



2016

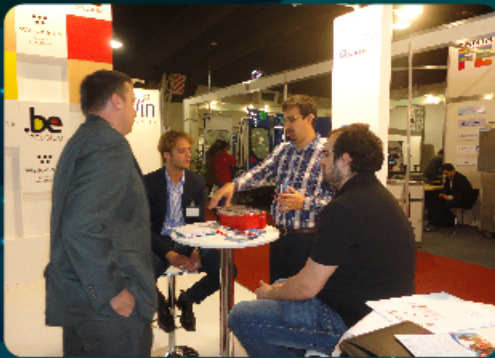
# ExpoMedical

14th. International Trade Show for Products, Services and Equipment for the Healthcare Sector

## POST SHOW REPORT

ExpoMEDICAL is a major multi-sectorial healthcare event. With the new government free trade policies, Argentina has recovered the position of major medial importer. ExpoMEDICAL is now a not-to-be-missed opportunity to enter to Argentine and South America markets.

More than 50% of the medical products in Argentina and South America are imported, so that dealers from all over the country visit ExpoMEDICAL to meet exhibitors from abroad to represent foreign brands.







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## INTERNATIONAL EXHIBITORS AND VISITORS

13.700 professional visitors from 23 countries  
attended ExpoMEDICAL 2016, while 199  
exhibitors participated from 10 countries.



## SEMINARS & CONFERENCES

Organized by the most prestigious  
associations in Argentina,  
75 Seminars and Conferences took place in  
8 conference rooms strategically located  
within the facility, attracting more than  
5.000 healthcare professionals

**MORE AND MORE EXHIBITORS AND VISITORS  
FROM ALL OVER THE REGION!**

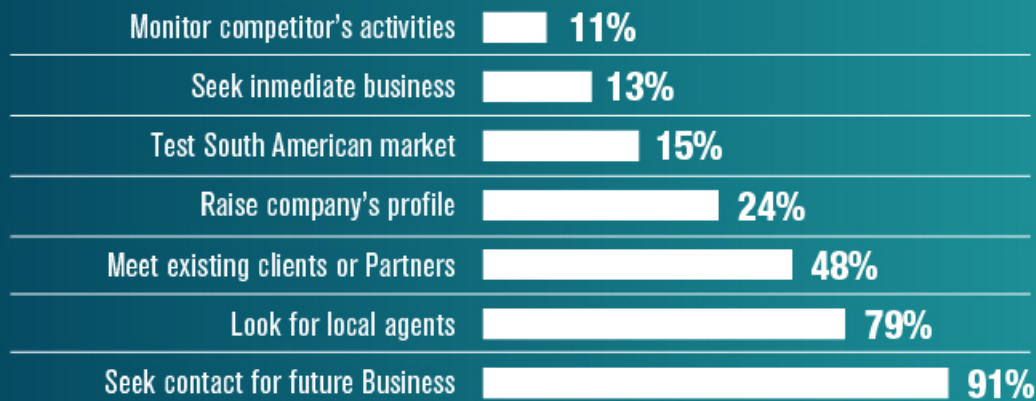


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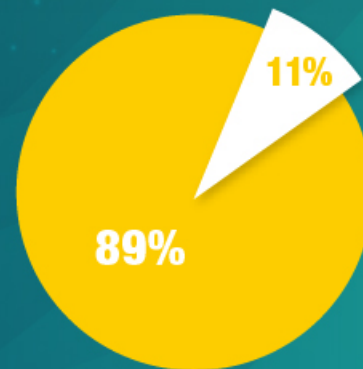
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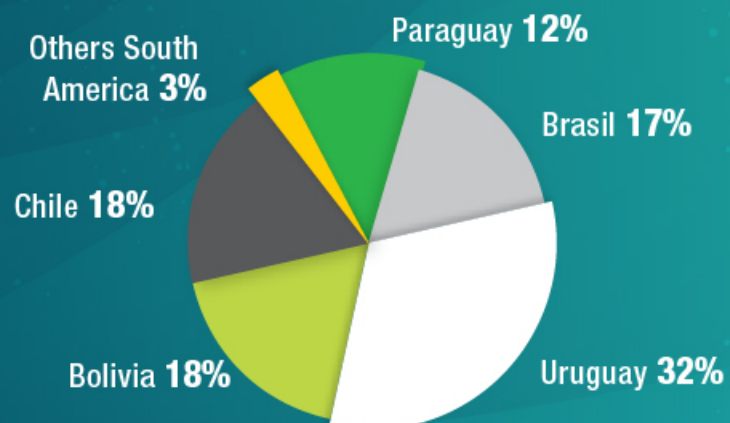
## TOP REASONS FOR EXHIBITORS TO PARTICIPATE IN EXPOMEDICAL



