



RIO BRAZIL 2030

**World Union of Wound Healing Societies (WUWHS)
Rio Brazil 2030 bid**

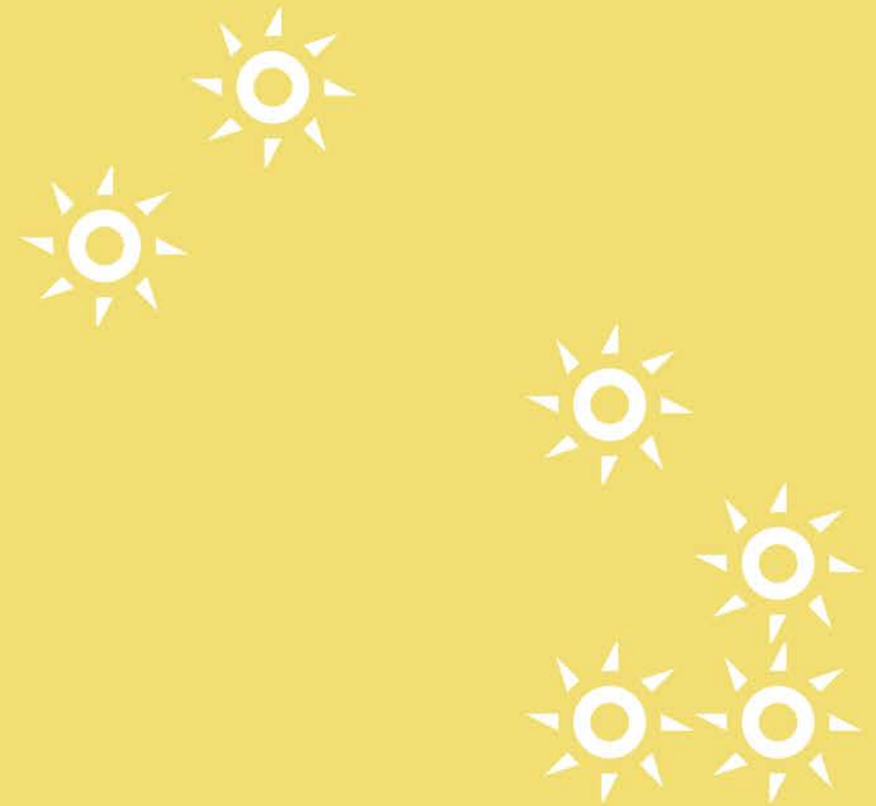
Version 2.0 | March 2026

**RIO
BRAZIL
ROBO**



WELCOME

Dr Debora Sanches-Pinto



DR SANCHES-PINTO

Introduction

Commitment to innovation, education and excellence in plastic surgery, wound healing and burn care at both national and global levels.



Dr Debora Sanches-Pinto
MD MS PhD



RIO BRAZIL ROSSO

Uniting expertise. Empowering healing.

DR SANCHES-PINTO

Introduction

International leader in advanced wound care and burn management.

Distinguished plastic surgeon with expertise spanning continents and disciplines.

Key opinion leader in new wound healing technologies.

President and Founder of the Sociedade Brasileira de Tratamento Avançado de Feridas (SOBRATAFE) and CEO of CETRAFE – Center of Wound Treatment.

At the forefront of wound care in not only South America, but also on the global scene serving as a member of the Scientific Committee of the World Union of Wound Healing Societies (WUWHS) (2024–2028).



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BRASIL
ROSSO**

Uniting expertise. Empowering healing.

Qualifications and affiliations

- Member of the Brazilian Society of Plastic Surgery
- Works in the plastic surgery and burns division at Hospital das Clínicas da Faculdade de Medicina da Universidade de São Paulo (FMUSP)
- Master's degree in plastic surgery
- PhD in health sciences from Faculdade de Medicina da Universidade de São Paulo.
- MBA in health management from Fundação Getulio Vargas (FGV)
- Hospital administration training through PROHASA-FMUSP
- A driving force on the international scene including:
 - American Association on Wound Care (AAWC)
 - Wound Healing Society (WHS)
 - European Wound Management Association (EWMA)
 - European Burn Association (EBA)
 - Federación Ibero Latinoamericana de Quemaduras (FELAQ)
 - Sociedade Brasileira de Queimaduras (Founding Member)
 - The International Society for Burn Injuries (ISBI)

CONGRESS FOR ALL

Uniting global wound care

Latin America is one of the fastest growing wound care market in the world.

Brazil is expected to see 12% growth in the wound care space between 2028–2032.

We want to pave the way for low- and middle-income countries to build a future for wound care, aligning the world together with sustainable practice and every voice heard.

Rio Brazil 2030 will launch a new generous bursary scheme to be offered to those who need it, ensuring maximum participation.

Rio de Janeiro is a city committed to a sustainable and inclusive future. Located within the Atlantic Forest Biosphere Reserve, sustainable practices are key and the city both inspires and encourages curiosity about environmental stewardship.

