



Facts and figures » Vitalis 2026

The leading Nordic event shaping
the future of healthcare

Vitalis yearly attracting nearly 7.000 attendees with
the shared aim of building their knowledge and improving
tomorrow's health care.

Quick facts from Vitalis 2026

- 4 days event
- Up to 10 parallel conference tracks
- Approximately 400 sessions
- More than 700 speakers
- Approximately 7.000 participants
- Approximately 200 exhibitors



Opinions on Vitalis

Exhibitors

100%

rated the fair as
very good, good or
satisfactory

97%

plan to exhibit
in 2026

94%

rated ROE as
very good, good
or satisfactory

Visitors

88%

of the visitors
plan to visit
Vitalis next year

96%

of the visitors rated
Vitalis conference
as very good, good
or satisfactory

91%

of the visitors rated the
exhibition as very good,
good or satisfactory



About the participants

Representing the following sectors

Regions/county councils/
public healthcare: 40%
Municipalities: 15%
Authorities and state sector: 7%
Private care: 4%
Interest organization: 2%
Medtech: 8 %
Pharma: 2 %
Vendors, other: 14%
Other: 8%

Geography

26% international exhibitors (other than Swedish)
94% of the visitors were Swedish
4% were Nordic (other than Swedish)
2% were from countries outside of the Nordics

Buying influence

52% of the visitors impact or make
purchasing decisions

Common positions

Management (head of units, operations
managers etc)
Business Developers
IT managers / strategists
Project Managers
Care Administrators
Physicians and nurses
Purchase and Procurement



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Organisations associated with the programme

Swedish Ministry of Health and Social Affairs • National Board of Health and Welfare • Inera • Swedish Association of Local Authorities and Regions • Swedish Medical Association • Swedish Association of Health Professionals Sahlgrenska Academy • Vinnova • Swedish Federation for Medical Informatics (SFMI) • Swedish Medtech Gothenburg Town and Municipality • Swedish eHealth agency Stockholm County Council • Swedish Medical Products Agency • Swedish eHealth Agency • Swedish Association of Senior Hospital Physicians • Swedish Society of Nursing

