

Medical Devices for Institutions & Home Health Care - Brazil

The Brazilian Public Health Care system is centralized through the Ministry of Health, which controls and distributes the health budget according to central planning. A federal agency, the "INSTITUTO NACIONAL DA PREVIDENCIA SOCIAL - INAMPS", within the Ministry, is responsible for the administration of the Health Care program. Public Hospitals are maintained with funds from INAMPS. Private hospitals, clinics and laboratories also provide services to the public health system, through a repayment system called "Sistema Unico de Saúde - SUS" which is managed by the various State Government's Health Secretaries.

There are no specific technical standards required for equipment and devices. In general terms, international standards, such as ISO 9000, will be fully accepted. It is interesting to point out that locally produced "Blood Bags" are not accepted by government regulators, due to quality concerns. Only companies that commercialize and/or utilize foreign materials are allowed to sell their products.

Brazilian regulations on intellectual property are changing to comply with international codes. Registration of a product is still a time consuming, and expensive, procedure. Professional advice should be sought in order to save time, money and frustrations. Basic regulations and requirements are available from the Canadian Consulate General in São Paulo, on request.

Regulations on disposal of medical waste are minimal and largely ignored. Hospitals are not required by law to take any specific care of waste of any kind. Most of it is taken to garbage depots for incineration. However, pressure is mounting for more control, and this can become an attractive business opportunity in the near future.

III. Promotional Activities

The main trade show in Brazil is "EXPOSAUDE", which serves the Medical, Dental and Laboratory equipments industry. It is a bi-annual trade fair and congress sponsored by ABIMO (Brazilian Association of Health Care Products), and the next edition is scheduled to take place in August 1995. The event will be held at the Anhembi Convention Center in São Paulo (5000 square meters) and is expected to attract up to 300 exhibitors and 15000 selected visitors.

A new trade fair for Products, Equipment and Services for Hospitals and Health Clinics, "HOSPITALAR", will take place from June 14 to 17, 1994. Although this is its first edition, organizers claim that the event will become the biggest and most important of its kind in Latin America. It will be held at the Bienal Exhibition Center (25000 square meters) and is sponsored by the "National Hospital Association" and the "National Health Clinics Association".

Other events and congresses are held throughout the year, aimed at more specific segments or areas of medicine. These may also offer a good opportunity to show products and services to the targeted public. Interested companies should contact the Canadian Consulate General in São Paulo for more detailed information on sectorial events.

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