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UNITY

Our strategy



Breaking barriers

- Innovative new sessions fostering broader, future-oriented perspectives in wound management
- Sustainability – we are committed to a low carbon footprint for the event
- Access for all – translations, hearing and visual support for all participants



Bridging distance

- Nurturing the leaders of the future in a growth space
- Empowering low- and middle-income countries
- A new WUWHS website and digital education hub
- 2,400 bursaries to be offered to fund registration fees and accommodation



Advancing wound care

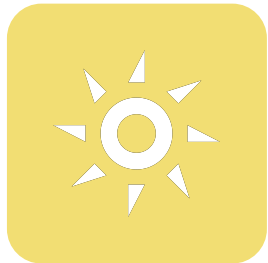
- A learning platform offering resources and connectivity for wound care professionals worldwide
- Bringing together all stakeholders to ensure enriching exchanges of knowledge, technologies and experiences
- Welcoming smart technologies

Communicating Brazil's rich and diverse culture

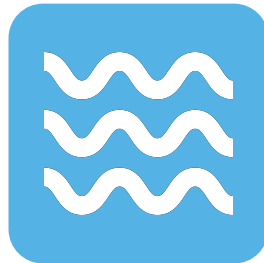
Recognising Brazil's rich culture, diverse communities, and vibrant natural beauty, this presentation introduces Brazil's and our bid to host the 2030 congress.

Delivering the serious vision, while embracing the spirit of Brazil. Inspired by the energy of Rio's carnival, colour, warmth, and iconic landscapes – this essence is reflected in the 2030 congress branding.

Look closely... can you spot the elements of **SEA | SUN | LANDSCAPES | ARCHITECTURE** that are uniquely Brazil?



The sun



The sea



The landscape

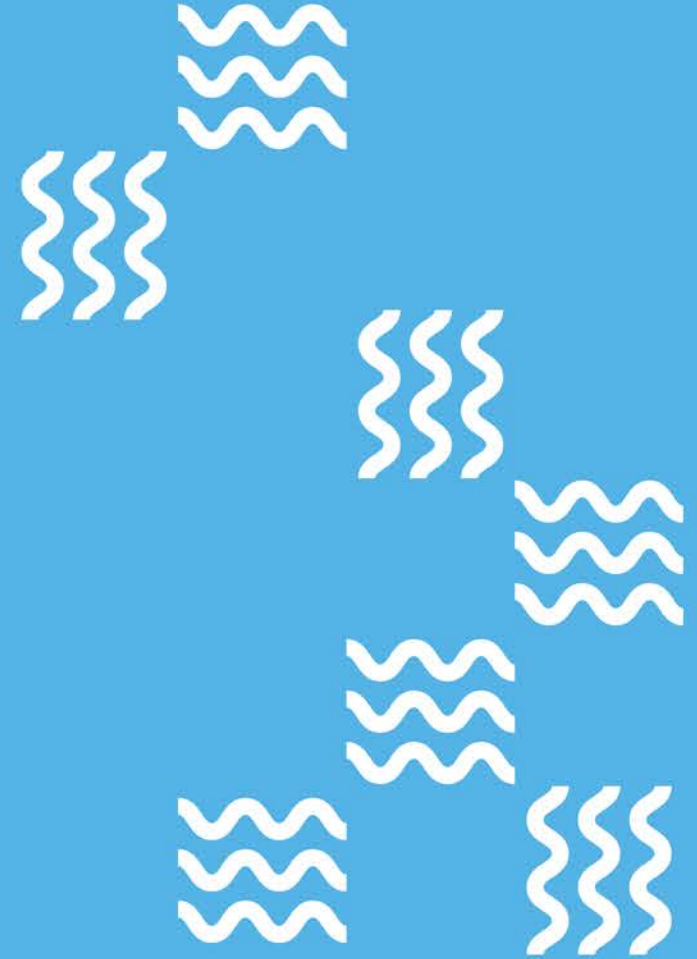
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2020**



BREAKING BARRIERS

Our strategy



Innovative new sessions

WUWHS 2030 will push the boundaries of traditional wound care by introducing innovative session formats and cross-disciplinary learning opportunities.

- Participants will explore veterinary wound care and dental wound care through the thematic tracks “*Learning from the Animals*” and “*Changing World,*” drawing insights from other healthcare fields to inform human wound management.
- These sessions will include case studies, interactive workshops and panel discussions, demonstrating how techniques, technologies and problem-solving approaches from veterinary medicine, dentistry, emergency medicine and telehealth can be adapted to enhance human wound care.



INNOVATE



Innovative new sessions

SOBRATAFE Pantanal refers to SOBRATAFE's engagement in the Pantanal region of Brazil, notably during the response to the 2020 Pantanal wildfires when the society supported veterinary care for burned wildlife through partnerships such as HOVET – Veterinary Hospital at the Federal University of Mato Grosso. This activity highlights SOBRATAFE's commitment to cross-disciplinary and community-based wound and trauma care that extends beyond human clinical settings to include animal health in extreme environmental contexts.

Through efforts like these, SOBRATAFE promotes knowledge exchange, innovation and practical impact in wound care across diverse populations, settings and even species—strengthening both regional response capability and global discourse in advanced wound management.

