



Participate in the Selling Medical Equipment in Brazil and Mexico Webinars!

U.S. COMMERCIAL SERVICE
WEBINAR SERIES

Medical Equipment Sales to Brazil and Mexico

Brazil and Mexico's dynamic markets represent great potential for American exporters and in particular suppliers to the medical equipment industry. These webinars will inform U.S. medical equipment product and service providers about the promising sales opportunities in the Brazilian and Mexican markets.

Webinar Series Overview

- Does my medical equipment have potential in Mexico and Brazil?
- How do I register my product in these countries?
- Can my in-country distributor help with the regulatory approval process?

This Webinar Series will provide **answers** to these questions by providing a highly focused, interactive seminar in a "virtual classroom" setting that covers distribution, marketing, and regulatory issues related to selling medical equipment in Brazil and Mexico.

Market Data

With an estimated market size of US\$8 billion in 2007, **Brazil** is the largest market for instruments, medical equipment, disposables, and diagnostic kits in South America.

In 2007, **Mexico** imported US\$ 441.4 million medical equipment, US\$645.9 million medical disposables, and US\$1,267.6 million medical instruments.

Who Should Attend?

International sales and business development decision makers should make these webinars a priority.

Is there a cost to view this webinar and how do I participate?

Yes, it is \$95 per webinar.

For more information, including registration links, please visit <http://www.buyusa.gov/healthcare/medbrazilmexico.html>

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R E G I S T E R N O W !

Event: "Selling Medical Equipment in Brazil" Webinar

When: Thursday, June 25, 2009

Time: 1 to 2 PM EST



Event: "Selling Medical Equipment in Mexico" Webinar

When: Tuesday, July 14, 2009

Time: 2 to 3 PM EST