

Medical Devices for Institutions & Home Health Care - Brazil

The Canadian Consulate General in São Paulo has no planned events for the 1994-1995 fiscal year. However, it is prepared to offer logistic as well as operational assistance to all companies interested in participating in any event in Brazil.

IV. Marketing Channels

The main source of information for buyers and users are international trade magazines as well as international trade fairs and congresses. There is a number of local publications, of which the most important are the magazine "DIGNITAS" and the "JORNAL DA ASSOCIAÇÃO PAULISTA DE MEDICINA" (São Paulo Medical Association Journal), magazines which can also be considered good marketing media.

Radio and TV are seldom used as media for marketing campaigns, although the largest distributor/reseller of home health devices in São Paulo has radio spots for the more popular disposable items.

Sources:

- ABIMOS - Ass. Brasileira Industria de Artigos e Equipamentos Médicos, Hospitalares e de Laboratórios
- SINAEMO - Sindicato da Industria de Artigos e Equipamentos Odontológicos do Estado de São Paulo
- HIME ANNUARY - USA
- AGHI INFORM - England
- UNITED NATIONS HEALTH ORGANIZATION
- PAN AMERICAN HEALTH ORGANIZATION

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