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COMPASSION

BREAKING BARRIERS

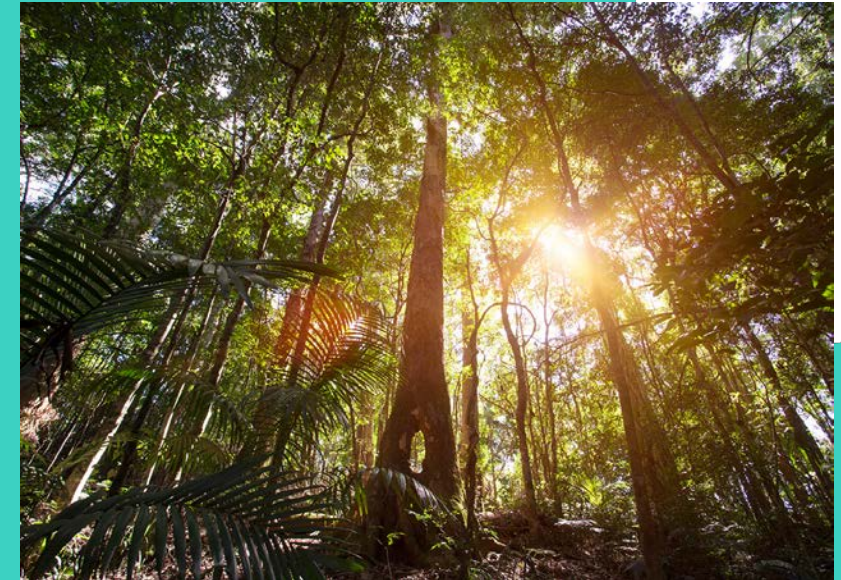
Sustainability

The congress will feature specialised sessions on emergency care, remote and distance care, and cross-disciplinary collaboration, highlighting strategies from diverse clinical environments.

As part of Brazil's commitment to sustainability, the event will promote carbon offsetting to help mitigate greenhouse gas emissions associated with travel and event operations. Attendees may be invited to voluntarily offset the carbon impact of their travel by contributing a small optional amount during the registration process.

The event will minimise its environmental footprint with reduced printing costs using a conference app, which will also encourage collective responsibility for sustainable meeting practices.

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PRESERVATION

BREAKING BARRIERS

Accessible for all

We are committed to inclusivity, ensuring that every participant can fully engage regardless of language, hearing or visual ability. The congress will offer real-time translations and multilingual support, live captioning and sign language interpreters, and visual aids and accessible presentation materials.

The convention centre welcomes wheelchair users and those with physical disabilities. The entire venue is designed with accessibility in mind, with ramps, accessible restrooms and convenient entry points for guests with mobility needs.

Digital resources, including webinars, learning modules and podcasts, will be designed with screen-reader compatibility and adjustable formats. These measures, combined with accessible face-to-face events, aim to remove barriers to learning and participation, fostering a truly global and equitable wound care community.

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INCLUSIVE

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BRIDGING DISTANCE

Our strategy



BRIDGING DISTANCE

New for Rio Brazil 2030: Bursary applications

- Rio Brazil 2030 will launch a new ‘bursary’ application-based programme.
- Participants will be invited to submit applications explaining their motivation for attending, which will be reviewed by the educational committee.
- 2,400 bursaries will be offered.
- Successful applicants will receive funding that covers **registration** and **accommodation**.

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2,400 BURSARIES

BRIDGING DISTANCE

Nurturing the leaders of the future

The next generation of leaders will be invited to submit applications for bursaries explaining their motivation for attending, which will be reviewed by the Educational Committee. Successful applicants will receive funding that covers registration and accommodation.

Young investigators can present projects, receive feedback and compete for recognition or funding in bespoke research and innovation challenges.

Together, these initiatives will equip the next generation with the knowledge, practical skills and professional networks needed to drive innovation, leadership and excellence in wound healing science and patient care worldwide.

We plan to offer structured and cutting-edge academic content across all areas of wound care with postgraduate courses, state-of-the-art lectures, clinical symposia, working party reports, keynote lectures, free paper and poster presentations.

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INSPIRE

BRIDGING DISTANCE

Empowering low- and middle-income countries

Our goals are to inspire, engage and empower the next generation of wound care professionals, helping everyone play their part in shaping the future of wound healing science and patient care.

To support this vision, the congress will offer bursaries in 2030 aimed at driving attendance from low-income countries, ensuring global participation and fostering a truly global community of emerging leaders.

Specialised programmes for wound care nurses, paramedics and professionals from low- and middle-income countries will be available, ensuring targeted support and inclusivity to create a multi-layered learning and mentorship ecosystem.

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PROMINENCE

A new educational hub

All face-to-face regional events under the WUWHS banner will be complemented by our innovative digital platform for the WUWHS, offering resources and connectivity to professionals worldwide. Participants will also have access to a global member database, fostering international collaboration and knowledge exchange.

There will be hands-on workshops to build practical skills in advanced wound management and emerging technologies.

Interactive panel discussions and Q&A sessions will be held, allowing participants to actively contribute, ask questions and share experiences.

