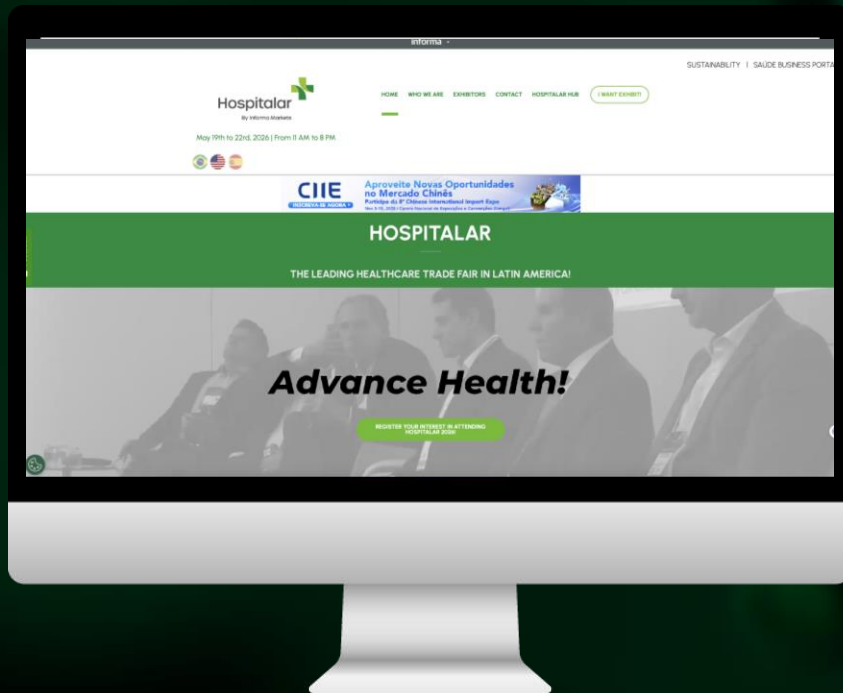
# Digital Media Reach



**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

Previdamos construir um modelo de saúde mais humanizado, que contemple todos os fases 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.

**RSVP**



ONDE A SAÚDE SE ENCONTRA

Dr. Flávia Mendes  
Hospitalar 2025, 23 de maio de 2025

Esta noite é especial e muito feliz de poder compartilhar da América Latina — e a terceira maior do mundo — a Hospitalar e a saúde da América Latina e do desenvolvimento. É por isso que aqui chegamos em um momento histórico e de desafios na prática de gestão hospitalar, de tecnologia médica e de inovação em saúde. É isso que a saúde pública e privada enfrentamos, seja o caso, em debates, congressos e eventos. Queremos, Hospitalar, associar, aprender, crescer e compartilhar em mais de 100 mil m² de espaço para pensar e agir em uma única missão.

Nesta noite, mais de 1.200 líderes e representantes de 20 países participam do evento, que promete ser um momento histórico e de inovação em saúde pública e privada. 4.000 estudantes internacionais, convidados especiais no programa e a presença de profissionais de saúde.

**Saúde Digital News**

## Hospitalar começa com foco na transformação digital da saúde

Com expectativa de receber cerca de 80 mil visitantes, a Hospitalar 2025 reunirá até sexta-feira, 23, cerca de 50 iniciativas entre congressos, arenas e debates

escrito por Redação • 20 de maio de 2025 • 3 comentários

COMPARTILHAR



Com a presença de mais de 20 autoridades do âmbito federal, estadual e municipal, ocorreu nesta terça-feira, 20, a cerimônia de abertura da Hospitalar, um dos maiores eventos de saúde na América Latina, no São Paulo Expo, em São Paulo.

**BAND**



FEIRA HOSPITALAR 2025  
MAQUINAS PORTÁTEIS PARA EXAMES PROMETEM AGILIZAR DIAGNÓSTICO

ORA BRASIL

**CORREIO BRAZILIENSE**

## Tecnologia e inteligência artificial são usadas para humanizar a saúde

Produtos de alta tecnologia e uso da inteligência artificial em um dos maiores eventos de saúde foram destaque da 22ª Hospitalar, maior feira do setor, realizada no São Paulo Expo



**Hospitalar**  
By Informa Markets

Solicite um teste gratuito  
Transforme sua forma de trabalhar e aumentar a produtividade. Teste agora! Saiba mais

A feira mostra como inovações do setor público e privado — incluindo Regeneração e Proton

Com uma proposta de inovação, negócios e sustentabilidade, a Hospitalar, maior feira do setor de saúde da América Latina, reuniu os maiores e especialistas de referência ao mercado. A novidade desta edição foi a ampliação da área de conteúdo do evento: 1.200 expositores, 350 locais de conteúdo, 900 palestrantes e por volta de 50 iniciativas entre fóruns, congressos e arenas durante os quatro dias de evento.

**OPOVO**

## IA na saúde: avanços e desafios para regulamentação

TRANSFORMAÇÃO | Novas tecnologias na saúde transformam formas de diagnóstico e tratamento, mas exigem estratégias



A inteligência artificial (IA) está revolucionando a medicina, oferecendo diagnósticos mais precisos e tratamentos personalizados. No entanto, a regulamentação é um desafio, pois a tecnologia ainda está em fase de desenvolvimento e a privacidade dos dados dos pacientes é uma preocupação. A IA pode ajudar a identificar padrões em grandes volumes de dados, permitindo a detecção precoce de doenças e a personalização dos tratamentos. No entanto, a falta de regulamentação adequada pode levar a erros e à perda de dados. Portanto, é essencial que os governos e as instituições de saúde trabalhem juntos para criar um ambiente seguro e eficaz para a implementação da IA na saúde.

**SETOR SAÚDE**

## Protagonismo feminino e inovação: líderes discutem o futuro da saúde em painel da Hospitalar 2025



Na tarde do último dia (23 de maio) da Hospitalar 2025, maior e mais influente evento dedicado à saúde na América Latina, a Arena HSB + Sustentabilidade foi o cenário do painel "Transformação Coletiva: Como Lideranças Estão Redesenhando a Saúde".

**TIMES**  
BRASIL

**CNBC**



**SAÚDE E INOVAÇÃO EM FOCO**  
HOSPITALAR 2025 REÚNE LÍDERES EM SÃO PAULO

RADAR  
BYD supera Tesla na Europa, mesmo com tarifas da UE, diz relatório  
BTC 108999.00 0.33% ETH 2569.67 1.86% SOL 179.75 0.04%

**sbt**  
SBT - SISTEMA BRASILEIRO DE TELEVISÃO



RECORRENTES NACIONAIS  
GRUPO BRINDEL CONQUISTA PREMIO LÍDERES DA SAÚDE 2025

# Vehicle Coverage

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# Institutional Sponsorship

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# Media Partner

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# Institucional Support



# Check out the 2025 edition



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

See the main highlights of **Hospitalar 2025**

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

# Hospitalar

By Informa Markets



See you in 2026!

**May 19<sup>th</sup> to 22<sup>nd</sup>, 2026**

São Paulo Expo - São Paulo - Brazil

