

[News story: UK digital health sector sets up wins in Brazil at Hospitalar](#)

In May Healthcare UK and NHS Digital helped build new relationships and trade openings in Brazil when they jointly led an 8 company mission to Sao Paulo to take part in Hospitalar, the biggest healthcare trade event in Latin America.

Following the event, a number of contract negotiations are currently close to completion. Hospitalar 2017 had a strong focus on digital health, and the 8 companies in the UK mission were selected for their strength in this highly innovative, competitive and fast-moving area:

Brazil's healthcare market growth driven by digital

With the largest healthcare market in Latin America, and seventh largest in the world, Brazil is one of Healthcare UK's priority markets. Despite the recent economic downturn, the market for healthcare imports is predicted to grow, reaching £52 billion by 2020.

As is the case around the world, demographic changes are driving demand for digital healthcare solutions in the Brazilian market. As the population becomes older and non-communicable diseases continue to rise, it is becoming increasingly urgent for Brazil to identify smarter investments to provide health services to the population.

The Brazilian constitution ensures that everyone must have access to healthcare, and digital and e-health systems are seen to a key way to achieve this without increasing cost.

UK healthcare exhibitors make an impact in Brazil

Headed up by Healthcare UK's Managing Director, Deborah Kobewka and NHS Digital's Director of Digital Transformation, Beverley Bryant, the UK presence made a significant impact at Hospitalar. Six of the UK organisations had speaker sessions on the main stage, helping to generate a strong flow of traffic and meetings on the UK stand.

The party had meetings with Brazilian government leaders and health officials at city, state and national level, visited the leading cardiothoracic hospital in Sao Paulo (InCor) and leading private hospital Sirio Libanes.

Contact us at healthcare.uk@trade.gov.uk for more information about UK digital health services and to discuss support with exporting.