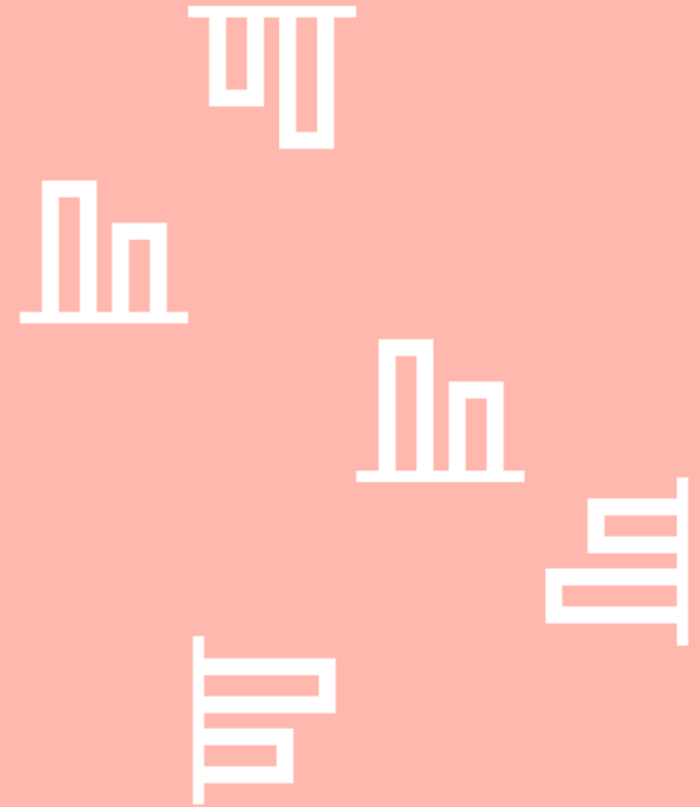
Digital learning resources and on-demand content will be available, enabling continuous education beyond the congress and supporting diverse learning styles.

Additionally, there will be satellite symposia and meet-the-experts sessions, providing additional opportunities for focused learning and direct engagement with international experts.



ADVANCING WOUND CARE

Our strategy



Building on inclusive healthcare initiatives

Brazil is experiencing huge growth in the wound care space and offers a dynamic and innovative healthcare environment, making it an ideal host for WUWHS 2030. The country is leading the way in new wound care technologies and inclusive healthcare initiatives, including:

- Assistance to Riverine populations in the Amazon – mobile and telehealth initiatives deliver wound care and education to remote communities, overcoming geographic and logistical barriers, and demonstrating Brazil’s commitment to equitable healthcare access.
- Teleconsultation Platform – developed by Brazilian architect Mariana Mie Chao, enables remote clinical consultations, follow ups and interdisciplinary collaboration in wound care. Integrated with digital learning and patient management systems, it supports distance care, accessibility and global knowledge exchange, extending expert guidance to underserved regions.

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INSPIRE

Smart homes for all

Smart homes for wound care – innovative projects using a network of devices and digital monitoring allow patients, particularly those in remote or low-income areas, to manage chronic wounds safely at home, improving adherence and outcomes while reducing hospital visits.

By hosting WUWHS 2030 in Brazil, the congress can showcase cutting-edge innovations, highlight successful cross-disciplinary and community-focused approaches, and provide attendees with real-world examples of how technology and inclusive strategies can transform wound care globally.

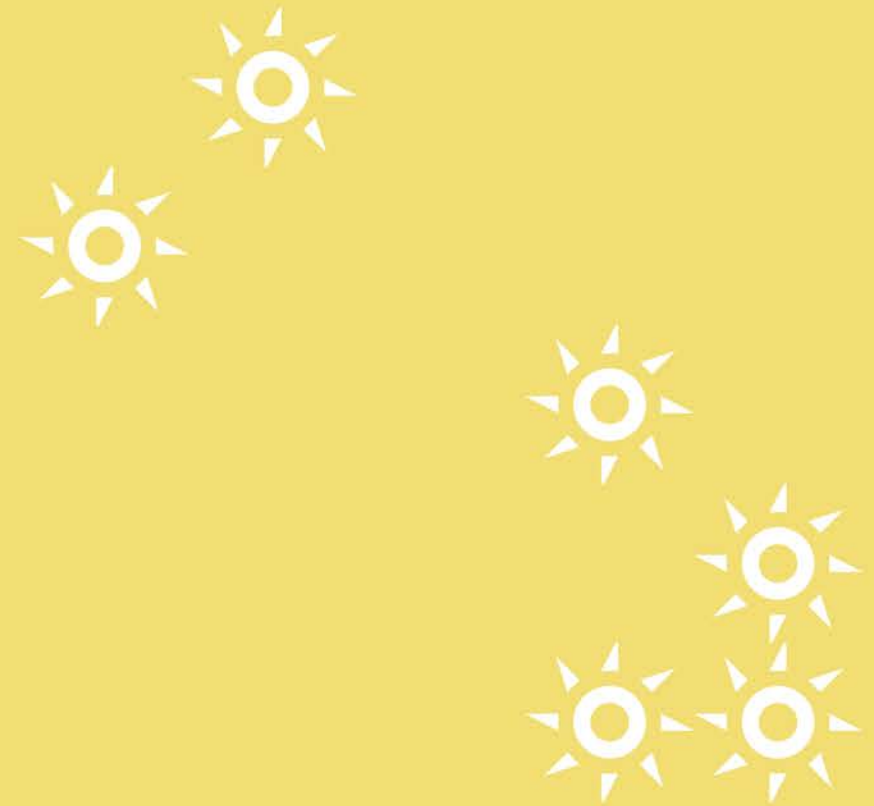
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INSPIRE

MULTI-SECTOR SUPPORT

Institutional and government support



Sociedade Brasileira de Tratamento Avançado de Feridas (SOBRATAFE)

With over 1,700 members, we are South America's first and largest dedicated wound care society. Since 2005, we have dedicated ourselves to the promotion and advancement of clinical knowledge, research and practices related to complex and chronic wound treatment.

We organise scientific events, including the bi-annual SGAWCM (Sobratafe Global Advanced Wound Care Meeting) which brings together international experts and multidisciplinary professionals to discuss the latest innovations in wound care.