86% OF THE EXHIBITORS COVERED THEIR EXPECTATIONS AND SURPASSES THE QUALITY OF ATTENDS



## ORIGIN OF FOREIGN ATTENDEES







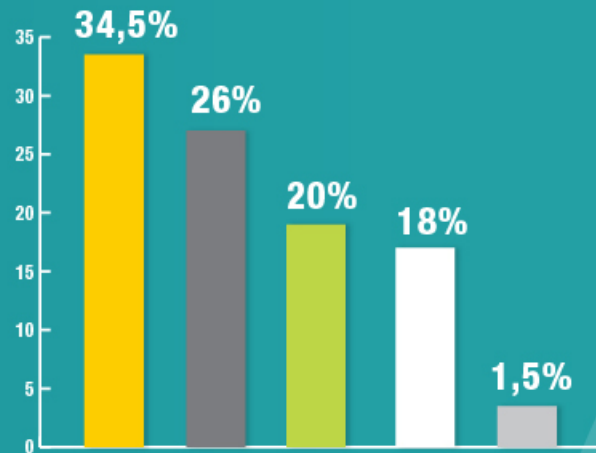
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## ATTENDEES PROFILE

- Distributors and Importers
- Managers, administrators, purchase managers
- Physicians and other professionals
- Manufacturers
- Government, students, press



## THE VENUE

Nowadays, Centro Costa Salguero has become one of the main reference centers in the exhibitions and events market in the city of Buenos Aires, by hosting events on the most varied issues year after year, thus constituting a landmark in the city map.







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## BUENOS AIRES

Buenos Aires, the capital of Argentina, is a vibrant metropolis, home to some 3 million people, eye-catching architecture both old and new, and a sizzling arts and cultural scene. The city is a major commercial, financial and political centre for Latin America and an important business meeting point; it is ranked by the International Congress & Conventions Association (ICCA) as the No. 1 city in all of the Americas for international meetings.

As well as its major attractions, the city's ICT infrastructure, multiple hotels and services industry are well-equipped to host meetings, conventions and a wide range of extracurricular activities.

It has almost numerous museums, art galleries, malls, and funny nightlife for every taste, definitely a city to visit!



## ARGENTINA IS HEALTH

With excellent medical services, highly qualified professionals and complementary proposals related to well-being, Argentina presents a broad and varied offer as far as health services are concerned: from medical controls, diagnosis and simple surgeries to high complexity treatments. With the second biggest market in South America, Argentina and neighbour countries gather almost 300 million inhabitants. With around 80 million private healthcare plans and public health system increasingly professionalized, the imports of medical equipment are permanently growing.

## THE ORGANIZER

Mercoferias SRL is a company with more than 22 years in the Exhibition Business and 21 years organizing exhibitions and congresses in the Healthcare Sector. It is also a member of AOCA - Argentine Association of Trade Show & Congress Organizers. Mercoferias SRL is also editor of the most important magazine in Argentina at the Healthcare Sector: Temas HOSPITALARIOS (Hospital Issues) and the Annual Guide of Healthcare Suppliers "Guia Anuario ExpoMEDICAL"

### Future dates

September 27 to 29, 2017

Venue: Centro Costa Salguero  
Buenos Aires City - Argentina

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