
Brazil Has a Chance to Show Its Health Care Goods in the Middle East

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Brazilian company Hospimetal, a maker of hospital equipment, made a series of contacts during Saudi Healthcare. These contacts may serve as a gateway into the Saudi Market. The event began on May 29 and ended this Thursday, June 2, in Jeddah.

Hospimetal, which is based in the city of Araçatuba, in the southeastern Brazilian state of São Paulo, was the only company from Brazil to participate in the fair. The producer took a top of the line automatic hospital bed to show.

The bed has four motors and digital controls. "Hospimetal made many contacts with Saudi businessmen. This fair is more turned to the population of Saudi Arabia itself," stated Fadley Fattah, a foreign trade analyst at the Arab Brazilian Chamber of Commerce (CCAB), who participated in the fair.

The Brazilian company does not yet export to the Arab market. According to the director of Hospimetal, Wiliam Donisete de Paula, the region has a good market with great potential. Around 20% of the company production is turned to the foreign market.

Apart from Hospimetal, the Brazilian stand, which had an area of 96 square meters, also included representatives from the Association of the Manufacturers of Medical and Dental Products (Abimo), who went on a trade mission to Riyadh and Jeddah before the fair.

In total, 100 contacts were made with Saudi businessmen who, according to Maurício Manfré, the International Marketing manager of Abimo, expect great business possibilities in future.

According to Fattah, apart from businessmen, students and doctors also visited the fair each day so as to see the novelties.

According to him, around 100 companies from 15 countries participated in the 13th edition of Saudi Healthcare, which takes place every two years in Saudi Arabia.

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