In addition to this, we offer professional training and workshops, encourage multidisciplinary collaboration, and are vocal advocates for evidence-based wound care practice.



We held our first small symposia in 2011; since then, we have grown to deliver impactful large-scale in-person events, putting Brazil on the map when it comes to wound care. Our latest meeting attracted 3,000 participants from over 25 countries worldwide and was translated into English for our Latin American, North American and European guests. We have a proven track record of reach and influence, not only outside of Brazil but also outside of South America and across the world. In addition to this, we have delivered exceptional, fully translated events online, coordinating hundreds of speakers over 30 time zones.

As our society has grown and continues to grow, we have collaborated with a number of organisations including SBACV (Brazilian Society of Angiology and Vascular Surgery), ABTPE (Brazilian Foot and Ankle Society) and the Brazilian Nursing Society. In addition, we have worked with SBMH (Brazilian Society of Hyperbaric Medicine) and those responsible for DLS (diabetic limb salvage) and ACCHIEHC (Asociacion Cientifica Chilena Estomas Heridas Continencia).

Sociedade Brasileira de Tratamento Avançado de Feridas (SOBRATAFE)

Our bid comes with the full support of SOBEST (Brazilian Society of Stomatherapy), SOBENDE (Brazilian Society of Nursing and Dermatology) and SoBENFeE (Brazilian Society of Nursing and Aesthetics).

Our bid will also support on-demand access via a new digital hub to ensure those unable to attend in person will have the full experience online. We have done this before with great success. In 2021, following the COVID-19 pandemic, the European Wound Management Association (EWMA) supported the SGAWCM to pivot rapidly to online-only. With over 200 speakers booked, half of them international, we were able to deliver an innovative, fully connected platform with real-time discussions, respecting the time zones of the 30 participating countries. The event was translated and subtitled into three languages (Portuguese, Spanish and English), with the English-speaking countries positively reporting that they were able to interact, understand and discuss with the Latin American speakers, thanks to a lack of barriers.

As a society, our goal has always been for a more inclusive tomorrow in advanced wound care. Our bid strives to build on our learnings and recent developments in technology to make a truly immersive experience for all participants, no matter their language, location or economic background. With our bid, we welcome the opportunity to learn, teach, exchange knowledge and expand our large family of wound care professionals. It's imperative that we maintain a strong link with developed countries, which are starting to use new technologies early, and encourage us as professionals to continuously learn and grow.



Supporting societies



MULTI-SECTOR SUPPORT

Brazil's executive committee

BRAZIL



Francisco Lopez Moreira
Treasurer
SOBRATAFE

BRAZIL



Rogerio Noronha
Secretary General
SOBRATAFE

BRAZIL



Wendel Jose Teixeira Costa
Recorder
SOBRATAFE

MALAYSIA



Hari Nair
Past President
SOBRATAFE

PORTUGAL



Paulo Alves
External Adviser
APTferidas

PUERTO RICO/US



Leticia Vallejo
Executive
COMLHEI

COSTA RICA



Joyce Barrantes
Executive
COMLHEI

USA



Robert Kirsner
Interim Member
WHS

UK



Karen Ousey
Interim Member
ISTAP

CANADA



Kevin Woo
Interim Member
NSWOCC

MULTI-SECTOR SUPPORT

Brazil's local committee

ARGENTINA

Hector Tito Leoni

AIACH

URUGUAY

Rocio Gonzales

Socieda Cientifica Uruguay

CHILE

Ricardo Roa

AWC

BRAZIL

Sonia Dantas

Sobest

BRAZIL

Roselsine Muner

Sobenfee

BRAZIL

Jonas Sartori

Sobende

EL SALVADOR

Arturo Gonzalez

SILAUHE

COSTA RICA

Gabriella Madgrigal

ACOH

CHILE

Heidi Hevia Campos

ISTAP

COLUMBIA

Lus Daret

Sobratafe

PERU

Walter Navarro

Ministry of Health

BRAZIL

Rogério Alexander Sakuma

Sobratafe

CHILE

Claudia Ramirez

Chilean Society of Wounds

RIO DE JANEIRO, BRAZIL

A big welcome to all

Brazil is a country with an extraordinary ecological and natural environment, well-known for its splendid beauty, the warmth of its people and renowned attractions such as Christ the Redeemer, Sugar Loaf Mountain and Copacabana beach.

Rio de Janeiro is a unique city. Few places in the world harmoniously combine nature and a bustling city. In addition to a great metropolis, you will find stunning beaches, one of largest urban forests in the world, lagoons, waterfalls and a beautiful bay, all within one city. Expect sunny days and temperatures of 27°C/80° F.

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SUPERIOR

RIO DE JANEIRO, BRAZIL

A big welcome to all

We are a visa-free country for over 60 countries – welcoming wound care professionals from all over the world. Holders of a valid passport travelling for tourism, business, or artistic or sports activities are granted a stay of up to 90 days.

Rio has successfully hosted some of the biggest events in the world, including the FIFA World Cup (2014), the Olympic Games (2016) and the G20 Summit (2024). In the medical world, Rio has led the way with the World Congress of Cardiology (2022), the Brazilian Epidemiology Congress (2024) and the International Orthodontics Conference (2025).

