



Brazilian Health Seminar

House of Commons

Monday, 25 February 2013
4.00pm until 8.00pm

From 6.30pm attend the networking reception at the
Department for Business, Innovation and Skills

Come and join other British health and life science companies at this VIP seminar at the House of Commons which includes a networking event at the Department for Business, Innovation and Skills. At this unique event you will hear about the opportunities in Brazil for British companies, as well as the challenges and success stories.

The seminar will be addressed by the Rt Hon Ken Clarke MP, the British Consul-General in Sao Paulo, John Doddrell and the Head of the Brazilian Development Bank (BNDES) in London, Jaime Gornsztejn, as well as a top industry speaker.

Find out the latest information about the Brazilian economy, the political landscape, cultural considerations, and what British companies need to know in order to achieve success in the market.

Case study speakers will tell you how they did it, and how UKTI services, as well as its network of advisers and experts (based in Brasília, São Paulo, Rio de Janeiro, Porto Alegre and Recife) can assist.

Join UK Trade & Investment (UKTI) at this networking conference to hear about current opportunities in the Brazilian health sector, challenges and success stories.

MAIN SPEAKERS

- The Rt Hon Kenneth Clarke MP (Cabinet Minister and UKTI Trade Envoy)
- John Doddrell (HM Consul-General in Sao Paulo and Director of UKTI Brazil)
- Jaime Gornsztejn (Head of BNDES London and Chair of the Brazilian Chamber of Commerce in London)
- Top Industry Speaker
- Carol Campos, Health Sector Manager and ANVISA expert, UKTI Brazil will also be in attendance to answer your questions

THE MAIN THEMES COVERED WILL BE

- PPP opportunities in healthcare
- Opportunities for med tech and pharmaceutical companies in Brazil
- Finding Brazilian partners
- Details of Mr Clarke's trade mission to Brazil in May 2013
- Find out about exhibiting at South America's largest health trade show Hospitalar

Why Brazil?

Brazil is the fifth-largest country in the world with a population of around 190 million people. It has one of the world's most rapidly developing economies and a GDP per head greater than either India or China. Consumers and businesses have developed higher standards both for quality and value for money and Brazil has a large and prosperous middle-class, with an appetite for high quality healthcare.

Against this background, Brazil has immense potential as a trade partner, with huge opportunities for UK health and life science companies.

Healthcare

- Largest market in Latin America
- Sector predicted to grow to £85bn by 2015
- Over 8,000 hospitals and 280,000 doctors
- Largest medical devices market in Latin America

Biotechnology

- The Brazilian biotech market is predicted to grow to £58bn by 2015
- Brazil's share of the biotech market is estimated to be around 15 per cent

Pharmaceuticals

- Market predicted to grow to £22bn by 2015
- Network of over 12,500 pharmacies

Seminar Programme and networking reception at the Department for Business, Innovation and Skills from 6.30pm.

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House of Commons, LONDON, SW1.

16:00 – 16:10	Introductions and welcome: Rt Hon Kenneth Clarke MP
16:10 – 16:35	Doing business in Brazil and an overview of the Brazilian Health Sector: John Doddrell
16:35 – 16:55	The role of BNDES in supporting health project delivery in Brazil Jaime Gornsztejn
16:55 – 17:20	Industry speaker
17:20 – 17:50	Q&A
17:50	Closing remarks: Rt Hon Kenneth Clarke MP

HOW TO APPLY

Each ticket costs £80, with special discount tickets of £60 available to Brazilian Chamber of Commerce members.

Tickets can be purchased directly from the website of the Brazilian Chamber of Commerce at <http://brazilianchamber.org.uk/civicrm/event/info?id=57&reset=1>

The closing date of the event is **Friday, 15 February 2013.**

