



Year 2008: HOSPITALAR Exhibition – Brazil

15th International Fair of Products, Equipment, Services and Technology for Hospitals, Laboratories, Pharmacies, Health Clinics and Medical Offices
June 10th – June 13th, 2008



The HOSPITALAR exhibition makes for an excellent Traders Meeting Point in displaying different Products, Equipment, Services and Technology for the healthcare industry in the Latin America region. Serving as the stage in which medical devices manufacturers can introduce their range of products; HOSPITALAR is a dedicated trade event where hospitals, health clinics and laboratories leading suppliers gather to create a positive trading environment for everyone involved in the provision of health care in Brazil and throughout Latin America.

The exhibition was participation by 1,100 companies from 33 countries majority from US, Europe, Asia Pacific, Latin America and others occupying an area around 75,000 square meters in Expo Center Norte exhibition halls, in São Paulo, Brazil. São Paulo is Brazil's largest and most important city and the ideal place to make an impact in the market. São Paulo concentrates 65% of the Brazilian consumption market and plays an important role in the healthcare industry, acting as a pioneering city in providing first-class medical services. It is also one of the most advanced medical centers, where opportunities for medical leading-edge technology and equipment are opened and expanding.

HOSPITALAR 2008, 15th edition, was held from June of 10th to 13th, and it turned out its highest record in the number of exhibitors, occupied area and amount of products and services offered to the market.



Kossan had the opportunity to participate in this exhibition. We displayed our new latex examination and surgical glove products which were well received. We gathered good experience and exposure to the Latin American market in extending our product selection and received good feedback on the requirements and market needs of the region.

We also look at exposing the region to the acceptability of different products, to continuously provide customers with information update on glove technology.

We promoted our nitrile examination gloves by the brandname CHEMAX™ which is a new generation of thinner examination gloves that provides match-able comfort, fit and dexterity of natural rubber latex gloves without

compromising the gloves superior barrier protection properties. Since it is manufactured using nitrile which is latex-free, there would not be any risk of Type I allergies among latex sensitized healthcare providers.

HOSPITALAR 2008 was indeed a productive exhibition, more evident are the growth in participation by an addition of 20% which surpassed the number of 76,000 professional visits from over 60 countries registered in 2007 on last edition.