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UPLIFTING

Visa-free entry: 60+ countries

Rio de Janeiro Airport serves:

- 26 domestic destinations
- 25 international destinations

The following countries do not require a visa:

Andorra	France	Mexico	Slovakia
Argentina	Germany	Monaco	Slovenia
Austria	Greece	Morocco	South Africa
Bahamas	Guatemala	Namibia	South Korea
Barbados	Guyana	Netherlands	Spain
Belgium	Hong Kong	New Zealand	Suriname
Bolivia	Hungary	Norway	Switzerland
Bulgaria	Iceland	Panama	Ukraine
Chile	Ireland	Paraguay	Thailand
Colombia	Italy	Peru	Trinidad and Tobago
Costa Rica	Israel	Philippines	Tunisia
Croatia	Liechtenstein	Poland	Turkey
Czech Republic	Lithuania	Portugal	United Kingdom
Denmark	Luxembourg	Romania	Uruguay
Ecuador	Malaysia	Russia	Vatican
Finland	Malta	San Marino	Venezuela

Air travel time:



Europe

From 9 to 12 hours



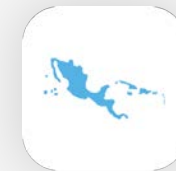
North America

From 9 to 14 hours



South America

From 3 to 6 hours



Central America

About 7 hours



Africa

About 10 hours



Oceania

About 18 hours



Asia

About 25 hours

RIO DE JANEIRO, BRAZIL

Accommodation

Rio offers a wide range of hotels, from the most famous international chains to excellent national hotels. The hotel industry, concentrated between the south, west and central zones of the city, is prepared to receive all types of guests – whether they visit for leisure, business or events.

All the facilities are easily accessible with international standard infrastructure.

Besides the hotels, the city also offers hostels and budget accommodations.

With over 25 5-star hotels and over 95 4-star hotels, you'll be spoilt for choice.

**RIO
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REVITALISE

RIO DE JANEIRO, BRAZIL

Government and tourism support

1.5 million people visit Rio annually and have an unforgettable experience!

Rio is a safe city with stunning beaches, iconic landmarks and a vibrant atmosphere. Safety concerns are often a top priority for visitors and police presence is strong in popular tourist areas.

We have the full support of Visit Rio (a non-profit public utility entity) who will support participants with all aspects of their stay, both for work and pleasure. Rio Prefeitura (the Mayor of Rio), whose mission is to attract national and international congresses and other technical, scientific, cultural and sporting events will support the event.

We have also partnered with the Brazilian Tourist Board and supporting societies to ensure competitive costs and effective promotion that will also help the local economy and companies in the local tourism sector.

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SYNERGY

RIO DE JANEIRO, BRAZIL

Official support from...



VENUE

Riocentro

One of the largest convention centres in Latin America, Riocentro is located in Barra da Tijuca, in the west zone of Rio de Janeiro and has a wealth of experience holding international conferences.

Riocentro includes four air-conditioned pavilions and the Integrated Convention Centre. It also houses Rio's largest amphitheatre with 3,400 seats and can host up to 10,000 people. Additionally, it includes a multifunctional seminar room for 4,500 people, removable acoustic partitions and parking for 7,000 vehicles.

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IMMERSIVE

VENUE

Riocentro

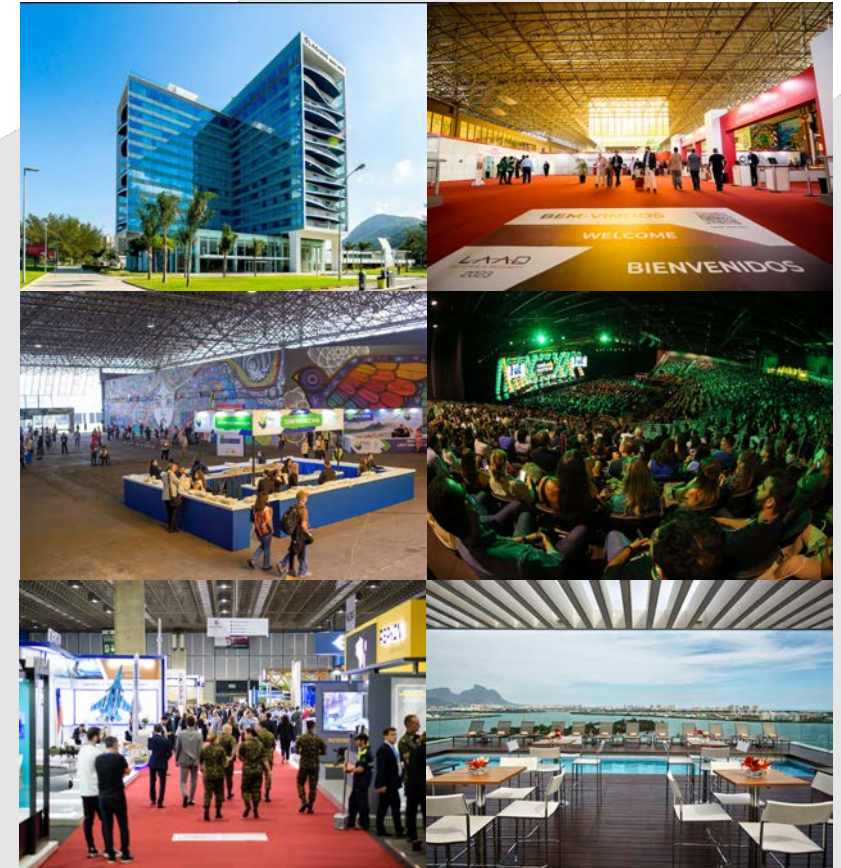
Riocentro is fully equipped to host all our requirements for a truly state-of-the-art event and has TV studio facilities.

