

Fax Reply: +49 911 20671 - 788

Applications please by no later than March 28, 2017.

- I would like to register bindingly for the Workshop "Market Access Brazil" April 4, 2017 in Nuremberg.
- I am a member of Forum MedTech Pharma e.V.

You will receive a confirmation of your registration.

Sender:

Title, first name, surname

Company / institution

Department

Street, house number

Postcode / town

Telephone / fax

E-mail

Date, signature

Event Information

Date: Tuesday, April 4, 2017
13:00 – 18:00

Venue: Forum MedTech Pharma e.V.
Rathenauplatz 2
90489 Nuremberg

Conditions: On receipt of your registration, confirmation will be sent to the e-mail address given. An invoice will be sent via post to the provided address unless otherwise stated. Cancellations received before March 28, 2017 are exempt from charges. For later cancellations and for non-attendance, the full amount will be incurred. Substitution of participants is possible according to prior agreement. Programme subject to change. The general terms and conditions of Bayern Innovativ and Forum MedTech Pharma as well as the terms of data privacy protection apply.
<http://www.medtech-pharma-shop.de/agbs.html>
<http://www.medtech-pharma-shop.de/privatsphaere-und-datenschutzerklaerung.html>

Films and fotos taken at the venue and possibly showing participants might be published for editorial purposes.

Registration: Until March 28, 2017

Fees: Members of Forum MedTech Pharma € 100.-
Non-Members € 200.-

Contact: [Forum MedTech Pharma e.V.](#)
Dr. Frank Miermeister
Tel. +49 911 20671-366
miermeister@medtech-pharma.de
www.medtech-pharma.de



Workshop

Market Access Brazil



Bildnachweis: Bayern Innovativ GmbH, Forum MedTech Pharma, fotolia/froxx, iStockfoto/mediaphotos, Philips

April 4, 2017
Nuremberg

Workshop Market Access Brazil

Brazil is the 9th biggest global economy and the most important Latin American medical device market. Companies overcoming the market entry barriers gain access to a profitable technology driven market. Brazil does not only offer very attractive opportunities for medical device manufacturers but also to providers of medical device components. First class doctors and hospitals, global industry players and more than 4000 domestic companies convert the Brazilian health care industry into a vibrant, innovative and growth driving environment.

Objectives of the meeting:

- Overview about the health market prospects & how to realize them
- Deliver practical guidelines how to plan & achieve registration for Brazil
- Receive hands on tips & tricks for distributor selection and management



Topics

- Overview of the macroeconomic panorama in Latin America
 - and in Brazil in particular
- Set up your distribution channel
 - Strategy of distribution setup
 - Opportunities and pitfalls
 - Your virtual company in Brazil without fix cost
- How to evaluate a good distributor?
- Distributor contract - what to consider?
- Import duties and sales taxes: Impact on your distribution channel and market penetration
- Regulatory strategy & approach to the market
 - Process and expected timelines
 - Required documentation per classification of products
 - Anvisa fees
- Local manufacturing in Brazil
 - Rationale and implementation strategies
 - Total or partial knock down and requirements

Lessons learned after the workshop:

- Getting clarity on macroeconomic environment in the main Latin American Countries with focus Brazil
- Understanding the medical device market potential in Brazil (private versus public systems)
- Comprehend the regulatory system and access ways to Brazil
- Being able to set up a local distribution strategy and select your Brazilian partner
- Understand the concept and opportunities for local Brazilian production of your solution

Participants

- General managers
- Sales managers
- Professionals in export or business development
- Directors regulatory department
- Medical device companies and manufacturers of components for medical and laboratory industry

Presenters

Emilio Lopez, i2medi LATIN AMERICA
Ex Vice President Medtronic Latin American Operations

Daniel Dos Santos, Sao Paulo BRAZIL
Ex-member of Brazilian Association of Medical Device and Equipment Importers and former Director of ABIMO/sector marcapassos (Associação Brasileira da Indústria de Equipamento Medicos e Odontologicos)

Andrés Herrero, i2medi GmbH, Berlin GERMANY
Ex Vice President Iberia and Latin America Biotronik

Roberto Latini, Latini & Associados, Sao Paulo BRAZIL
Founder and Owner Latini Associados and Medstar

Venue

Tuesday, April 4, 2017
13:00 – 18:00

Forum MedTech Pharma e.V.
Rathenauplatz 2
90489 Nuremberg

Network for medtech and pharma

Forum MedTech Pharma is a charitable non-profit making association - incorporated society. The network is forming a unique platform for business contacts and knowledge exchange. We successfully facilitate innovation and co-operation in the medical sector.

600 members are involved in the Forum MedTech Pharma, i. e. companies, research institutes, clinics, health insurances, regional authorities as well as other actors in the field - from 13 countries out of Europe, America and Asia.