The convention centre boasts a vast tropical garden with a lake and a river that flows through the grounds, adding a unique charm to the venue.

Enhancing the visitor experience further, the entrance area features the largest covered street art exhibition in Latin America and a free art intervention display open to all visitors.

With its modern and versatile infrastructure, we are confident Riocentro can happily accommodate the WUWHS Congress 2030.

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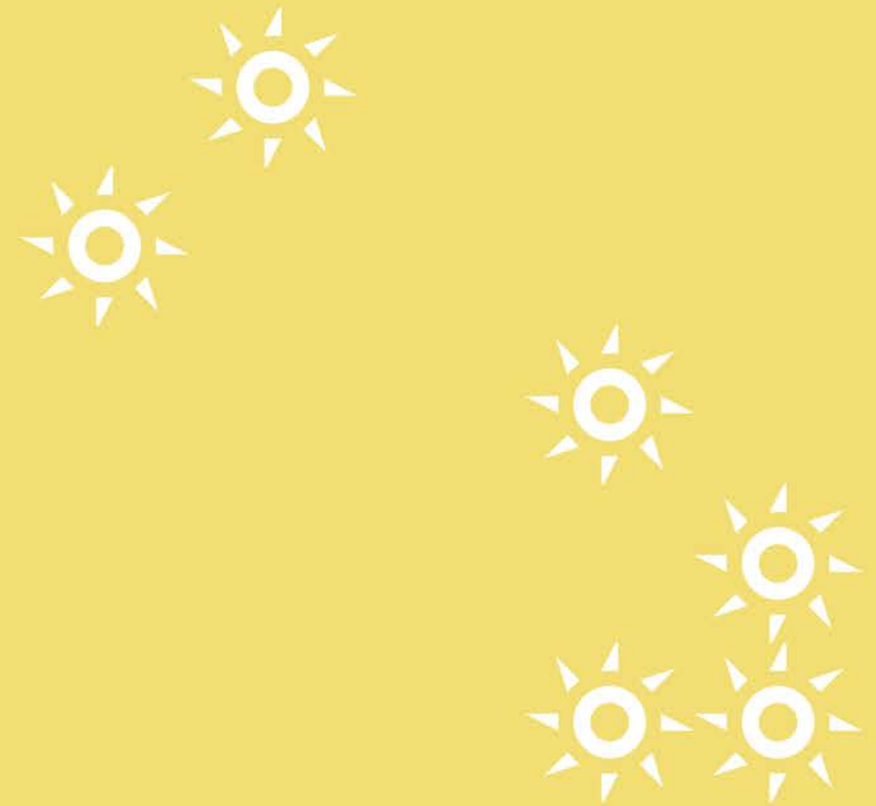


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CONFERENCE MANAGEMENT

OmniaMed Communications



CONFERENCE MANAGEMENT

OmniaMed Communications

OmniaMed Communications Ltd is a leading event management and communications company specialising in the planning, delivery and strategic support of high-impact congresses, conferences and meetings worldwide. With years of hands-on experience working across healthcare, science and professional associations, they combine industry insight with a results-driven approach to create events that educate, connect and inspire.

The logo for OmniaMed Communications features the word "OMNIAMED" in a bold, sans-serif font, with "OMNIA" in black and "MED" in red. Below it, the word "COMMUNICATIONS" is written in a smaller, black, all-caps sans-serif font. The background of the right side of the slide is a light gray with large, faint, overlapping gear shapes.

OMNIAMED
COMMUNICATIONS

OmniaMed Communications

Expertise includes:

- **End-to-end congress and conference management** – from initial concept and programme design, through to logistics, registration and on-site delivery, they handle every stage of the event lifecycle.
- **Tailored client solutions** – OMC understand strategic goals and audience needs, delivering customised event strategies that align with their mission and objectives.
- **Global and regional experience** – organising international congresses, hybrid and in-person scientific meetings, and regional symposiums, each delivered with professionalism and attention to detail.



ENGAGE

Budget

- As a cash-generative event, proceeds will be reinvested into WUWHS global education.
- Delegate registrations and industry support are the primary sources of income.
- 6,000 delegates are anticipated to attend from across multiple roles and regions.



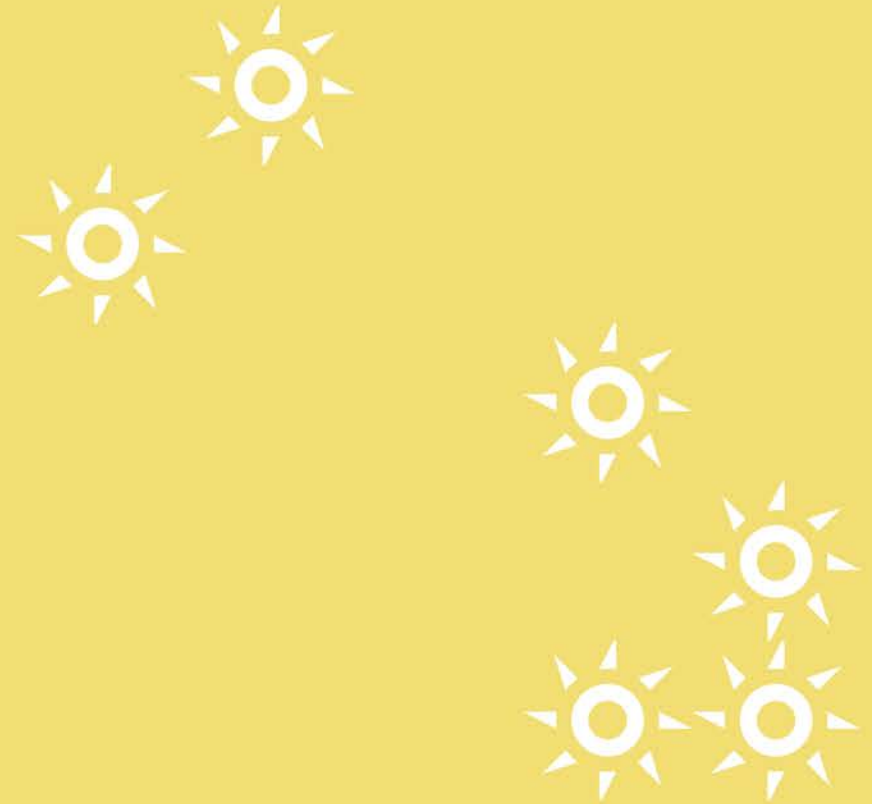
FOCUSED

**RIO
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GLOBAL MARKETING REACH

OmniaMed Communications



Global marketing and outreach

Our PCO, Omniamed Communication are experts in:

- Audience engagement and communications – developing compelling messaging, promotional campaigns and delegate engagement strategies to maximise participation and impact.
- Sponsor and stakeholder management – building strong relationships with sponsors, exhibitors and collaborators, ensuring value and visibility for all stakeholders involved is a key part of OMC's skills.



INTERACT

GLOBAL MARKETING REACH

Huge marketing reach

One of the largest, most engaged communities of 'live' registered HCP users in the world.



PracticeNurse



Diabetes
on the net.

Renal Review

WOUNDS | UK

Global Wound
Care Journal

WOUNDS | INTERNATIONAL



50 million+

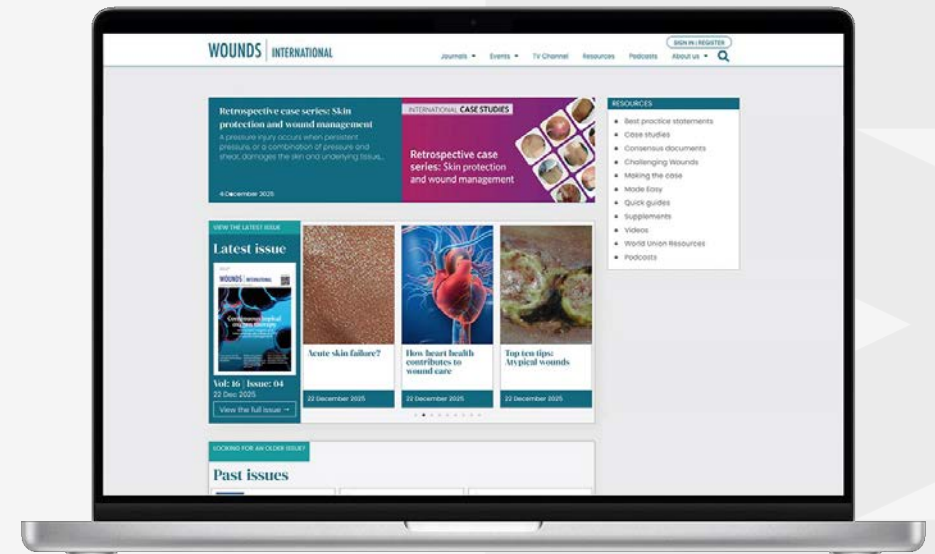
page views globally from HCPs per annum

GLOBAL MARKETING REACH

Wounds group

OMC's 'Wounds Group' division is a major international healthcare communications business with a global reach in wound management spanning multiple brands – including '**Wounds International**'. Our mission is to deliver innovative educational materials online, in print and in person that successfully meet the needs of those practising wound healing across different geographies.

With extensive experience in the field of wound healing, OMC provides high-quality independent medical education that reaches over 60,000 practitioners every month and has a strong heritage in working in partnership with industry to close the gaps in healthcare provision and strengthen professional skills and knowledge for improved patient care.



60,000+

Practitioners reached every month

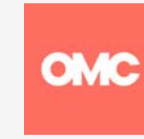
Publication experience

Wounds Group has been publishing medical journals for over 20 years.

Currently, within the Wounds Group sit 6 different titles that differ in style and content:

- *Wounds International*
- *Global Wound Care Journal*
- *Wounds APAC*
- *Diabetic Foot Journal*
- *Wounds UK*

Wounds Group publishes, on average, 15 documents per year that follow on from an advisory panel of key stakeholders within wound care.



Global Wound
Care Journal

The Diabetic
Foot Journal



+2,400

Delegate bursaries

EMPOWER

A congress designed to nurture the leaders of the future, empowering low- and middle-income countries

LASTING LEGACY

Education doesn't stop just because the congress is finished!

YOUR VOTE MATTERS

Please support our bid. Thank you



Dr Debora Sanches-Pinto
MD MS PhD